

To: Lottery, Video Gaming & Racino Executives  
Interested in Growth, Expansion & Added Success



Your weekly supplement to  
**Public GAMING International Magazine**  
**December 19, 2005**



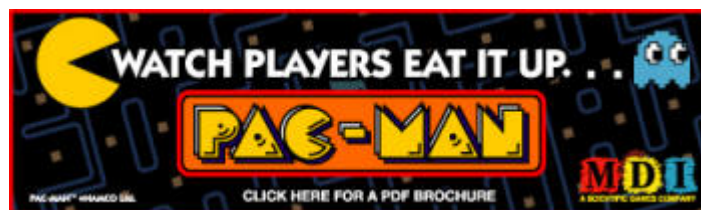
## COMPANY ANNOUNCEMENTS

**SCIENTIFIC GAMES WINS CONTRACT IN MEXICO.** Scientific Games has been awarded a contract to provide technical support, hardware and consulting services to Apuestas Internacionales SA in connection with its number draw-based and related games. The contract has an



initial term of eight years plus an option for a two-year extension. Scientific Games will be compensated based on percentage of revenue derived by Apuestas Internacionales SA. The operation is expected to launch during the first half of 2006.

**MDI EXTENDS MARILYN MONROE®.** One of Hollywood's most famous icons remains available to lotteries worldwide now that MDI, a wholly-owned subsidiary of Scientific Games, has extended its agreement with CMG Worldwide to exclusively offer lotteries the rights to America's ultimate diva, Marilyn Monroe. This year, Premiere Magazine named her #2 on the list of "The 50 Greatest Stars of All Time." With a Marilyn Monroe instant game, lotteries can offer incredible second-chance prizes including exclusive merchandise associated with the screen legend. Grand prizes can include a home theater system plus the Marilyn Monroe Diamond Collection of 10 films, trips to Hollywood that would include tours of the homes where she lived, restaurants she frequented, beaches where she posed, movie studios where she performed and much more. Or, lotteries can build a grand prize around diamonds, her signature jewelry.



**EGC TO ATTEND EELEX.** Electronic Game Card confirmed that it will be attending the EELEX trade show in Russia from the 20<sup>th</sup> – 22<sup>nd</sup> December. Over 200 companies will be exhibiting at the three day event in Moscow.

**LOTTO GOLD+ DRIVES 114% GROWTH IN ARGENTINA.** In a milestone event Lottery Dynamics announced the successful launch of the first game based on its patented Lotto Gold+™ program of multiple-priced tickets and guaranteed-higher starting jackpots within a single Lotto offering. The unique new game – Super 9 – was created and launched as a joint effort of Lottery Dynamics and The Instituto Provincial De Loteria y Casinos (IPLyC) in Misiones, Argentina, to revitalize sales of the province's daily draw game through player choice and player value. The game offers a guaranteed starting jackpot of \$4 million Pesos, the highest starting jackpot ever offered in Argentina or any other Latin American lottery. The jackpot is progressive and increases beyond the guaranteed \$4 million Pesos with rollovers. The Super 9 game replaces the one-peso Quiniela Pocerada with a three-level betting strategy of

one, two or three pesos with respective starting jackpots of \$1 million Pesos, \$2 million Pesos and \$4 million Pesos. The Quiniela Poceada had a starting jackpot of \$100,000 Pesos. In the initial period since its launch Nov. 23<sup>rd</sup> to great fanfare in Misiones, total revenues have soared 114%, driven by a 67% increase in ticket volume and a dramatic increase of the average price point from \$1.00 Peso to \$1.28 Pesos, up 28%. Initial data indicates that 20 percent of player transactions have migrated to \$2.00 Peso and \$3.00 Peso tickets.



#### **G2E INSTITUTE TO DEBUT IN SPRING 2006.**

Global Gaming Expo (G2E) announced the creation of G2E Institute, the gaming

industry's first focused, educational conference to offer interactive, workshop-style sessions on four specific gaming industry sectors. G2E Institute will combine G2E's existing Casino Design and Racino events with the recently acquired Gaming & Technology Conference, and will incorporate a new series of seminars addressing developments and growth opportunities in tribal gaming. The inaugural G2E Institute will be held at the Red Rock Resort, Spa & Casino in Las Vegas May 9-11, 2006. The 2007 event will take place May 15-17, 2007 at Mohegan Sun in Uncasville, Conn.

#### **NEW JERSEY AWARDS ORANGE COUNTY CHOPPER AT GIANTS GAME.**

Oberthur Gaming partnered with the New Jersey Lottery, along with Paul Teutul Sr. and Paul Teutul Jr. of Orange County Choppers™ ("OCC"), Saturday, December 17, 2005 at the Meadowlands Stadium to award a New Jersey lottery player his custom *Orange County Chopper*. The player won the bike by entering the Lottery's 2<sup>nd</sup> chance drawing from its *OCC* instant game. Paul Teutul Sr. and his son Paul Jr., the stars of *OCC*, presented the winner of the drawing with a custom autographed bike on the football field before the start of the Giants-Chiefs football game. The New Jersey Lottery was the first to launch an *OCC* ticket, OGT's exclusive licensed brand, in April 2005.



**MARYLAND EXTENDS GAMES, INC.** Games, Inc. announced that its VIP Club and Related Services Contract with the Maryland Lottery has been extended for another year, through November 9, 2006. The contract was originally awarded through a bid process on October 21, 2004, and covers services provided for the creation and implementation of an Internet-based VIP Club. These services include database management, e-mail and text messaging services and other customer relationship management services.



**ILTS SIGNS WITH PGM.** International Lottery & Totalizator Systems, Inc. has signed a contract with Philippine Gaming Management

Corporation (PGMC) for a complete on-line lottery system to replace the ILTS system installed in the Philippines in 1995. Under the terms of the contract, ILTS will deliver a new DataTrak on-line gaming system and approximately 2,000 new Intelimark FLX terminals. In addition, ILTS will provide a number of services, including installation, training, and software support.

#### **ARIZONA GAMING DESIGNS RECEIVES "MATCH UP!" PATENT.**

Arizona Gaming Designs, LLC has received a patent from the U.S. Patent Office for a unique game design. The game, code-named Match-Up!, was designed by Arizona Gaming Designs President, Ron Borruso. The game can be played in many forums including: Online Lotteries, Instant or Scratch Tickets, Slot Machines, Racing Wagers, Casino Table Games, Monitor Games and Internet Games. Match-Up! is based on matching numbers or objects in the order they are drawn or selected. The most distinctive characteristic of the game is that it offers players many winners as well as life-changing jackpots. For lotteries, Match-Up! has the flexibility to provide games with high tier winners in the \$10,000 range to mega games with jackpots starting at \$10,000,000 or more. As a video, or slot game, Match-Up! offers multiple card or symbol games that can generate jackpots into the tens of thousands of credits with interactive play. Match-Up! provides creative new wagers for the racing industry where a player can pick 4 horses (or dogs) in a single race and win if any one or more finishes in the order of predicted finish.



**GALAXY CHOOSES KISS IN MACAU.** Galaxy Casino has chosen the KISS casino management system to manage table gaming, junket and cash desk operations at their Grand Waldo and Rio properties, which are slated to open early in 2006. KISS is a turn-key software solution for casino floors, developed by Australian casino management and consultancy firm International Casino Services Pty. Ltd. (ICS) [www.intercas.com.au](http://www.intercas.com.au). KISS is currently installed in the company's 63 table Galaxy Waldo property, one of the 18 casinos in Macau, which opened in July 2004.

#### **RAPID BET LIVE GOES TO PALMS CASINO.**

Progressive Gaming International Corporation reached an agreement with the Palms Hotel and Casino to field trial the Company's newest product, Rapid Bet Live, which allows for real-time, in-game wagering on sporting events. For more information on Rapid Bet Live, visit:

<http://www.progressivegaming.net/pages/games/rapidbetlive.html>



**BLUE CHIP CHOOSES PALTRONICS.** Paltronics Inc. has announced that Boyd Gaming's Blue Chip Casino, a newly constructed vessel located in Michigan City, Indiana, has purchased a Paltronics OneLink slot and media system with the latest RGB in-machine meters and EFX table displays. The Paltronics systems, meters and table displays will be installed on the 65,000 square foot gaming floor of the new property in December. The Blue Chip Casino will open in the first quarter 2006.

## PEOPLE

North Carolina Lottery Executive Director Tom Shaheen announced his first hire as he named **Jerry C. Carter** the head of the state lottery's security office. A veteran of the North Carolina State Bureau of Investigation for more than 20 years, Carter has worked as an officer with the SBI Crime Laboratory since 2001. He has held such titles as forensic document examiner, criminal and drug agent, special investigator and assistant special agent in charge. Carter also served as a liaison between the SBI and the state Attorney General's office.

World Lottery Association President **Reidar Nordby Jr.**, Asian Pacific Lottery Association President **Henry Chan**, and **Göran Wessberg** of the WLA Academy Program have been appointed to the advisory board of The China Center for Lottery Studies (CCLS) at Peking University. The appointment ceremony took place during the International Conference on Gaming Industry and The Public Welfare this past week in Sanya, South China.



Churchill Downs Incorporated announced that **Clifford C. Goodrich** will leave his position as president of

Arlington Park, the Company's racetrack in Arlington Heights, Ill., in order to pursue other professional and personal interests. Goodrich's last day at Arlington will be Jan. 6, 2006. Goodrich joined Arlington Park in December 2002 as executive vice president before assuming the role of president of the track and senior vice president in charge of CDI's Illinois Operations, including eight Trackside Off-Track Betting locations in the Chicago area, in March 2003. Before joining CDI, Goodrich served as chief executive officer of the California Thoroughbred Horsemen's Foundation Inc. and, prior to that, was president and chief operating officer of Santa Anita Park in Arcadia, Calif.

Harrah's Entertainment announced **Jennifer Shatley**, Harrah's director of Code of Commitment, was appointed to serve on the National Center For Responsible Gaming Board of Directors. Shatley joined Harrah's in 1997 and has served as director of Harrah's Code of Commitment since 2001. She administers the company's responsible gaming programs, and is involved with the development of employee training and information technology to support Harrah's responsible gaming policy. Shatley also serves on the advisory board of

the Nevada Council on Problem Gambling.

## VLTRACINO

**FLORIDA LEGISLATURE PASSES SLOT BILL.** (AP) The Florida House passed a bill (HB 1B), on a 110-8 vote, that would require Broward County's four pari-mutuel facilities to pay a 50% tax on the 1,500 gaming machines they could each install sometime next year. Only New York and Rhode Island have higher tax rates. The Senate later passed the bill. The House and Senate essentially split the difference in the bills they had coming into the special session. The Senate had proposed a 45 percent tax rate and a 2,000 machine limit. The House proposed a 55 percent rate and a 1,000 machine limit. The venues would be able to operate 16 hours a day, seven days a week. Each facility would have to pay a \$3 million license fee. The state expects to see around \$200 million a year in gaming machine revenue. Governor Bush, an opponent of the machines, said he would sign the bill because he doesn't have much choice. The courts were prepared to let the gaming machines be installed without state action, because of the Broward voters' approval. The machines should be installed by summer.



**MTR SUBSIDIARY ACQUIRES INTEREST IN MI TRACK.** MTR Gaming Group announced that its wholly owned subsidiary, Jackson Racing, Inc., acquired a 90% interest in Jackson Trotting Association, LLC, a Michigan limited liability company that operates Jackson Harness Raceway. Jackson Harness Raceway conducts live harness racing (mid-April through mid-June) and year-round simulcasting with pari-mutuel wagering in Jackson, Michigan. The facility is located on I-94, approximately 35 miles from Lansing, 40 miles from Ann Arbor, 70 miles from Detroit and 70 miles from Toledo, OH.



## INTERNET/WIRELESS

**GAMEACCOUNT PAYS OUT WITH SANTA'S CHRISTMAS GROTTTO.** Thousands of online gamers are enjoying an early Yuletide treat thanks to [www.gameaccount.com](http://www.gameaccount.com). Their 'Santa's Christmas Grotto' promotion, which runs until 1<sup>st</sup> January 2006, features free daily prizes with their 'poker-style' scheduled "Free Roll" tournaments playing out daily at 4:00PM (GMT) / 11:00am EST / 8:00am PST. GameAccount's advent calendar of Free Roll tournaments starts with £20 / \$35 / €30 / A\$45 to be

won in week One, ending with a grand-prize of £500 / \$870 / €730 / A\$1,100 to be played for on Christmas Day! All entries are free and on a 'First Come, First Served' basis with winners picking up huge daily prizes of up to £500 / \$870 / €730 / \$1,100 until Christmas!

**SLINGO-2-GO DEBUTS.** Slingo, Inc. and Kayak Interactive, Inc. have jointly released the United States' first multi-player web-to-wireless community games, Slingo-2-Go and 5-Card Slingo-2-Go. Based on the original Slingo, an exciting mixture of bingo and slots, Slingo-2-Go enables players to enjoy fun Slingo action wherever they go, while playing with their online friends at Slingo.com simultaneously. These new games allow the mobile users of Slingo and 5-Card to take their Slingo.com accounts wherever they go. Players will be able to play in real-time against the Slingo players on Slingo.com. All of the original game features exist on the mobile version, including the ability to earn Slingo Coins, chat with other players and have scores recorded at Slingo.com. Players are encouraged to visit Slingo.com to see their score totals and see where they rank in the Slingo.com community.

## LOTTERY NEWS

**LOTTERY TOPS FOR AOL SEARCHES.** AOL Search announced the year's top searches based on the topics that received the highest volume of online queries on AOLSearch.com, the AOL.com portal and the AOL service during 2005. "Lottery" emerged as the most searched word in 2005, followed by "horoscopes" (no. 2) and "tattoos" (no. 3). American Idol (which recently signed a Lottery deal with MDI) came in at number eight. New search terms that emerged in 2005 include the addictive puzzle "Sudoku," the irregular minting of the new "Wisconsin Quarter" and the global music event "Live 8."



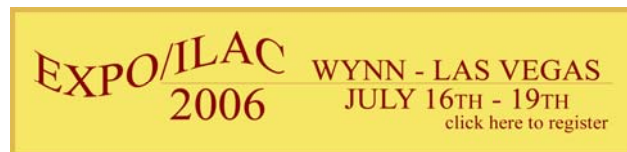
**NORTH CAROLINA HIRES FORTHCOMING.** North Carolina Lottery Director Tom Shaheen will be hiring six deputy executive directors at a rate of \$110,000 to \$145,000, and an additional 12 assistant directors at a rate of \$80,000 to \$120,000. The

pay packages would include a base salary and a bonus for selling instants by April 5. Bonuses for starting the lottery on time would range from \$16,000 for the deputy executive directors to \$1,000 for employees making less.

**WYOMING LOOKS AT MULTI-STATE.** (AP) A legislative committee is reportedly taking a look at a bill calling for a non-binding referendum on whether Wyoming should join a multi-state lottery. The bill would not have to go before a public vote. Governor Freudenthal said if the bill passes he will sign it into law, even though he doesn't like the idea of a lottery.

**CHUCK BROWN HYPES D.C. CASH FIVE.** D.C. residents will hear a familiar voice hyping the District's newest lottery game: local legend Chuck Brown. The father of the distinctive D.C. sound known as "Go-Go" is providing

music for and appearing in TV ads for the Rolling Cash Five game.



**POWERPLAY SHOPPING SPREE PROMO.** Five Kansas Lottery players don't have to worry about finding the money for holiday gifts or holiday travel this year – they've won gift cards worth thousands of dollars to spend any way they choose. The Kansas Lottery held its "Power Play Shopping Spree" drawing gave one lucky player won a grand prize of a \$10,000 VISA gift card. Four other players won \$2,000 VISA gift cards. The winners can use their gift cards anywhere VISA is accepted. Their prizes also include all state and federal mandatory withholding taxes. Kansas Lottery players, who added Power Play to their Powerball purchase from Sept. 4 to Dec. 3, automatically received an entry form for the drawing. The Lottery received nearly 132,000 entries. During the promotion sales of Power Play increased by 50 to 60 percent.



**NOËL DANS LE PARC.** Loto-Québec will celebrate Christmas over the course of four magical evenings with Noël dans le parc. From December 1 to 31, l'Auguste théâtre will recreate a universe where aboriginal culture and shared folklore come together, giving a new flavor to well-established traditions. The Noël dans le parc event will take place on three Fridays - December 9, 16 and 23 - and Saturday, December 31. Montréal will host, in sequence: the event opener at Lahaie park, an evening of music at Des Faubourgs Park and, back at Lahaie Park, a winter solstice celebration and a New Year's Eve party. These gatherings will provide spectators with an opportunity to see and hear both well-known and newer artists.

**VOTE FOR LOTTERY...** An Arizona ophthalmologist has collected more than 122,000 signatures in an effort to put a bill on the ballot that would direct uncollected Arizona Lottery winnings to fund a voting lottery. His plan would award a \$1 million prize to some lucky Arizona voter.

**MAINE JOINS AMBER ALERT.** The Maine Lottery has become part of the state's Amber Alert network. The messages will appear on electronic lottery advertising display units and can be printed out for display in stores.

**PLEASE SEND ALL SUBMISSIONS FOR THE MORNING REPORT TO TODD BY WEDNESDAY TO TODDPGR2@AOL.COM**