

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



Your weekly supplement to  
**Public GAMING International Magazine**  
**January 16, 2006**

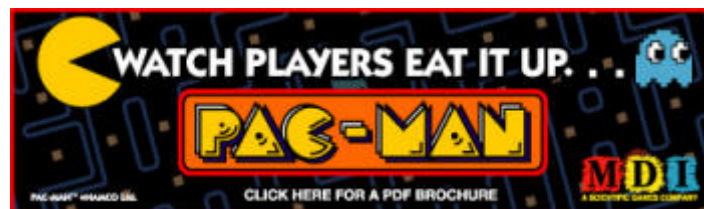


## COMPANY NEWS

**LOTTOMATICA TO ACQUIRE GTECH.** Lottomatica S.p.A., the exclusive license holder and operator of Italy's Lotto, one of the world's largest lotteries; De Agostini S.p.A., a privately held Italian diversified industrial and financial holding group that is Lottomatica's majority



shareholder; and GTECH Holdings Corporation announced that Lottomatica and GTECH have entered into an agreement pursuant to which Lottomatica will acquire GTECH for \$35.00 in cash per outstanding GTECH share. The transaction will create one of the world's leading gaming solutions providers, with significant global market presence and the broadest portfolio of lottery technology, services, and content solutions. The combined company will have operations in over 50 countries worldwide and approximately 6,300 employees. The combined consensus estimates of 2005 revenues and EBITDA for the combined company would be 1.6 billion euros (\$1.9 billion) and 0.7 billion euros (\$0.84 billion), respectively. In its fiscal year ended February 26, 2005, GTECH reported revenues and net income of \$1,257 million and \$196 million, respectively. Under the terms of the agreement, which was approved by the boards of directors of both Lottomatica and GTECH, Lottomatica will acquire all of the outstanding shares of GTECH's common stock. The \$35.00 per share consideration represents a premium of 15% over the closing price of GTECH shares on September 9, 2005, the last trading day before GTECH announced that its board of directors had decided to explore strategic alternatives for the company.



### GTECH TO OPERATE AS SEPARATE BUSINESS.

Following completion of the transaction, GTECH will continue to operate as a separate business unit within a newly formed Lottomatica group structure. The group is to be headquartered in Rome and GTECH will continue to be headquartered in Rhode Island. The transaction is not expected to involve any substantial disruptions to the workforces of either GTECH or Lottomatica due to minimal operational and geographic overlap.

### PROPOSED NEW LOTTOMATICA CORPORATE HIERARCHY:

**Rosario Bifulco**, Chairman and CEO of Lottomatica, will relinquish his executive roles after leading the company for four years through a period of significant development. It is expected that at the closing of the transaction, and subject to the required approvals of the relevant regulatory authorities under the Italian Lotto concession: **W. Bruce Turner**, President and Chief Executive Officer of GTECH, will be proposed as a member of the Lottomatica board of directors and will become CEO

of Lottomatica, while maintaining his position at GTECH; and **Marco Sala**, current General Manager of Lottomatica, will be proposed as Managing Director of Lottomatica with responsibility for Italian operations. His appointment will ensure continuity in the successful management and development of the Italian Lotto license and Lottomatica's other activities in Italy. It is also expected that **Jaymin Patel**, Chief Financial Officer of GTECH, will become CFO of Lottomatica upon completion of the transaction. GTECH's other current officers and management team are also expected to remain in their positions with GTECH. It is currently anticipated that independent directors from the United States will be named to serve on the Board in due course.



**LOTTOMATICA EXPECTS BIG REVENUE.** (AP) Lottomatica SPA expects combined revenue of about 2 billion euros (\$2.4 billion) within 24 months of its planned \$4.65 billion acquisition of GTECH. W. Bruce Turner, the chief executive of Gtech who is to take the reins of the company after the acquisition, said at a news conference in Milan that he expected to cut costs by between 80 million euros and 100 million euros (\$97 million and \$121 million) in total synergies from the move, with the savings starting 12 months after the deal is formally closed. Lottomatica had 2004 revenue of 582 million euros (\$702 million), up 17 percent from the year before. Gtech had around \$1 billion in revenue that year.

**CELEBRITY POKER SHOWDOWN SIGNS WITH MDI.** MDI Entertainment, a wholly-owned subsidiary of Scientific Games Corporation has acquired a lottery license for *Celebrity Poker Showdown*, the hit television series that pits five celebrities against each other to win cash for the charities of their choice, through an agreement with Universal Studios Consumer Products Group. Top prizes include trips to a live taping of the show in Las Vegas and merchandise packs, consisting of poker chip sets, folding game tables, playing cards and *Celebrity Poker Showdown* apparel, are available for lotteries to use in second chance drawings. In addition to signing the new licensing deal with *Celebrity Poker Showdown*, MDI also has agreements with the World Series of Poker® and the World Poker Tour™.

**SHUFFLE MASTER UPDATE ON STARGAMES ACQUISITION.** Shuffle Master Australasia Pty. Ltd. has now removed all conditions from its AU \$1.55 per share, cash takeover offer for Stargames Limited. To date, Shuffle Master has now received sufficient acceptances of more than 93% of Stargames Limited shares under its offer. The offer is scheduled to close at 7:00 p.m. (AEST) on Wednesday, January 18, 2006. The acquisition is expected to close during the first calendar quarter of 2006.

**GAMEACCOUNT BRINGS SKILL GAMING TO SKY.** Sky Bet has chosen GameAccount to support its expansion into P2P games. The deal means that Sky can offer customers Skill Games online, such as Multiplayer Pool, Hi-Lo Solitaire, Mah Jong and the unique P2P Tournament Blackjack format, exclusively supplied by GameAccount.



## PEOPLE

SWISSLOS Interkantonale Landeslotterie announced a change of leadership as the Supervisory Board appointed **Dr. Roger Fasnacht** as the new Director of the company. Fasnacht has been heading the SWISSLOS marketing division for the last two years. He is taking over for **George Kennel**, who has reached retirement age.

Camelot has appointed experienced leisure, retail and packaged goods marketer **Martin Pugh** as its new Marketing Director. Martin joined the National Lottery operator last week, taking responsibility for marketing and communication of The National Lottery brand, as well as the consumer insight, broadcast, interactive channel marketing functions – and the Camelot Design Studio. Leading a team of around 50, he reports directly to Commercial and Operations Director, Phil Smith. Prior to joining Camelot, Martin was Marketing Director at Pizza Hut UK.

**Robert W. "Bob" Smith**, the first director of the Oregon Lottery and a longtime state employee, died January 6 after a decade-long struggle with emphysema. Smith, 76, became the leader of the lottery in January 1985.

GameAccount continues its aggressive expansion plans with the appointment of ex-Tote Business Development Director **Ed Comins** to the newly created role of Sales Director. Ed brings over 15 years industry experience to GameAccount, having also worked for gaming giants Coral Eurobet and Ladbroke Casinos.



## VLT/RACINO

**PENNSYLVANIA GAMING CONTROL BOARD RECEIVES 25 FACILITIES' APPLICATIONS.** The Pennsylvania Gaming Control Board has received 25 application submissions for licenses to operate gaming

facilities in the Commonwealth. Potential operators were required to submit applications by a postmark deadline of Dec. 28, 2005. The Gaming Control Board has received more than 600 boxes of materials as part of those submissions. The applicants are listed on the agencies website (<http://www.pgcb.state.pa.us/>) by category of license sought.

### **CHURCHILL, MAGNA TEAM-UP FOR 'RACING WORLD'.**

Churchill Downs, Magna Entertainment and Racing UK, a media rights company and subscription television channel owned by 31 leading British racecourses, announced that the three organizations have entered into a memorandum of understanding for media rights and to develop a subscription television channel to broadcast races from CDI and MEC racetracks, as well as other North American and international racetracks, into the United Kingdom and Ireland. The new international television channel would be branded "Racing World" and would bring the best North American and international racing to British and Irish viewers. The subscription channel could launch as early as the summer of 2006. CDI, MEC and Racing UK would take equal ownership positions in Racing World with CDI and MEC contributing their respective in-home video and wagering rights in the United Kingdom and Ireland in exchange for a fee.



### **CALDER BRAVES ROUGH WEATHER TO CONCLUDE TROPICAL MEET.**

Calder Race Course concluded its 34th Tropical Meet on Monday, Jan 2<sup>nd</sup>. Overall attendance and handle were sharply affected by severe weather and its related consequences, most notably Hurricane Wilma. The damage from Wilma, coupled with widespread power outages, forced Calder to cancel live racing and simulcast wagering for five days and to conduct shortened, turf-only race cards on two days while repairs to the main track's safety rail were completed. Total wagering, including all sources from 55 days of live racing and 22 days of simulcast-only wagering, was \$321.79 million compared to \$333.08 million one year ago, a decrease of 3.39 percent. Average daily wagering from all sources on all days was \$4.18 million, a decline of 12.17 percent from the average of \$4.76 million wagered during the 2004-2005 season. In the previous year, the Miami-area track offered 55 days of live racing and 15 days of simulcast-only wagering. Average daily on-track attendance for the 2005-2006 Tropical at Calder Meet was 4,122, representing a 6.49-percent decrease from the previous year's average of 4,408. Average attendance on "dark" days - when the track offered full-card simulcasting - was 808, down 3.31 percent from last year's average of 836. Year-over-year comparative wagering and attendance data for the meet is provided on page 3.

## **LOTTERY NEWS**

### **NEBRASKA RFP: ELECTRONIC DATA PROCESSING AUDIT SERVICES.**

The Nebraska Lottery is requesting proposals for Electronic Data Processing Audit Services for the Nebraska Lottery. The RFP was issued January 10, 2006. To view the RFP html format click <http://www.nelottery.com/miscellaneous/EDP-RFP2006.htm>. To view the RFP in Word format, click <http://www.nelottery.com/miscellaneous/EDP-RFP2006.doc>. Deadline for written questions on this RFP is 4:00 p.m. C.T., February 10, 2006. Please submit questions to Dennis Nelson, Finance Director, Nebraska Lottery, 301 Centennial Mall South, PO Box 98901, Lincoln, NE 68509-8901, (402) 471-6100, FAX (402) 471-6108. Interested vendors should respond with written proposals by 10:00 a.m. C.T., March 3, 2006, to the Nebraska Lottery, 301 Centennial Mall South, PO Box 98901, Lincoln, NE 68509-8901.

**OKLAHOMA POWERBALL LAUNCH.** The Oklahoma Lottery will be launching Powerball this week. To celebrate, the Lottery will host the January 14 drawing at the State Fair Arena during the International Finals Rodeo.

### **NORTH CAROLINA TO FUND 12 ALCOHOL LAW ENFORCEMENT AGENTS.**

The North Carolina Lottery has tentatively agreed to pay for 12 new Alcohol Law Enforcement agents to inspect retailers and investigate fraud cases. The ALE had requested as many as 29 agents to get the job done. The Lottery may adjust the number of agents as needed.

**LOTTO SOUTH STATES NOW WIN FOR LIFE.** The Georgia, Kentucky and Virginia Lotteries are retiring Lotto South and replacing the game with "Win for Life," a three-state game that pays winners \$1,000 a week for the rest of their lives. Win for Life will operate on a 6:42 matrix, and guarantees \$1,000 a week for life, with at least 10 years of payments going to winners or their heirs. Winners also may choose a lump sum of \$520,000 before taxes. A seventh "free ball" will be drawn from the remaining numbers after the first six are drawn to help determine the amounts of lower-level prizes. Those prizes will range from \$2 for players who match two of the first six plus the free ball to \$52,000 for those who match five of six plus the free ball.



### **KENO AND KENO BONUS BREAK SALES RECORD, AGAIN.**

The Maryland Lottery's Keno and Keno Bonus broke the \$9,407,322 record set the week of December 11, 2005. The increase may be attributed to big payouts, seasonal trends and innovative promotions. Last week, Keno and Keno Bonus combined, experienced an increase of \$821,881 in sales from the previous record week, bringing sales to a weekly high of \$10,229,203. The Keno Sprinkler promotion, where players have the chance to double or triple

their winnings, is believed to be one of the reasons for the climb in sales. Overall, a steady upward trend can be seen in total Lottery sales for all games. Compared to this time last year, sales have increased by \$46 million, bringing a total, as of January 1<sup>st</sup>, 2006 to \$770 million.



**20 YEARS FOR WEST VIRGINIA.** Kicking off a year-long 20th anniversary celebration including more than \$22 million in prizes, the West Virginia Lottery announced the introduction of three instant games, each offering players a chance to win \$3.5 million in second chance drawing prizes. The monthly second chance drawings will culminate in a grand prize event next Dec. in which one winner will receive \$2 million. In addition, the three instant games offer a combined record of \$18 million in prizes. "20th Anniversary Spectacular," costs \$20 a ticket but also offers a top prize of \$200,000 and for the first time in lottery history, the instant game includes more than \$11 million in cash prizes. The \$2 ticket "20 Grand" offers nearly \$4 million in prizes, including tickets that will pay some winners up to \$20,000. The \$1 "Quick \$20" game has a top cash prize of \$20 and includes more than \$2 million in prizes.

**TICKET FOR THE CURE.** Illinois First Lady Patti Blagojevich joined Senate President Emil Jones, Senator Mattie Hunter, Illinois Lottery Superintendent Carolyn Adams, and Illinois Department of Public Health Director Dr. Eric Whitaker to launch a new Illinois Lottery game called *Ticket for the Cure* - the nation's first lottery ticket dedicated to helping fund breast cancer early detection, education, research, and patient services throughout the state. Each ticket will cost \$2 and have a top prize of \$20,000. Net revenue from the sale of *Ticket For The Cure* tickets will be deposited into an interest bearing account in the State Treasury called the *Ticket For The Cure* Fund. The Illinois General Assembly will appropriate this money solely to the Illinois Department of Public Health who will award grants to public and private entities in Illinois for the purpose of funding breast cancer research, education and services for breast cancer patients and their families. All grants funded by *Ticket For The Cure* revenue will be reviewed and approved by a special advisory board called the *Ticket For the Cure* Board. For more information on the *Ticket For The Cure* please visit Illinois Lottery's Web site at [www.illinoislottery.com](http://www.illinoislottery.com)

**KANSAS TEAMS WITH BIG DOG AND WICHITA FESTIVALS.** The Kansas Lottery has teamed up with Big Dog Motorcycles™ and Wichita Festivals, Inc. (producer of the Wichita River Festival) to develop a new game that goes on sale at Lottery retailers statewide January 5. The new \$2 Kansas Chopper instant game, introduced today during a news conference at Big Dog Motorcycles™ Factory Headquarters in Wichita, offers a 2006 Big Dog Motorcycles

Chopper as the grand prize in a second-chance drawing. The Kansas Chopper ticket, like other "Made in Kansas" tickets, features the "KANSAS, as big as you think" tagline. "Made in Kansas" tickets are the result of a strategic alliance formed by the Kansas Lottery and the Kansas Department of Commerce for Kansas-themed Lottery games and the promotion of Kansas business and industry. The Kansas Chopper ticket offers a top cash prize of \$10,000. In addition, players can win free admission to the Wichita River Festival if their ticket has "FREE BUTTON" in the bonus scratch area.

**60-DAY MORATORIUM ON TOUCHPLAY MACHINES.** The Iowa Lottery has ordered a 60-day moratorium on TouchPlay video pull-tab machines while a governor-appointed task force looks into charges from the Iowa Gaming Association that the machines should be regulated the same as casino slots. The nearly 4,600 TouchPlay machines at 2,500 locations will continue to operate throughout the moratorium. The task force that will examine the machines includes: Ed Stanek, Iowa Lottery CEO; Jane Bell, Ameristar Casino; Mary Ellen Chamberlain, Riverboat Development Authority; Craig Cohoon, Moss Distributing; Michael Mahaffey, Poweshiek County Attorney; and Kevin Techau, Iowa Commissioner of Public Safety.



**\$100 MILLION CASH SPECTACULAR.** Since the Missouri Lottery launched "\$100 Million Cash Spectacular" on Sept. 10, 2005, more than \$24.5 million in prizes have been awarded through the game. With the highest payout in the Lottery's history, the game still has more than \$80 million in prizes available. More than 75.14 percent of the \$10 game's sales will be returned to players as prizes. "\$100,000 Million Cash Spectacular" has nine \$1 million prizes still up for grabs. In addition to a large number of top prizes, there are also a record number of mid-range prizes remaining. There are also more than 3,800 prizes from \$1,000 to \$20,000 and more than 140,000 prizes from \$100 to \$500 left in the game.

**SOUTH CAROLINA EDUCATION LOTTERY DEVELOPMENTS.** The South Carolina Education Lottery is reportedly working on a new, user-friendly website that will allow online registration of promotional prizes and second-chance drawings. The Lottery is also reportedly working on a two-minute weekly television game show with prizes of up to \$100,000.

**POSSIBLE CHANGES FOR LOTTO TEXAS.** The Texas Lottery Commission is expected to vote next month on whether to change Lotto Texas to a 6:54 matrix instead of the current 5:44 plus 1:44 matrix. The change would increase the chance of hitting the jackpot while reducing prizes given to non-jackpot winners.

**SYRACUSE CRUNCH.** January 20 will be New York State Lottery Night at a Syracuse Crunch game. The first 500 attendees, 18 and over, will receive a Lotto coupon courtesy of the New York State Lottery. The Lottery will have a table for fans to enter to receive a NY Lottery coupon or get an autograph from Yolanda Vega.

**PENNSYLVANIA TO HOST DRAWING AT FARM SHOW.** The Pennsylvania Lottery will perform its live, 7 p.m. drawing on Monday, Jan. 9, in the large arena of the Pennsylvania Farm Show Complex. Secretary of Agriculture Dennis C. Wolff will serve as a guest drawing official to select the winning numbers for The Daily Number, BIG 4, CASH 5 and Lucky for Life Lotto games. The live, televised drawings will be open to the public. This will be the third year-in-a-row that the Lottery has conducted its live, televised drawing at the Farm Show, and only the fourth time in Pennsylvania Lottery history that the evening drawing has not been held in a television studio.



**ILLINOIS GOV PROPOSES KENO.** Illinois Governor Rod Blagojevich proposed a \$3.2 billion construction program that included plans to pay for \$500 million in new school construction by authorizing a quick-draw keno network that would operate in bars and restaurants around the state. Blagojevich says that the games are already authorized under lottery law.

**SOUTH CAROLINA GOV PROPOSES COMMISSION CUT.** South Carolina Governor Mark Sanford recently proposed cutting Lottery retailer commissions from 7% to 6%. He has proposed the commission cut multiple times in the past.

**MANITOBA LOTTERIES CORPORATION IS PRESENTING SPONSOR FOR MANITOBA THEATRE CENTRE TOUR.** The Manitoba Theatre Centre and Manitoba Lotteries Corporation are pleased to announce their partnership for the 2006 and 2007 MTC Regional Tour. MLC has been a long standing supporter of the MTC and is pleased for the opportunity to extend its support as the Presenting Sponsor of their Regional Tours for the next two years. This year's contribution will assist MTC in presenting the 2006 Regional Tour of *Driving Miss Daisy* to 21 communities throughout Manitoba and Northwestern Ontario from February 9 to March 8, 2006. For touring information please visit [www.mtc.mb.ca/tour.html](http://www.mtc.mb.ca/tour.html).

**4.3% GROWTH FOR LA FRANCAISE DES JEUX.** In 2005 La Française des Jeux registered sales of 8.9 billion Euros, up by 4.3% vs. the previous year. This growth has

been mainly driven by Euro Millions which accounts for 77% of total company growth. During this first full year of operation and with the 7 new partners, Euro Millions sales reached 869 million Euros. Another major lever was the extension of the distribution network through 1,200 new online outlets installed in 2005. Loto achieved sales of 1.48 billion Euros. The aggregated sales of the two games, Loto and Euro Millions achieved a 10.8% growth. Instant games sales, more sensible to the economic environment, represented 3.5 billion euros and a 1.5% growth. This result can be linked to the successful launch of the new game concept 7EXTRA during the last quarter of the year. Sales through multimedia channels (Loto, Euro Millions, instant games and sports betting) also continue to develop and achieved 68 million Euros (compared to 29 million in 2004), which accounts for 0.8% of the company's overall turnover.



**LOTTO LIVE 'N LUCKY.** The South African Lottery's LOTTO Live 'n Lucky show is returning to the small screen for its second season on Wednesday, January 11. The show, hosted by Nimrod Nkosi and Candy Litchfield, will again follow the live LOTTO and LOTTO Plus draws on Wednesday nights at 21:30 on etv. Each week, three contestants must predict how a select studio group will answer thought-provoking and funny questions in order to win prizes. Contestants must take turns to eliminate the answers they think are NOT the number one answer of the majority of audience members. If a contestant mistakenly picks the favorite answer, he or she will be eliminated from the round. Two contestants are eliminated in the first round. The remaining contestant is joined by one lucky member of the audience to compete for the grand prize of R300 000. As before, home viewers will not be left out of the fun and revelry. The last segment of the show will comprise a live-to-air interactive game where home viewers can enter via SMS for a chance to win prizes.

**RECORD YEAR FOR ISRAEL SPORTS BETTING BOARD** Revenues for The Israel Sports Betting Board for 2005 reached a record high of NIS 1.079 billion (240 million dollars), an increase of 21% compared to 2004. "Winner", the ISBB's leading product, accounted for 76% of revenues. ISBB's 2005 profit stood at 33%. During the past two years The ISBB nearly doubled its revenues and has recorded a constant growth in revenue over the past 8 consecutive quarters. Revenues for 2003 were NIS 684 million (US\$150 million). In 2004 revenues grew to NIS 895 (US\$198 million), and in 2005 the ISBB crossed the Billion Shekel barrier. The ISBB Internet site became an active betting site in 2005. Since its inception about one year ago it has generated about NIS 35 million (US\$8 million) revenue. During the past two months it accounted for about 4 percent of total sales. The revenue budget for 2006 stands at NIS 1.25 billion (US\$277 million), representing a growth goal of 15 per cent (increase of US\$40 million over 2005 results).

## BOOK REVIEW

### Dissected and Re-Assembled; An Analysis of Gaming

A Book Review by Edward J. Stanek, Ph.D.

**D**issected and Re-Assembled is not a book for casual reading. It most likely would not be of interest to most seekers of entertainment including those that make gaming a preferred pastime. The book is an academic compendium of methodical analysis along with ample editorial opinion meant for those who want to know the ins and outs of lottery and casino games, their marketing, accounting, technical delivery, and social consequences. It could be mistaken for a Master's degree thesis.

The authors, Guy Simonis and Jean-Marc Laffaille, have over 60 years of relevant gaming experience between them garnered for the most part in Canada, a country where state lotteries also run the state casinos. The style of writing is as assertive as the authors themselves and the language reflects the lecture manner of Simonis who has taught uncountable seminars around the world on his favorite topic. For men whose native languages are respectively Dutch and French, the authors must have communicated well with each other to produce such a treatise in English.

The explanations regarding the various aspects of gaming are not clogged with micro-detail or presented in a pedantic fashion. The observations are, not surprisingly, those of chief executives. The authors spent many years as gaming chief executives. They also were outstanding chief executives and offer perspectives that would not be commonplace for CEO's of lesser experience.

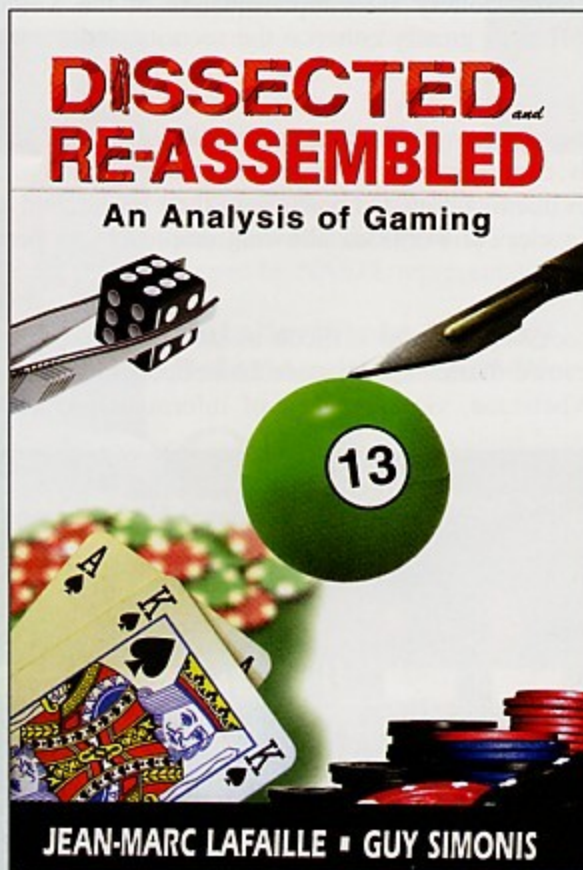
One example is their attempt to delineate a hierarchy of fac-

tors involving compulsive gambling. They list the factors attracting compulsive gamblers that are commonly found in journal articles on the subject but they also list a new one referred to as "ambience". It is the mood created and the reinforcement provided for a gambling activity. A few Video Lottery terminals placed in a convenience store where most patrons are busy doing very different things as they come and go, would have a very different impact reinforcing gambling habits than in a casino where hundreds of people are intensely involved only with gambling for many hours at a time. There the destination is gambling. There it is reinforced by the sights and sounds of uncountable machines in dim lights, comfortable seats and free liquor. One would therefore expect lower rates of problems emerging from the same games placed in less ambient venues. This is in stark contrast to the report of the National Gambling Impact Study Commission which coined the term "convenience gambling" as the culprit. The book suggests principles

which could lead one to conclude that the real culprit is "extreme gambling" or "extreme emotion" into gambling. It would have been good if this insight would have been available when the Commission was doing its work.

One omission in the book is not calling attention to the Harvard School of addiction reports on compulsive behavior in general and pathological gambling in particular as potentially having organic

causes linked to dopamine levels in the brain and genetic propensities for a small fraction of the population not having levels of other brain chemicals sufficient to control pleasure responses. The progress by Dr. Suk Won Kim at the



University of Minnesota in medicating these conditions would also have been worth mentioning.

The book also should have had a different name. Not that the title doesn't reflect the metaphorical and methodical dissection and re-assembly of gaming components, but that those persons really interested in the subject would not likely distinguish the title from spam in a list of emails.

The strategic classifications of gaming products, the bird's-eye view of their various components, the social and political histories, along with the ins and outs of what makes them work in a straightforward avant-garde style is worth reading every page. The book should be required reading for lottery management, for lottery board members, and for students at lottery educational programs. There are some sidebar stories and parenthetical comments inserted into boxes scattered throughout the text. One of these explains, "One elderly player, when pressed by a reporter about the exact odds of winning a prize, said: 'The odds are fifty-fifty; you either win or you don't.' " Do not miss these gems.

*The book, 147 pages, priced at \$29.95 may be ordered via the WLA website: [www.world-lotteries.org/services/dissected\\_moreinfo.php](http://www.world-lotteries.org/services/dissected_moreinfo.php)*

## EDWARD J. STANEK

Edward J. Stanek has been the chief executive of the Iowa Lottery since its inception in 1985 and is the senior US lottery director. He is also inventor of Powerball, the world's most successful lotto game, and a founder of the Multi-State Lottery Association that manages and sells the product. He is a past president of the Multi-State Lottery Association, serves on its Board of Directors, and is chairman of its Product Development Group.



Edward J.  
Stanek

Dr. Stanek is a past president of the North American Association of State and Provincial Lotteries and of the International Association of State Lotteries. Ed served as Senior Vice President of the World Lottery Association. He was the 1997 winner of the Peter J. O'Connell Lottery Lifetime Achievement Award and was inducted into the Lottery Hall of Fame in 2005.

Dr. Stanek has a Ph.D. in physics from Iowa State University, is on the board of directors of the Vintage Mutual Funds, and has authored three books on American decorative arts and antiques.





## **SMART-TECH 2006 – WYNN, LAS VEGAS FEBRUARY 27<sup>TH</sup> – MARCH 2<sup>ND</sup>, 2006 CONFERENCE REGISTRATION FORM**

Please fill out this form and fax back to 800-657-9340. Please mail original and payment to: Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or charge to American Express, MasterCard, or Visa (see below).

Each Registration is \$895.00

Conference registration includes all events, cocktail parties, continental breakfasts, luncheons, exhibit hall, all conference seminars.

Contact/ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/ Prov. \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Number of Registrations \_\_\_\_\_ Total \_\_\_\_\_

### **Payment Terms and Options:**

Please charge to my credit card \_\_\_\_\_

Please invoice me \_\_\_\_\_

Payment is accepted by American Express, MasterCard, or Visa credit cards.

Fill-in below for charges.

Amount: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**HOTEL RESERVATIONS: CONFERENCE ROOM RATE \$229/ROOM**

Wynn, Las Vegas, 3131, Las Vegas, NV 89109

Contact Room Reservations Department at (888)320-7117, (702)770-7800

Or on the website at [www.wynnlasvegas.com](http://www.wynnlasvegas.com) under the PUBLIC GAMING/ SMART-TECH 2006 to get special room rates.



# **SMART-TECH 2006 – WYNN, LAS VEGAS**

## **FEBRUARY 27<sup>TH</sup> – MARCH 2<sup>ND</sup>, 2006**

### ***GOVERNMENT CONFERENCE REGISTRATION FORM***

Please fill out this form and fax back to 800-657-9340.

REGISTRATION IS COMPLIMENTARY FOR LOTTERY AND GOVERNMENT EMPLOYEES.

Conference registration includes all events, cocktail parties, continental breakfasts, luncheons, exhibit hall, all conference seminars, off-site events.

Contact/ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/ Prov. \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
Signature: \_\_\_\_\_

Number of Registrations \_\_\_\_\_ Total \_\_\_\_\_

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# Good Causes.

Natural resources & tourism



Education programs



Health & welfare

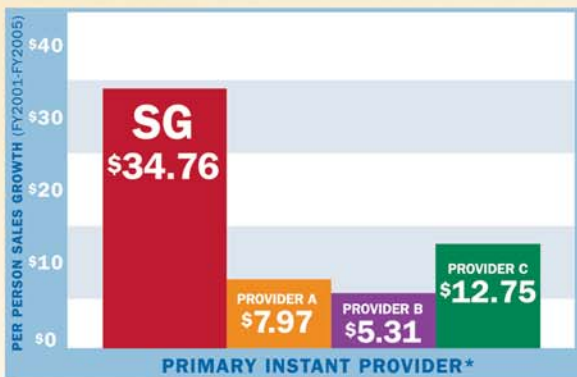


Senior assistance



# Good Choice.

Total Five-Year Per Person Instant Sales Growth by Primary Instant Provider\*



\*The term "primary" means the provider supplies 80% or more of the lottery's instant games.

Between Fiscal Year 2001 and 2005, the per person instant sales growth of U.S. lotteries whose primary instant ticket and services provider/partner was Scientific Games was approximately 173% higher than the instant sales growth posted by our nearest competitor in a similar role.

To our many customers, thank you for choosing us to be your primary provider/partner. We appreciate the opportunity to work with you in support of your many good causes.



**DELIVERING SERIOUS FUN!**

[www.scientificgames.com](http://www.scientificgames.com)