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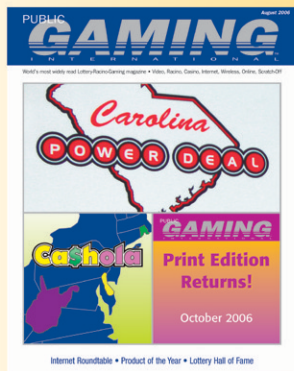
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Public Gaming International (ISSN-1042-1912) August 2006, Volume 32, No. 8. Published monthly by the Public Gaming Research Institute, Inc., 218 Main Street, #203, Kirkland, WA 98033. (425) 935-3159. ANNUAL SUBSCRIPTION RATES: United States: \$145. Canada & Mexico: \$160(U.S.). All other countries: \$225(U.S.). POSTMASTER: Send address changes to Public Gaming International, 218 Main Street, #203, Kirkland, WA 98033. SUBSCRIPTION REQUESTS: Sent to same address. NOTE: Public Gaming International is distributed by airmail and other expedited delivery to readers around the world. ©2006 All rights reserved. Public Gaming Research Institute.

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Changing Our Industry

By Tom Little, President, INTRALOT USA



Our industry hasn't changed the way we operate or do business in over 30 years. I would like to discuss some possible changes that we could make in order to operate with better efficiency and lower cost. Let me start out with some of the challenges we face. Our challenge is to reach more players and player groups. Another challenge is to design innovative game concepts based on traditional games that provide more than simple games of chance. One of our biggest challenges is to promote aggressively while always keeping in mind responsible gaming. This is one of the things that sets the Lottery industry apart from other gaming venues. We always want to keep in mind the responsible gaming aspect of what we do. Without a doubt, our biggest and toughest challenge is the new player that's coming into the market place. Our new player was born in 1987. That's the same year the CD was introduced. This player has always had an answering machine, always had cable TV, can't fathom life without a remote control, popcorn has always been popped in a microwave, bottles have always had screw-off tops, and they are more interactive-type players. They're not so easily drawn to the traditional lottery games.

Technological Advancement

We are only at the very beginning of the technology revolution. We haven't even started up the curve yet. In 2003, ten quintillion transistors were shipped. That's a ten with 18 zeros behind it. To put it another way, it's 100-times more than the number of ants on the earth. The next huge advancement on the horizon is Nano-technology, which will be more significant than when chips replaced vacuum tubes. When Nano-technology comes to fruition things will really take off.

The Lottery industry adopts technology very slowly. There have been many technological advancements made from 1975 to the present day. Lotteries have used those advancements to reduce costs, increase reliability, and to make the systems more secure. Nothing has really gone into the advancement of new gaming devices or new games. The LA Times stated that if the airline

industry kept up with the technology industry, we could fly from New York to Paris in less than 1 second for 1 penny.

With this new technology comes new ways to communicate. 802.11N WiFi has a 30-mile radius. Soon, all of us will be connected, all the time, everywhere we go. This means expanded portability. I see, in five to ten years, the single-purpose Lottery terminal going away. Technology is coming at us so fast that I'm not sure we can even keep up with it, but we have to start thinking about it now.

Imagine, everyone connected, everywhere, all the time. It's right around the corner.

Online Gaming Growth

There were 30 internet gaming sites in 1996 with revenue of \$30 million. It's predicted that by the year 2010 there will be over 4,000 sites with \$23 billion in revenue. I think this is a huge understatement. I believe it will be double that by the year 2010. If you go to



Google and put in “online sports betting”, it comes back with 42 million sites. I did the same test in February of this year – it came back with 10 million sites. So from February through the beginning of August it has grown by more than 30 million sites, which is a 400 percent increase. That is our biggest competition. It’s sexier, it’s neater, it’s more interactive, and it’s what that new player that was born in 1987 wants. This is what we have to start looking at. We want technology to be the enabler for new games. What should we do? We have to focus on the individual player. We have to continually ask ourselves what content is available, what new service can we provide, and how will we deliver this new service. This is not something that we should ask ourselves once a year at an annual marketing meeting; it’s something we have to do every single week because the technology is changing so fast. We should offer our products on all available sales channels. These channels are opening up more and more as we go forward. INTRALOT has a product called B-On – a virtual gaming platform that combines wagering and entertainment. It is one platform that serves the player, the lottery, the vendor and easily allows for the implementation of third party software. It offers rich game content, Meta-game elements, easy access, and of course, security. We call it any game, anytime, anywhere.

Fixing the Lottery/Vendor Relationship

One thing that we can start doing tomorrow is to develop true partnerships between the lottery and the vendor. Everybody thinks the lottery and the vendor are in the same boat, but we’re not in the same boat. We’re really going down the same stream, but we’re in two different boats. I can see the frustration on the lottery side by the wording in the RFPs. We get contracts now that are 30 pages long and seventeen pages are on liquidated damages. RFPs come out that ask for a \$20 million bid bond. You see liquidated damages for a report that’s one day late for \$150,000. This is all very costly to both sides. I would like to see us form a real and true partnership. We need to get in the same boat. Vendors simply want to provide products and services and get a reasonable return. The lottery wants sales and revenue regardless of the cost to the vendors. The typical contract between a lottery and a vendor has the lottery doing the agent relationships, the administration, the marketing, the advertising and research. The vendor basically provides the technology, help with marketing, and operations. The lottery and vendor should work together to provide products to the players. We need to eliminate performance bonds and liquidated damages and act like a real partnership. The vendor supplies the technology, and the lottery and vendor together form a joint venture to make that the operating company.

The third leg of this new operation is the agent – we’ve got the vendor and the lottery together in a new partnership – now we need to add the agent. We haven’t done anything for the agents since I’ve been in this industry, and I started



in 1975. Basically, everyone gives the agent five or six percent. If we had 100 agents and \$1 million in sales the agents would get \$60,000 and the new partnership would get \$940,000. What if we looked at this in a different way? What if we gave the agent 16 percent of sales and in exchange asked them for \$1,000 per month? The \$1,000 would be for terminal costs, terminal maintenance, and communications. It comes out to the same amount of money for everybody for the same amount of sales. Maybe the 16 percent isn’t the correct amount, maybe \$1,000 isn’t correct amount –

maybe we should have different numbers – but this is just an example. Nothing really happens to anybody in this equation, but I can’t help but think that if we give the agents a better incentive by giving them a 16 percent commission, that they will be more involved and create a higher return. So, let’s say we get a 20 percent increase in sales. The agents’ commission in this case goes up by 50 percent. The new partnership’s take goes from \$940,000 to \$1.1 million. Everybody gains. The entity that is the most important in this business, the selling agent, is the one that needs to ask the player if he wants to buy a ticket, that’s the person we really want to give an incentive to sell, and that’s where we’re going to get the increased sales. What I would like to see is a true partnership where we take total sales, subtract operating costs, and come up with a bottom line. One company, one CEO, working towards one goal, and that’s increasing net revenues for all parties.

In summary, we need to focus on the individual player, continue to assess our business model, and let technology enable new games. The lottery and the vendor should form a true partnership, and we need to take a fresh approach towards how we work with the sales agents. This also gets our retailers heavily involved in the sales cycle, and the most important component in the lottery’s sales organization now has incentive to sell our product. ♦



Industry News



Scientific Games Creates Properties Division

In recognition of the increasingly crucial role that licensing and intellectual property play in the lottery and gaming industries, Scientific Games Corporation announced that its Scientific Games Ventures division will be renamed Scientific Games Properties and will focus its efforts on the expansion of business opportunities related to licensing, intellectual property, branding and game development. MDI Entertainment, the company's licensing subsidiary will retain its identity and be a part of the Properties Division. In addition to MDI, electronic hand-held lottery products, ScreenPlay, promotional and commercial games, game development and marketing communications and trade show/trade relations will fall under the Properties group.

As part of the realignment, existing Ventures and MDI President Steve Saferin will become President of Scientific Games Properties and Kyle Rogers, currently Senior Vice President of MDI Entertainment, will assume the additional role as Vice President of the Properties group. The MDI infrastructure will play an expanded role in all areas of operation of the Properties division.

Betware to Open BC Office

Betware is currently planning to expand into Canada. The Icelandic company will soon open an office in the town of Kamloops, a short plane journey from Vancouver, British Columbia. This regional office will support the programming and development work Betware currently undertakes for the British Columbia Lottery Corporation.

The Betware office will be located within the same building which houses the BCLC offices and will run to a capacity of four to five programmers in the beginning with a view to add more.

PoolingPLUS to Solve Jackpot Fatigue?

A lottery products company in Phoenix, AZ believes they have come up with the answer to every state's sagging online lottery sales and player disenchantment with the now astronomically high odds against winning. It's called PoolingPLUS™, and the easiest way to describe it is to say, "It's pooling in a ticket."

Here's how PoolingPLUS™ works. Whenever you buy a certain number of regular online tickets (set by each state), you can get into one or more pools of ten more tickets for just a dollar apiece. So, for example, if the state lottery says you first have to buy five regular tickets, you'll then be able to get into a pool of ten more tickets for only one dollar more, making it fifteen chances to win for the price of only six.

The inner-workings of the program are equally easy to grasp. PoolingPLUS™ is basically a marketing overlay on the existing structure and software of the online game. A simple sub-routine is added by the lottery (or their online vendor) to their existing software and a pooling option button is added to the retailer's terminal touch screen display. The tickets print the same, but now show two sets of numbers: the 100% owned sets, and the pooled sets. There is

no expensive equipment to buy and RMS has even pre-packaged six promotions that can be immediately deployed, complete with art and suggested ad copy.

South Carolina Chooses Scientific Games, Massachusetts Extends

Scientific Games has been awarded a contract to supply instant tickets and related services to the South Carolina Education Lottery including marketing, shipping, warehousing, game design, inventory control, distribution and sales staff training. The seven year contract begins October of 2006 and is valued at approximately \$50 million.

This is the second award of the SCEL instant ticket contract since its inception five years ago. Scientific Games played a key role in the start-up of the lottery in what was then record time.

Scientific Games has also been awarded a one-year extension of its instant ticket contract with the Massachusetts Lottery. The extension will run from August 2006 through August 2007 and is valued at approximately \$12.5 million.

As the Lottery's primary instant ticket vendor, Scientific Games supplied approximately 95 percent of the over \$3 billion of instant tickets Massachusetts sold in Fiscal Year 2006. The terms of the contract provide for two more option years, through August 2009, at the Lottery's discretion.

Lottery Dynamics Completes Financing

Lottery Dynamics LLC and its sister company, Integrated Group Assets, Inc., has completed a multi-million dollar financing for the companies in the form of a senior secured loan, which closed on June 19th. The additional resources will enable Lottery Dynamics to aggressively pursue its business objectives of delivering proprietary, revenue-enhancing new programs to lotteries worldwide.

Currently, Lottery Dynamics' Lotto Gold+™ program has been licensed to the Ukrainian National Lottery and the province of Misiones in Argentina. For further information, go to www.lotterydynamics.com

Connecticut Extends Oberthur

Oberthur Gaming is pleased to announce that the Connecticut Lottery Corporation has awarded a one-year extension of the original instant ticket contract signed between the two entities in August 2002. This extension is the last of three optional periods included in the contract that named OGT as a vendor to provide instant tickets and related services to the Lottery.

Minnesota Extends GTECH

GTECH extended its contract with the Minnesota State Lottery by two years, increasing the value up to another \$22 million. The current contract is set to expire in February of 2011. The extension retains the same rates and services as the existing deal, including maintenance of the online gaming system, lottery terminals and instant ticket vending machines. ♣

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Czech Republic

Starting in July, Czech citizens could pay for the services of the _EZ Group power utility and the premium of the _eská podnikatelská poji__ovna, a.s., insurer using the appropriate paying in slips and invoices at SAZKA terminals. The new service complements the portfolio of non-lottery activities of SAZKA, a.s., which include topping up pay-as-you-go mobile phones (2002), ticket sales (2004) and a sales module (2006). Almost 4,500 SAZKA, a.s., terminals throughout the Czech Republic accept the paying in slips, invoices and premium payments.

Germany

Intralot signed with Lotto Hamburg concerning a very important pilot project. The agreement entails the customization and installation of LOTOS, the base platform of Intralot's integrated gaming management system along with the POS terminal software. The installation will provide Lotto Hamburg with a modern state-of-the-art central system. Conversion to the new and technologically advanced system will commence within the first semester of 2007.

Finland

Veikkaus is aiming to cooperate more closely with cultural circles, and the new games Jazz and Satumaa (Tango) tickets, launched in June, are helping the Lottery two of the most important happenings in Finnish culture. By being present in the Pori Jazz and the Tango festival in Seinäjoki, the Lottery has the chance to provide entertainment and experiences to its customers and to be where people are.

Hungary

Szerencsejáték, the Hungarian Lottery, will launch a new scratch ticket at the end of July, once again targeting male costumers, who are under-represented among its players. In the game, players must find the 3-digit combinations of each lock to win a prize. There are numerous "chatter prizes" hidden under the locks of the safe. The tickets cost 200 HUF (approximately €0.75), odds of winning are 1 in 3.07, and the top-prize is 5,000,000 HUF.

Israel

Mifal Hapayis, the Israel national Lottery, announced that June sales broke all-time records, reaching NIS 319 million. Scratchers led the charge with 100 million in sales, and Chance sold 65 million. The record month was unexpected, as lottery officials feared sales would be slow due to the lack of a game that tied into soccer.

The Israel Sports Betting Board revenue for the first half of 2006 reached a record high of US\$176 million, an increase of 41 percent when compared to the same period last year. The "Winner" trademark, which accounts for 79 percent of total revenues, generated US\$139 million, while "Toto" generated US\$37 million. Over the past three years ISBB revenues have grown over 20 percent per annum.

There is no doubt that the "Mondial Month" provided a major catalyst for the impressive increase in revenue. To date the Mondial based revenue is about US \$41 million. Over half a million people placed bets on Mondial game, sending over 3 million forms (average of US\$14 per form vs less than US\$9 per form before the Mondial). During the "Mondial Month" all prior ISBB revenue records were broken. The new records include monthly revenue of US\$47.5 million, daily revenue of US\$2.7 million (vs US\$1.3 million set last February during the Champions League), weekly revenue US\$16 million and hourly revenue of US\$682,000 (US\$11,000 per minute).

Italy

Lottomatica announced the launch of Instant Lotto. The game gives players the chance to participate in an instant, dedicated drawing (5 numbers from 1 to 90), while at the same time playing for the Lotto's usual bet. The five numbers drawn are printed on the receipt voucher and players can immediately check the numbers they played. The player selects the cost of the game and it is possible to pay a minimum of Euro 0.50 to a maximum amount that coincides with the amount paid for the traditional game.

Kenya

Ansellia Holdings Ltd, a Kenya company, announced that Playwin Gaming Pte Ltd has taken a 40% share in the new Kenyan lottery operation "Pata" which launched on June 9th 2006. The twice weekly drawing 6+1/42 Lotto is priced at 25 Shillings per game (approx US\$0.34 cents) per play. The first draw took place on July 8. The top prize on offer during the launch period is a guaranteed 10 million Shillings (approx US \$135,000).

Malaysian

Intralot won a \$15.5 million contract to provide a lottery system to Malaysian betting firm Magnum Corporation Berhad, boosting its presence in Southeast Asia. Intralot will install and support a lottery system of 2,200 terminals along with software and telecommunications infrastructure to support the operation of Magnum's popular games. The eight-year contract includes an option for a two-year extension.

New Zealand

Work began in New Zealand to connect more than 20,000 gaming machines in some 1600 pubs and clubs to an electronic monitoring system. This follows a successful pilot operation testing the system at 32 venues around the country. All venues must be connected to EMS on a date prior to March 18 2007. The system will enable the Department of Internal Affairs to track and monitor the operations of gaming machines, ensuring the integrity of games, and limiting opportunities for crime and dishonesty.

Lotto players across New Zealand will be in to win an amazing 1,100 extra prizes as NZ Lotteries celebrate the game's 1,000th draw on Saturday, August 5. In addition to NZ's usual divisional prizes, all players who purchase a Lotto ticket between Sunday, July 23, 2006

and Saturday, August 5 will be in with the chance to win one of 1,100 extra prizes. This includes 100 major prizes ranging from \$10,000 to a top prize of \$1 million which will be drawn on 5 August, the night of the 1,000th draw. The top 100 prizes comprise: one prize of \$1 million; three prizes of \$100,000; five prizes of \$50,000; six prizes of \$25,000; and 85 prizes of \$10,000.

Norway

Scientific Games has been awarded a contract to replace Norsk Tipping's legacy sports betting system. The contract is valued at approximately \$8.4 million over five years. The new sports betting engine will work in parallel with Norsk Tipping's legacy MasterLink System, conform to WLA standards, and add the ability to handle bets from agent terminals.

Philippines

The Philippine Charity Sweepstakes Office in Visayas-Mindanao reported that sales of its Pick 3 game, "Suertres", have improved 23 percent to P3.7 million per day after the launch of the midday draw.

Sweden

Oberthur Gaming provided Spelparken AB, Sweden, with a comprehensive solution for the launch of instant lottery tickets in the first quarter of 2006. Spelparken AB is the service company operating the Lottery on behalf of SRF (organization for visually impaired persons in Sweden). The contract includes the manufacturing of instant lottery tickets, the implementation of OGT's GOLDS (Global Operations and Lottery Distribution System) as well as OGVS (Oberthur Gaming Validation System), a WEB browser validation system developed by OGT and tailored to the specific needs of the Lottery. The GOLDS comprehensive solution installed at Spelparken includes Telemarketing and Ordering, Inventory Control, and allowing the Lottery to manage and distribute inventory in a secure, efficient and timely manner.

UK

Dream Number is the first draw-based UK National Lottery game from which all the Good Causes money raised will go towards funding the provision of facilities and supporting infrastructure of London 2012. Dream Number tickets went on sale on Thursday July 13, with the first drawing taking place two days later.

Dream Number tickets are available to buy from The National Lottery's retail network, as well as online at www.national-lottery.co.uk, and by using the Play by Text service on mobile phones. Every Lotto play slip will come with the Dream Number game option and will feature a seven-digit Dream Number. Each entry costs £1 to play and the game can be played in addition to or independently of Lotto. Prizes range between £2 and £500,000. Players choose numbers between 0 and 9 and have to match all numbers in sequence to win a prize. The overall odds of winning any Dream Number prize are 1 in 10.

Ukraine

Lottery Dynamics' Lotto Gold+™ program is a super success in the Ukraine with revenues soaring 78.5 percent over the previous game. The Ukrainian National Lottery launched Super Loto based on Lotto Gold+ on June 7 and both the lottery and the good causes it supports have hit the jackpot. The average spend per ticket sold jumped 58 percent to UAH 1.58 vs. the previous game which offered tickets at only UAH 1. Nearly 25 percent of players bet UAH 3, while 66 percent bet UAH 1 and 9 percent bet UAH 2. ♦

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U.S. House Approves Internet Gaming Ban

– State Lotteries are Exempt

The U.S. House recently voted 317-93 in favor of a bill that bans most forms of Internet gambling. The bill, which exempts lotteries and horse racing makes it illegal for banks and credit card companies to make payments to online gaming sites. The bill now heads to the Senate, where it is not expected to win passage before Senators go on a month-long recess, starting August 4. Congress has relatively few work days left this year because of the congressional elections scheduled for early November.

The bill was progressing the same week of PGRI's EXPO/ILAC Conference. Several lottery leaders were present for a roundtable discussion. Among the first item's discussed was Internet gaming. A transcript of that portion of the roundtable appears below.

Lottery Leaders Roundtable – The Internet

Ed Stanek: In the U.S. House of Representatives today there was work on a couple of bills – one put forward by Representative Goodlatte, the other put forward by Representative Leach – that would make illegal the use of any financial instrument for illegal gaming purposes. No checks, no funds transfers, nothing involving the banking industry, including credit cards, for illegal gaming purposes. It turns out that today, the National Association of Convenience Stores said that there's a major flaw in that bill. That's because legal lottery operations can take place involving the Internet, and the National Association of Convenience Stores believes that should not happen because they would stand to lose revenue if that should take place. They believe lottery tickets draw customers to their stores and help them sell their products, and they don't want to see that become part of the past.

If we were to turn the tables on them a little, one could argue that this would be the same as the lottery industry going to Congress and saying, *"You shouldn't allow pay-at-the-pump because people can't buy lottery tickets when they don't go into the store."* The bill also doesn't provide that the convenience stores be required to sell lottery tickets.

Tom, you talked a little about the potential of the Internet and new ways to incentivize retailers. NACS apparently sees that there's a dilemma between their role with us and what the Internet might do for us. Do you care to comment on that?

Tom Little: I'm not sure they've decided what is illegal yet. We still have the WTO decision, and we haven't decided what is illegal, so I don't know how our lawmakers passing the laws they're passing affects somebody outside the U.S. And, I don't know if our lawmakers are taking our lottery industry to mind when they're passing these laws. I really want to understand what's going on and why the Internet has gotten a dirty word assigned to it in this industry.

Everybody I talk to says, *"Tom, if you don't put it on the Internet, the younger generation doesn't see it, don't want to know about it, don't want to have anything to do with it."* I'm afraid if we don't start looking at ways to use it and get younger people involved we're going to start being left behind.

I think our lawmakers should license us to do the games and try to keep these other guys out of it.

John Pittman: I think the problem with the Internet gaming developments is that they haven't figured out a way to tax it yet. I think we would go a long way if they could figure that out. With the retailers and NACS, it's the same as government, they want their fair share of the pie. Perhaps it's as simple as giving them a share of Internet subscriptions.

Ed Stanek: There's something to say about the political aspects of it. I noticed in the NACS announcement that the group sent letters to the chairs of the committees and said that it is going to track all the votes, so it will know which way the votes go with regard to this particular amendment.

Bonnie Fussell: The internet is the thing now – there's no reason nor way to avoid it. The politicians can dilly-dally with it for years and politicize it and criticize it, but it's going to happen. There'll be a place for the lottery industry and gaming in general on the internet, it's just a matter of when it might happen. I know in Louisiana that the Legislators and powers to be were so afraid when Powerball came out (I was the director when we brought it into Louisiana) that our money might go somewhere else, they couldn't conceive that it was a profit sharing type operation. It's the same situation with the internet. They don't understand it, so they don't know what to do with it except oppose it.

Wayne Lemons: I don't question the younger people being connected to the Internet. You're exactly right about that, Tom. However, just putting the current games on the Internet for a 21-year-old...they're interested in Texas Hold 'Em, they would go for sports betting in a big way, but most of the lotteries are not allowed to do sports betting. But, the daily numbers, for a 21-year-old on the Internet? What are we accomplishing? Nothing. There would have to be new games, designed to be exciting to these people before we could see the Internet really taking off.

Ed Stanek: I just want to make it clear that we're not talking about trying to entice underage people into an Internet game. The people

that were underage 10 years ago have graduated into being adults today and potential lottery customers, and we're trying to find ways to reach them, which is something we haven't been able to do so far with any great deal of success.

Jim Nulph: It occurs to me that one of the things that is true about the situation is that the core customer at the convenience store is the 18- to 30-year-old, and that's the same

...continued on page 28

Internet Gambling: A Bad "Deal" By U.S. Senator Jon Kyl

A Harvard professor once appropriately likened Internet gambling to crack cocaine use because of its highly addictive and harmful characteristics.

Internet gambling's characteristics are unique because: online players can gamble 24 hours a day from the comfort of their home; children may play without sufficient age verification; betting with a credit card can undercut a player's perception of the value of cash, leading to possible addiction and, in turn, to bankruptcy, crime, and suicide; and there is no enforcement commission, such as those that exist in Las Vegas or Atlantic City, to protect consumers from excessive losses or fraud.

Online gambling is a particularly pernicious form of gambling, and many Americans are hooked on it. Indeed, Americans bet \$5.9 billion on Internet gambling in 2005, nearly half of the \$12 billion bet worldwide on Internet gambling, according to a report by Christiansen Capitol Advisors.

The recent arrests of executives from BETonSPORTS.com for racketeering, and indictment of another gambling website for laundering \$250 million, highlight other unsavory aspects of the online gambling industry.

Young people, the most computer-savvy, are particularly at risk. Numerous articles have documented the harms to youths. Recently, the president of the sophomore class at Lehigh University in Pennsylvania robbed a bank to pay off his Internet gambling debt, and a young man in Scotland attempted suicide after using 13 of his parents' credit cards to run up almost \$300,000 worth of Internet gambling debt. The Federal Trade Commission (FTC) has acknowledged the harms, and the National Collegiate Athletic Association (NCAA) is particularly concerned about the risks to college students and has urged a legislative remedy.

For more than a decade, I have sought to enact legislation to thwart Internet gambling. On five separate occasions, a bill has (by wide margins) passed the House or the Senate but not cleared the bicameral hurdle. With the U.S. House of Representatives overwhelmingly approving a bipartisan bill in July, I am working to try to pass a bill in the Senate.

Ironically, one of the opponents is a national Indian organization – ironic because the bill has absolutely no effect on Indian gambling. The group simply wants to use opposition to this bill to leverage other legislative advantages.

The core of the House-passed bill, which is similar to what I have previously introduced, would cut the money flow from financial institutions to Internet gambling websites by requiring financial institutions and payment systems to establish procedures for preventing these transactions. So the gambling entity would simply never be able to collect the debt owed by the gambler.

The effort to enforce the ban on Internet gambling is not partisan. Not only did the House of Representatives approve the bill with an overwhelming bipartisan majority, but the Senate effort is being led by Arkansas Senator Mark Pryor (D-AR) and me. And every major athletic association, including the National Football League, Major League Baseball, and National Basketball Association has endorsed this effort.

We will continue to work to move this legislation through the Senate – Congress is closer than ever to finally banning Internet gambling. ♣

Plan For: Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sept. Oct. Nov. Dec.



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2006 Products of the Year

EXPO/ILAC 2006 provided Public Gaming Research Institute (PGRI) with an opportunity to present its second annual Product of the Year Awards.

To be eligible for a Product of the Year Award, a product must be in use in at least one lottery jurisdiction, the product must be successful where already implemented, the product must be broadly applicable to other jurisdictions, and the benefit of implementing this product in new locations must be substantial. The title of Product of the Year can be bestowed upon multiple products, as long as they meet these criteria.

This year, lotteries and vendors were given ten minutes to present their product to an international panel of lottery representatives, which included: John Tarr, Chief of Security, Montana Lottery; Daniel Terelli, Vice President, Banca de Quinielas de Montevideo, Uruguay; Enrique Aparicio, Director General, STL Systems, Spain; Jose Manuel Aviles, President, Lottery of El Salvador; Wayne Lemons, Director, Delaware Lottery; Greg Ziemak, former Director, Connecticut Lottery and Kansas Lottery; Rollo Redburn, Director of Administration, Oklahoma Lottery; and Regina Smith, Sales Representative, Georgia Lottery.

Certification of vote counts and announcement of winners was by Tom Sauber, Vice President, First Mutual Bank of Bellevue, Washington. This year's winners, and a brief description of the products, are listed below.



Florida Lottery – EZ Match

EZ Match, a partner project between the Florida Lottery and GTECH, is an instant win add-on to Florida's online Fantasy 5 game. EZ Match was implemented in order to vary the online games prize payouts, to incorporate

pricing strategies, and to create more winning experiences.

With the purchase of a \$5 Fantasy 5 ticket, players can also purchase an EZ Match ticket, giving them the chance to win \$500 instantly. EZ Match numbers print below the Fantasy 5 numbers. If any of the EZ Match numbers match any of the Fantasy 5 numbers, they win the prize value shown next to the EZ Match number.

Prizes for EZ Match range from \$2 to \$500, and a player can win up to five times on each ticket. The game has a 68 percent payout.

Sales of EZ Match exceeded projections and proved that Floridians are willing to pay more than a dollar for an online game. Since the March 20, 2006 launch, EZ Match sales have been over \$26 million, representing \$1.9 million in average weekly sales. And, Fantasy 5 sales have risen 30 percent since the EZ Match launch.

Florida Lottery – Cash for the Holidays

The Florida Lottery partnered with GTECH in implemented Cash for the Holidays in an attempt to boost online sales during the holiday season.

With this promotion, players who purchased a Lotto, Mega Money or Fantasy 5 ticket at \$5 or more, during the promotional time period,

could play, listen and win instantly. If the terminal sang a holiday tune, that player could win one of three things: a cash voucher, a free lotto ticket for the next draw, or a voucher putting them in a drawing for a million-dollar giveaway on New Year's Eve.

The sales for the three online products increased 12.8 percent during the promotion – a six-week time period. The number of people who played five or more panels increased 30.6 percent during the promotion, and the average dollar amount spent per transaction increased 3.2 percent for Lotto, 5.5 percent for Fantasy 5, and 23 percent for Mega Money.

After factoring in the prize payout, cost of the game, advertising and promotional costs, the promotion yielded a net of more than \$4.5 million to educational funding.

Florida Lottery – Jackpot Family of Games

The Florida Lottery pioneered the Jackpot Family of Games concept and has used it three times. The Family of Games concept consists of a suite of instant games at various price points that share a common theme, play style and artwork. The family concept builds equity for a





group of games, and encourages player trial at multiple price points. The Lottery first launched the Monopoly family in 2000. The second was the Hit family. The third launch was the Jackpot family. All three have been very successful. The Jackpot family has four scratch-off games. a \$1 Jackpot, \$2 Super Jackpot, the \$5 Jumbo Jackpot, and a \$10 Mega Jackpot. The prize structures for each game were created to encourage trial of all products. The top prizes, and odds of winning were clearly differentiated for each price point.

The timing of the launch of the jackpot family was meant to offset the time of year where sales were the slowest. As a result of the Jackpot launch, scratch sales from August to October were up \$53.9 million, or 13.2 percent, compared to the same time last year. All four Jackpot games finished the fiscal year in the top three of their price point.

As of June 22nd the Jackpot Family of games had generated over \$164 million in sales and contributed to an estimated \$28.7 million profits to education in Florida.

Illinois Lottery – Pick n Play

Pick n Play is a new product category for lotteries. In developing the concept, GTECH and the Illinois Lottery brought the best aspects of instant games and online games and married them together. There are two components to the game: a vibrant, theme-based play card and an associated online ticket.

The player selects the Pick n Play play card and presents it to the lottery retailer. The retailer then takes the play card, scans it under a lottery terminal, and the terminal produces the corresponding online ticket. The retailer returns the play card and the ticket to the player, the player then takes the online ticket and matches their play data to the play card to see if they have won.

The play cards themselves do not have any value, which allows them to be positioned throughout a retailer's location.

Illinois launched this product in late March, going to market with four games at various price points. The average weekly sales of Pick n Play has been approximately \$1 million. Depending on the Mega Millions jackpot at the time, Pick n Play has accounted for 5- to 12 percent of online sales with no evidence of cannibalization.

INTRALOT – B-On Platform

INTRALOT's "B-On" platform is an innovative gaming platform enabling entertainment games, sports betting and lottery games on digital distribution channels. The B-On gaming platform features multi-player mobile and PC gaming capabilities coupled with betting, tournaments and instant tickets, while customer profile management features allow implementation of targeted marketing strategies, Customer Relationship Management policies and development of Business to Consumer & Consumer to Consumer value added services.

...continued on page 28



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PGRI Lottery Lifetime Achievement Award Winner — Jim Scroggins

Every year, Public Gaming Research Institute singles out one outstanding individual to receive the Major Peter J. O'Connell Lottery Lifetime Achievement Award. Oklahoma Lottery Director Jim Scroggins is this year's recipient. Throughout his 28-years experience in the U.S. lottery industry, Scroggins has an excellent track record in growing sales and profits.

Scroggins was hired June 6, 2005 to start-up the Oklahoma Lottery. By October 12, 2005 the Lottery had already begun selling instant tickets, and launched online games less than a month later, on November 10, 2005. Sales through February 25, 2006 reached \$115 million.



Prior to his position in Oklahoma, Scroggins spent 13 years (1992-2005) as executive director of Missouri's State Lottery program. In that time the Lottery's annual sales grew from \$220 million in 1992 to a high of \$791 million in 2003. Net profits grew from \$66 million to \$230 million during the same period.

Scroggins also spent four years heading the Pennsylvania Lottery (1987-1991), growing annual sales from \$1.3 billion in 1987 to \$1.5 billion in 1991.

Jim first broke into the lottery industry by holding three key management positions with the Illinois Lottery from 1978 to 1984, seeing sales grow more than 1000-per-

cent, from \$83 million to \$886 million. During that time period he held the positions of: controller, where he directed legislative approval of annual operating budget and legislation; marketing director, and executive assistant to the director.

After his years in Illinois, Scroggins spent time in the vendor side of the market, as director of new business development for Webcraft Games, and director of lottery services for Laventhol and Horwath.

Scroggins is a past president of both NASP and MUSL. He holds an MA in Psychology (University of Illinois Springfield) and a BS in Business Administration (SIU – Edwardsville) with post graduate course work in accounting, management and communications.

The Ceremony

Upon receiving his award, Scroggins said, "I've been in this business for 28 years and have made a lot of friends, a lot of acquaintances, and have achieved prestigious milestones as far as sales and other things culminating

today in this award. I'm reminded of something Norm Stewart, the old basketball coach at the University of Missouri said about being successful. He said, 'You know, if you go for a walk and you see a little baby turtle sitting on top of a fence post, you can be sure it didn't get there by itself.' That's how I feel today. I didn't get here by myself. I'm like the little turtle on top of the fence post. I've got a lot of people along the way that have helped me, and encouraged me and done a lot of things to further my career. I'm very honored to be here today to receive this award."

Several lottery industry professionals spoke at Jim Scroggins Lifetime Achievement Award Ceremony, including: Kentucky Lottery Corporation President and CEO Arch Gleason, Former Chairman of the Missouri Lottery Commission Bill James, Oklahoma Lottery Commission Chairman James Orbison, and Scientific Games Senior Regional Director Charlie Scanella. Some of their comments can be read below.

Bill James, former chairman of the Missouri Lottery Commission:

"I had the pleasure of hiring Jim many years ago as our director. We worked together 13 years. We had a unique relationship. It started as a director and a board member, but it grew into a friendship... In that period of time our lottery sales increased 259 percent. Our lottery profits increased 248 percent. In Jim's last ten years in Missouri, the fiscal years of 1995 through 2004, we ranked number one in the U.S. in percentage of increase in profits at 77.69 percent.

Jim was a huge part of the Missouri Lottery's success and he set the stage for future growth... Jim, I want to be the first to congratulate you on your success and dedication to this industry and wish you the best in the future."

James Orbison, chairman, Oklahoma Lottery Commission:

"Whenever I occasionally receive compliments on the great success of the Oklahoma Lottery, I am always quick to respond that the key to that success was that we hired a great executive director of our lottery.

After we reviewed the history of Jim Scroggins and then interviewed him, we knew that he was going to be the right man for our Lottery... I was taken by the quiet confidence and self-assurance of Jim. It fostered a trust in him... Jim truly, in my opinion, deserves this reward. He's an accomplished person, but most importantly, he's a good man. We're very pleased to have him in Oklahoma." ♦

*The World Lottery Association and the North American Association
of State and Provincial Lotteries Presents*

Erewhon in North America

The well-known Guy Simonis and his Erewhon case study program
return to the USA September 27- October 1 2006
At the Semiahmoo Resort, Blaine, WA, 98230, USA

The resort is located on the shores of Boundary Bay, an inlet of the Pacific Ocean at the border between the United States and Canada (35 miles south of Vancouver Airport or 25 miles north of Bellingham (Washington) Airport.

Leaning heavily on a learning format developed at Harvard University, Erewhon is a case study program created for the lottery sector by the WLA Founding President Guy Simonis. For more than 15 years Erewhon has been held numerous times in the UK, in Austria, Finland, Germany, Hungary, Italy, the Netherlands, Norway, Sweden, as well as in Australia's Perth and near Brisbane, in Campinas, Brazil and recently for the third time in South Africa. The program has also been presented for NASPL in many locations in the United States and now returns with additional cases to North America.

Under the guidance, Guy Simonis himself, a hypothetical lottery organization is presented down to the last detail. Every possible area affecting a lottery is defined and examined, including the demographics and political situation of the equally hypothetical country.

In rapid succession a number of serious problems affecting the Erewhon State Lottery are presented. Participants assume the role of consultants to the management and have to provide advice on a lengthy number of issues that have been devilled our industry over the years. Problem-solving strategies are proposed, discussed and modified, and participants find that the processes they identify for finding new ideas and solutions are immediately applicable to real-life issues.

Who should attend: Middle and senior management people, public relations, sales and distribution, advertising; product management, finance and administration as well as members of Boards and Commissions.

When: September 27 – October 1, 2006. The seminar starts with a welcome dinner on Wednesday evening at 19:30 and ends with breakfast on Sunday, October 1.

For further Information contact:

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website: www.world-lotteries.org



2006 Inductees to PGRI's Lottery Industry Hall of Fame

In 2005, the Public Gaming Research Institute launched the PGRI Lottery Industry Hall of Fame, honoring 14 individuals in the inaugural class. These 14 individuals, chosen by PGRI, now make up the body that chooses future inductees into the Hall. This year, six outstanding individuals were chosen for induction: Atlantic Lottery President and CEO Michelle Carinici, Scientific Games President and COO Michael R. Chambrello; Kentucky Lottery President and CEO Arch Gleason; Delaware Lottery Director Wayne Lemons; and Camelot CEO Dianne Thompson.



Tom Little

President and CEO, Intralot USA

Intralot USA President and CEO Tom Little has played a major role in the development of instant game systems, on-line systems, terminal designs and many other important facets of lottery-related products and services. His background and related industry experience include: working at a senior level with more than 75 lotteries throughout the world on all aspects of lottery operations;

managing a major joint venture project with La Francaise des Jeux for terminal design and development, and the installation of over 15,000 validation terminals; and leading the team of industry professionals which was the first group representing an off-shore company to break into the North American online lottery market in over 20 years.

Little has been the President and CEO of Intralot USA, since its inception. Prior to that, he had twenty-five years experience with one company, Scientific Games, where he worked as a programmer analyst, an account liaison, Vice President of International Sales, and ultimately as Senior Vice President and part-owner.

Tom has made many important contributions to the long-term growth and success of the lottery industry. He managed, designed and implemented Scientific Games' first instant ticket system, first video lottery system and first on-line players' system. He collaborated on the invention of on-line lottery terminals featuring many new advances in lottery terminal functionality and operations. He also designed and implemented the first on-line video lottery system and terminal capable of dispensing prizes directly to the consumer.

Mr. Little has received the PGRI Achievement Award, and has been an invited speaker on numerous occasions at WLA and NASPL.

Arch Gleason

*President and CEO,
Kentucky Lottery Corporation*

Arch Gleason, a past President of NASPL, MUSL, and current President of the WLA, was appointed President & CEO of the Kentucky Lottery Corporation in September 1993 after having served two separate terms as Director of the West Virginia Lottery.



Under his leadership the KLC has received numerous awards for outstanding performance in the areas of financial reporting and management, marketing and advertising, corporate social responsibility, minority business development, and human resources practices. The KLC has been honored by the Kentucky Council on Problem Gambling in 1999 & 2003, the National Council on Problem Gambling in 2003, and the 2003 Greater Louisville, Inc. Work Life Alliance Life Award for (the top) Medium (size) Business. The KLC was also recognized in 2005 as one of the "20 Best Places to Work" in Kentucky by the Kentucky Chamber of Commerce and the Kentucky Society of Human Resource Management. The KLC has set numerous annual sales and profits/dividends records during that same period increasing from \$486 million sales and \$99 million profits in 1993 to \$725 million and \$193 million in 2004.

During the mid-1990's, MUSL developed a strategic plan and reorganized. Gleason was the first MUSL President to serve a two-year term and was charged with responsibility of implementing many of the related changes. During his tenure as NASPL Vice President and President, he was instrumental in the establishment of the association's subcommittees for finance/accounting and information technology. He has also led and championed the development of NASPL's Standards Initiative, and has encouraged U.S. member lotteries to seek the Government Finance Officer's Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting (CAFR). The KLC was the first Kentucky state government agency and second U.S. lottery to receive the CAFR and has achieved this distinction for 11 consecutive years from 1994-2004.

Individual awards received by Arch include the 1998 Business & Professional Women of River City Good Guy Award, the American Marketing Association Louisville Chapter Marketer of the Year 1995, the 2001 Human Resource Leadership Award from Louisville Society for Human Resource Management, and the 2004 PGRI Major Peter J. O'Connell Lottery Lifetime Achievement Award.

2006 Hall of Fame Inductees



Michelle Carinci

President & CEO, Atlantic Lottery Corporation (ALC)

Strategic. Visionary. Responsible. Driven. These are prevailing characteristics in Michelle Carinci's life and have earned her recognition among Atlantic Canada's Top 50 CEOs for 2003 and 2004. Michelle's leadership has also earned Atlantic Lottery recognition as one of Canada's Top 100 Employers in Maclean's news magazine annual survey.

Michelle has more than 30 years' experience in leadership positions, including the Western Canada Lottery Foundation, the British Columbia Lottery Corporation and at GTECH Corporation.

With an extensive background in marketing and organizational development, Michelle has directed and managed several international conferences. She developed and facilitated educational programs for lottery management and played a key role in the development of the "Erewhon" case study. She was instrumental in the development of the first international lottery database, used by NASPL. She has been active in various WLA, NASPL and Interprovincial Lottery Corporation (ILC) industry committees and executives over the past two decades, including current roles as a member of the NASPL Education & Training Committee, and as chair of the WLA's Corporate Responsibility Committee.

Under Michelle's leadership, ALC has forged ahead in the development of new gaming opportunities and new delivery channels offered responsibly. PlaySphere, which allows Atlantic Canadians to purchase lottery tickets in a secure, geographically-controlled online environment, is an example of this forward thinking. Atlantic Lottery has adopted several stringent, industry-leading measures to ensure that PlaySphere maintains the corporation's commitment to, and reputation for, responsible play.

Long involved in her community, Michelle serves on the board of directors for the Atlantic Provinces Economic Council, the board of directors of LearnSphere, and the New Brunswick board of governors for Junior Achievement. Michelle is involved in the New Brunswick Peter Gzowski Invitational Golf Tournament for Literacy, serving as chair in 2003 and 2005 and as co-chair in 2002, 2004 and 2006. She is also a member of the Atlantic Ballet Theatre's fundraising committee.

Michelle's commitment to Atlantic Canada's economic growth and improving its quality of life is equally unwavering. Whether it's a corporate objective or a charitable event, Michelle has a passion for making a difference.

Michael R. Chambrello

President and Chief Operating Officer, Scientific Games

Michael Chambrello joined Scientific Games in July, 2005 as President and COO. Previously, Mr. Chambrello was President and CEO of Environmental Systems Products Holdings, Inc. (ESP) – the industry leader in providing emissions testing systems and service solutions to government agencies. Chambrello is also the former

CEO of Transmedia Asia Pacific, Inc. and Transmedia Europe Inc. – companies that provide customized membership and co-branded affinity programs to companies and associations worldwide, through traditional and web-based channels. Prior to Transmedia, Mr. Chambrello was President of GTECH Corporation, and Executive Vice President of GTECH Holdings Corporation (NYSE), providing full service solutions to the lottery and entertainment industry. In his almost 20 year career at GTECH, revenue grew from \$1 million to nearly \$1 billion.

Mr. Chambrello is a member of the Board of Directors of Environmental Systems Products and the Northeast States Clean Air Foundation (NESCAF). Previously he has served on the Board of Directors of various public and private high technology companies as well as various not for profit organizations.

Mr. Chambrello earned a BS in Economics from Southern Connecticut State University and attended Graduate School in the American University's Kogod College of Business.



Wayne Lemons

Director, Delaware Lottery

Wayne Lemons has served as Delaware Lottery Director since being appointed by Delaware's Governor in February 1991. He holds Bachelor of Science and Master of Science degrees from the University of Arkansas, where he served as Assistant Professor.

Lemons is a former President of the Multi State Lottery Association. While President, he led the organization through the development of its first strategic operating plan. He is currently on the executive committee of both the Multi State Lottery Association and the North American Association of State and Provincial Lotteries.

In 1994 Video Lottery Legislation was passed by the Delaware General Assembly. Lemons has led the Delaware Lottery to one of the most successful Video Lottery operations in the U.S.

Prior to joining the Delaware Lottery, Lemons was Director of Marketing International for Hercules Incorporated, based in Wilmington, DE.

Dianne Thompson, Chief Executive

Camelot Group Plc

Dianne Thompson is Chief Executive of Camelot Group Plc, operator of the UK National Lottery.

Thompson joined Camelot in 1997 as Commercial Operations Director and took over as Chief Executive in December 2000 when Camelot was awarded the second license to operate the lottery. As Chief Executive Thompson has developed and driven Camelot's strategy for growth, which





has succeeded in delivering the longest period of growth in the history of The National Lottery, with year-on-year sales up in 2003/4, 2004/5 and 2005/6 (to date). Camelot also runs the world's most successful interactive lottery via the internet, interactive TV and Play by Text – with more than 1.3 million registered players. Thompson is leading the company in the competition for the third lottery license, a process which includes a root and branch evaluation of the business and game portfolio.

Dianne has a strong personal commitment to social impact both inside and outside of the company. She chairs Camelot's Social Responsibility Board and champions CSR throughout the company. Camelot is ranked 43rd in the Sunday Times 100 Best Companies To Work For 2006 list and is in the top 30 in Business In The Community's Social Responsibility Index, jumping 45 places in 2005 from 78th to 27th and coming first in the leisure category. Camelot has achieved GamCare accreditation for National Lottery games on sale via the internet, interactive TV and mobile phones – and was one of only two organizations in the UK to refuse to sell tickets online in an NCH test purchase scheme. Outside of

ILAC President Awards

Public Gaming International is presenting a new award this year, one to honor the heads of Latin American lotteries that have been in their position for three years or longer. This year's recipients for the Presidents Awards are:

Brasil

Loteria do Estado do Rio de Janeiro
Kelly Mattos, Presidenta

Colombia

FEDELCO
(Federacion de Loterias Colombianas)
Dra. Claudia Munoz,
Directora ejecutiva

Guatemala

Loteria de Santa Lucia
Lic. Manuel Lopez, Director General

Guatemala

ILAC de Guatemala
Maria Castillo, General Manager

Peru

Mario Alvarado ♦

Camelot, Dianne is Chair of the ChildLine Foundation and has personally committed to raising £1 million for the charity.

She is a Fellow of the Royal Society of Arts, the Marketing Society, and the Chartered Institute of Marketing. Dianne is also a Companion of the Chartered Management Institute and a liveryman of the Worshipful Company of Marketors. Dianne has previously been awarded the titles of both Veuve Cliquot Business Woman of the Year 2000 and Marketer of the Year by the Marketing Society in 2001. ♦

New York Lottery Joins with the New York Racing Association to Present 2006 Travers Stakes

New York Lottery Director Nancy A. Palumbo joined New York Racing Association President and CEO Charles Hayward at Saratoga Race Course to announce the New York Lottery as the presenting sponsor of the 2006 Travers Stakes.

"The New York Lottery is thrilled to be the presenting sponsor of the most prestigious race of the Saratoga racing season," said Palumbo. "The Travers Stakes is highly regarded as one of the premier sporting events in the country. Our partnership with the New York Racing Association highlights our continued support of horse racing in New York not only as a premier sport, but as a \$2.4 billion business which employs over 35,200 people statewide."

"We are excited about partnering with the New York Lottery on what is the biggest day of racing at one of the top sports venues in the world – Saratoga Race Course," said New York Racing Association President and CEO Charlie Hayward. "The New York Lottery has been a terrific supporter of Thoroughbred racing for many years and with their additional interest in this year's Travers, we hope to further generate awareness of all this majestic sport has to offer in New York."

New Yorkers love horse racing and Saratoga is the place to be this summer! Popularly known as "The Mid-Summer Derby," the Travers Stakes is America's oldest stakes race for three-year-olds enjoying a rich 137 year history. The Travers is one of only two thoroughbred racing events in New York State with a guaranteed purse of \$1 million and traditionally brings together a mix of three-year-olds that competed in the Triple Crown events, making it an important proving ground for divisional honors. As the marquee event of every Saratoga Race Course

meeting and one of the country's biggest sporting events, the Travers Stakes anchors a Saratoga schedule that features 32 stakes races in 36 days, with purses in excess of \$10.3 million.

As part of the New York Lottery's partnership with the New York Racing Association, lottery tickets will be sold at the Saratoga Silks store located on the ground floor of the grandstand, adjacent to the Carousel, for the entire track season. *"Nearly one million people visit Saratoga Race Course each year and we're very excited that lottery tickets will now become a part of their overall track experience,"* added Palumbo.

The New York Lottery also hosts "Lottery Day" every year at the track. On Thursday, July 27, Saratoga Race Course visitors can present any non-winning New York Lottery ticket to receive free grandstand admission at the gate. The first 1,000 visitors to the New York Lottery booth located at the Big Red Springs will receive a free Fast Track Cash Instant Game ticket which gives players three chances to win up to \$2,500. Track visitors will also have the chance to play the Lottery's "Horse Toss" game for great prizes and enter drawings held throughout the day for the chance to win Instant Game tickets and tickets to the Travers Party.

In addition to becoming the presenting sponsor of the Travers Stakes, the New York Lottery will continue its prior involvement with Saratoga Race Course as the presenting sponsor of the Travers Festival leading up to the Travers Stakes. The Travers Festival, which runs from August 19 – 27, consists of more than 40 events that take place throughout the Capital District. ♦

OPTIMIZE GAMES

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Special Revenue An International Lottery Players' Survey

By Phil Kopel, President Kopel Research Group, Inc.



Revenue from Lotteries is typically earmarked for such government uses as education, elderly services, economic development or the general fund. However some jurisdictions have now empowered their lotteries with the ability to offer specific Instant Scratch games to raise revenue for special causes. The special cause tickets can raise money for local, national or worldwide charities or medical research funds.

This article identifies Lottery players' interest and acceptance in having Lottery revenue diverted to non-governmental causes.

Overall, almost 90% of respondents are in favor of their lottery occasionally offering special Instant games in which 100% of revenue from those games would go to special causes such as medical research or to benefit community programs.

Respondents were shown the following list of potential special causes. They were asked to choose up to 5 causes to which they would be interested in seeing the revenue go. The following chart shows these causes in descending overall order.

However, respondents were also provided with an ability to write in their own choices for special causes. Several of these causes garnered significant "write in" support such as AIDS research, Animal Charities and Children's Charities and Hospitals.

The following is a list of the most frequent write-in choices for special cause games:

- AIDS
- Animal Charities, SPCA, Humane Society...
- Arthritis Foundation
- Autism
- Children's Charities, Hospitals
- Cystic Fibrosis
- Diabetes
- Epilepsy Foundation
- Guide Dogs for the Blind
- Habitat for Humanity
- Health Plans
- Homeless Shelters
- Kidney foundation
- Leukemia & Lymphoma or Blood Cancers
- Liver Research
- Lupus Research
- Make-A-Wish
- March of Dimes
- NAACP
- Olympic Teams
- Orphaned AIDS children
- Ovarian Cancer Research
- Ronald McDonald House
- Salvation Army
- Save the Children Fund
- Schizophrenia
- Shriners' Hospitals
- Sickle Cell Disease
- Spousal Abuse Shelters
- Stem Cell Research
- Sudden Infant Death Syndrome (SIDS)
- Tourette Syndrome

Summary

There are interesting opportunities as well as issues for Lotteries to address with respect to special cause games, and market research can play an important role in ensuring their success and goodness of fit in the product mix.

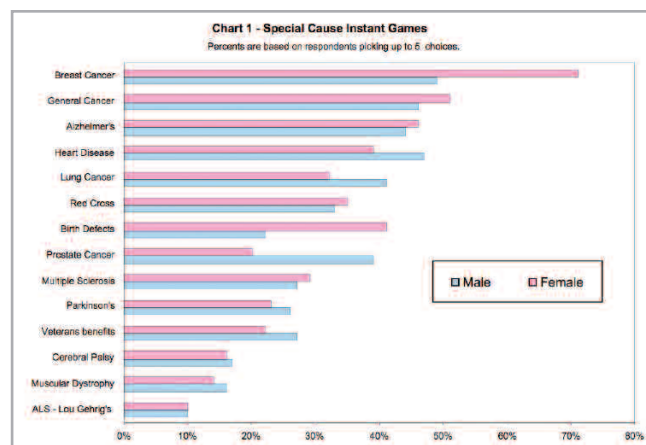
Choosing which cause to develop into a special interest game is a challenge because of the need to balance causes that have broad appeal with those that have fervent advocates.

Special cause games can not only generate revenue among existing Lottery players, but can also raise revenue from advocates for that cause, who may not normally play the Lottery. However, there is also a risk that special cause games may cannibalize revenue that otherwise would go to where the money is traditionally earmarked.

The challenge for the design of these tickets is that they need to show to consumers that the revenue from these games support a special cause, while at the same time convey that the win-ability, excitement and fun is comparable with typical Instant games. ☺

The Author: Philip Kopel, is President, of Kopel Research Group, Inc. The company provides a variety of Lottery market research solutions, including; ePanel management, game and player segmentation analysis, game mix optimization, sales forecasting, statewide benchmark studies, and retail agent feedback.

For more information visit www.kopel.com.



Feel the Power! Play the Deal!

By Tara Robertson, SCEL Production Relations Manager

South Carolina Education Lottery (SCEL) officials want their players to picture themselves on a new, statewide, promotional, game show. The promotional game show will allow the players to feel the POWER and play the DEAL – Carolina Power Deal! Tickets sales for a chance to appear on the promotional game show began on July 10, 2006. The first show will air sometime in September.

"We wanted something for our players that could provide an added value to their play," said Pat Koop, SCEL's Director of Marketing and Sales. "We were part of the Powerball game show three years ago. And since that time we have continuously looked into opportunities to offer our players extended play and additional value without the commitment of a full half hour program."

Carolina Power Deal, a two-minute promotional game show, will be played only in South Carolina in conjunction with Powerball® and PowerPlay®. When SCEL players purchase \$5 in Powerball® along with \$5 in PowerPlay®, a total of a \$10 purchase, an entry form will dispense from the lottery terminal. Players must complete the information on the entry form and mail it to the address shown on the



form. Contestants will be selected in a drawing from the entries received. Once players are chosen and notified, they will be greeted by a familiar face and name to South Carolina, Jeffery Black – a current SCEL draw talent.

"This is incredible because I'm fulfilling a dream of mine to host a promotional game show like this one," said Jeffery Black, of Manning.

"When I was young, I enjoyed watching the Showcase Showdown with Bob Barker. I grew up with that show, as well as Match Game and Joker's Wild."



Black isn't new to television, with a background in weather casting and holding jobs in Hollywood with the famous Aaron Spelling.

"I spent several years working on the television show – Dynasty," said Black. "I was also a show host for two network affiliates in Birmingham, Alabama. Television has always been in my blood."

Here's how the promotional game will be played. Players will be shown a number from 1 through 39, randomly pre-selected by the player before the game is played. The player then guesses if the next number revealed is greater than or less than the number shown. If the player guesses correctly, the prize amount increases and he/she then moves on to the next prize level. If the player guesses incorrectly, he/she could lose up to half of the prize amount. Players will win at least \$2,000 with a top prize of \$20,000!

"We want our players to have a winning experience," said Koop. "This promotional game will create winning experiences and keep players excited about Powerball and PowerPlay."

The promotional game will be taped in SCEL's downtown studio in Columbia. Carolina Power Deal will be aired weekly in six South Carolina media markets. ♦

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Video

News

VLTs Launch at Tioga Downs

The New York State Lottery Commission approved a license for Tioga Downs to operate 750 VLTs, clearing the way for the recent opening of the gaming center. The machines are located in a 19,000-square-foot facility at the track.

Flooding forced the track to adjust its initial VLT grand opening plans, but the machines opened to the public for the first time at 10 a.m. July 3.

Pennsylvania Senate Votes to Eliminate In-State Distributors

The Pennsylvania Senate voted 29-21 in favor of legislation that would do away with the requirement that slot manufacturers use in-state distributors. If implemented, the bill would solve a long-standing dispute within the Pennsylvania Gaming Control Board as to the number of slots distributors the state should have.

PGCB Approves Supplier Regulations

The Pennsylvania Gaming Control Board voted unanimously to approve regulations governing suppliers of slot machines and associated equipment in the Commonwealth. Under these regulations, suppliers will operate on a statewide basis. The Board also approved four sets of final temporary regulations and adopted a series of technical amendments to existing regulations. The regulations are available on the Board's Web site, <http://www.pgcb.state.pa.us>. Click on "Regulations" and "Final Regulations" to view them.

New Jersey Governor Says Consider VLTs

New Jersey Governor Jon S. Corzine has stated that competition from nearby states means New Jersey should at least consider allowing video lottery terminals. Officials estimate 5,000 terminals at the Meadowlands could earn \$300 million annually for the state. The governor, who in the past has opposed such an expansion, pointed out that once Pennsylvania implements the machines, New Jersey will be surrounded.

South Dakota Supreme Court to Hear VLT Repeal Ballot Initiative

The South Dakota Supreme Court has agreed to consider whether a proposed law that would repeal video gambling will be placed on South Dakota's fall ballot for a statewide vote. The high court will hear the appeal directly, which means supporters of the ballot measure will not have to go to circuit court first. The direct appeal will lead to a final decision before ballots and other documents have to be prepared for the November election.

Bally, Ingenio Form Strategic Alliance

Bally Technologies and Ingenio are pleased to announce that they have formed a long-term strategic alliance aimed at enhancing casino game offerings and maximizing the entertainment potential for players. Having built a reputation for the tremendous originality and graphics quality of its multimedia lottery games, Ingenio, a Loto-Québec subsidiary, is giving

priority to the research and development of multimedia-based interactive lotteries and games for the international gaming community.

WMS, MGAM Agreement Expanded

WMS announced that the Company has expanded its existing relationship with Multimedia Games, Inc. whereby Multimedia will distribute certain WMS products in Oklahoma and Mexico. The amended agreement provides for a term until April 30, 2009 for these markets and contemplates an increased annual gaming machine purchase commitment from Multimedia relative to the original agreement.

Under the terms of the agreement, Multimedia has secured the right to distribute WMS' Bluebird® gaming machines equipped with WMS game themes to certain Native American tribes in Oklahoma under regulatory transfer letters issued by GLI. The expanded agreement also authorizes Multimedia to place WMS OEM cabinets and game themes in the electronic bingo market in Mexico.

KwaZulu-Natal Grants Tattersall's License

Tattersall's has been granted a gaming machine license by the KwaZulu-Natal (KZN) Gambling Board. The license allows the ownership, distribution and operation of 1,000 gaming machines in the South African province of KZN. Tattersall's has already identified over 100 venues in the province in which to commence the roll out, subject to those venues receiving Gambling Board approval. This license, like the Western Cape license, is for an indefinite period and is renewable for a nominal fee on an annual basis, subject only to continued suitability.

Paltronics Secures New Jersey License

Paltronics has been granted a Gaming-related Service Industry License in New Jersey. The license will allow Paltronics to serve its large installed base more efficiently and grow market share much faster in this state.

Kenilworth Table Game Broadcasts Approved by PAGCOR

Kenilworth Systems Corporation has been granted final approval to commence real time, live in-progress casino table game broadcasts ("Roulabette®") by the Board of Directors of the Philippines Amusement and Gaming Corporation. The ten-year agreement provides for fixed monthly payments and other guarantees by Kenilworth, agreed upon in the "Letter of Intent" dated April 27, 2006. All operating costs for the live game broadcasts are borne by Kenilworth. The initial broadcast will emanate from the new Hyatt Hotel and Casino in Manila in early 2007 with tests starting later this year.

EGC Signs MGM Grand Detroit

Electronic Game Card confirmed that MGM Grand Detroit has signed an agreement to use Electronic GameCards in a promotion for its 75,000 square-foot gaming property in Detroit. It is the first time any US casino has purchased Electronic GameCards to run a commercial promotion based on the Company's products. ♣



First Ever Multi-State Video Lottery Game Up and Running!

The lotteries of Delaware, Rhode Island, and West Virginia have begun operation of America's first multi-state video lottery game. Sales of the Ca\$hola game have begun at video lottery terminals (VLT's) located at tracks in the three states. Through the end of July more machines were being added to the progressive jackpot system.

The Ca\$hola jackpot starts at \$250,000 and will grow to an expected average jackpot of \$1 million about once a month – perhaps reaching \$2 million or more. The game can be played in penny, nickel, or quarter denominations, to be determined by each jurisdiction.

"We believe it's going to increase our revenue," said Delaware Lottery Director Wayne Lemons of Ca\$hola. *"This is another step in revenue and player interest."*

Lemons continued, *"There are a number of progressive games on most casino floors. What is different about the one that we've started is that it's the first time ever that multi-jurisdictions, multi-vendors machines and multi-central systems are hooked up to the same progressive game. This really is a first in the industry and it is coming along very well."*

Ca\$hola is the first multi-state progressive video lottery game to be

offered among U.S. states. The three lotteries of West Virginia, Rhode Island, and Delaware have each operated progressive jackpot games at a single location and also at multiple locations within their respective states, but Ca\$hola is the first game to tie together VLT's from different manufacturers and different central computer systems located in different states.

To comply with local laws and rules, each participating machine will offer two components of the game, the base game with odds and payouts unique to each jurisdiction, and the common progressive jackpot game available to all players. To qualify for a progressive jackpot win, players must use the max bet option – a \$2.25 play. The odds of winning the jackpot are one in seven million. Ca\$hola's jackpot is based on a 20-year annuity and will also be available as a cash option payment.

The jackpot management system (JMS) was specially built for the project by GTECH Corporation. The GTECH system will be run out of the company's Communications facility located in Austin, Texas. The system's LCD jackpot screens, sales reports, and finances will be coordinated through the Multi-State Lottery Association. ♣

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People



Rose J. Hudson was confirmed by Gov. **Kathleen Blanco**, as the fourth president of the Louisiana Lottery Corporation. The Lottery's board of directors unanimously appointed Hudson to the position. Hudson has been serving as interim president since March 16 after the former president, **Randy Davis**, resigned to pursue an opportunity in the private sector. Hudson holds a masters degree in public administration and a Senior Professional in Human Resources designation. She has served as senior vice president at the Lottery for the last six years, directing the corporation's human resources and legislative affairs functions. Prior to her tenure at the Lottery, Hudson served as assistant superintendent at the Louisiana Department of Education and as undersecretary of the Louisiana Department of Social Services. An active member of the community, Hudson has held many leadership positions on civic boards, including Friends of Louisiana Public Broadcasting. She was recently named to the board of the Association of Junior Leagues International.

The McGuinty government continues its commitment to a sustainable and responsible provincial gaming industry by appointing Mr. **Michael Gough** B.A., LL.B, LL.M. as Chair of the Ontario Lottery and Gaming Corporation. Mr. Gough's appointment is effective June 7, 2006. Michael Gough was a partner for over twenty years in the law firm of Osler, Hoskin & Harcourt LLP where he specialized in public law and regulatory affairs. He has an extensive background in government relations and regulatory and legislative matters. He has worked for several provincial ministries including the Ministry of Consumer and Commercial Relations, Ministry of Treasury, Economics and Intergovernmental Affairs, and Management Board of Cabinet. Mr. Gough is a director, corporate secretary and member of the Executive Committee of the Energy Council of Canada, as well as director, chair of the Nominating and Governance Committee, and member of the Executive Committee of Trent University.

The Missouri Gaming Commission hired former St. Louis County executive **Gene McNary** as its executive director. AP said the commission announced that it voted 4-0 in a closed meeting to hire McNary to the top job.

Donna VanCleave, the interim director of the Virginia Lottery, will become Radford University's vice president for finance on Aug. 15. VanCleave, who worked as the state lottery's director of finance for six years under RU President **Penelope Kyle** when she headed the lottery, replaces **David Burdette**.

Texas Lottery Commissioners named **Anthony J. Sadberry** executive director of the Texas Lottery®. Sadberry had been serving as acting director since his appointment in January.

"Mr. Sadberry brings a long and distinguished record of public service to his new job, as well as an intimate knowledge of how this agency works," said Texas Lottery Commission Chairman **C. Tom Clowe, Jr.** *"During his tenure as a commissioner, his keen insights provided all of us with serious and steady guidance, and I expect no less from him now that he will be at the helm of the agency. I'm extremely pleased that*

he has accepted the job."

Mr. Sadberry, a former assistant Attorney General of Texas, was a member of the Houston office of the New York law firm, Epstein, Becker and Green, P.C. He is a graduate of the University of Texas at Austin and obtained a law degree from Georgetown University Law Center in Washington, D. C.

He was appointed to the Texas Lottery Commission by Governor **Ann Richards** in November 1993. He was commission chairman from October 1994 to May 1995. He served for seven years on the three-member board, resigning in December 2000.

T. Richard Turner, past Board Chair of the British Columbia Lottery, has been appointed to the Board of Directors of Mobile Lottery Solutions. Turner served as BCLC Chairman from September, 2001 through December, 2005.

Idaho Governor **James E. Risch** has appointed **Lydia Justice-Edwards** to fill the vacant seat on the state's Lottery Commission. The appointment will be effective beginning August 1, 2006 and will run until January 1, 2010. Justice-Edwards served the State of Idaho previously in the House of Representatives from 1983 – 1987 from District 9. Her work on the House Transportation Committee was instrumental in developing the Horseshoe Bend hill project. She was also responsible for the passage of Idaho's Child Safety Seat Legislation. Justice-Edwards was first elected State Treasurer in 1986 and served for twelve years. Since leaving public office, Justice-Edwards has become a non-fiction writer and is looking forward to her new assignment with the Lottery Commission.

Camelot has appointed **Neil Kellar**, currently the company's Director of IT Services, as IT Director. Neil will replace **Tim Newing**, who is leaving to become easyJet's IT Director, on August 1. Neil joined Camelot in November 2003 as Head of Operations and Support. In March 2004 he added Infrastructure Services to his responsibilities, and in November 2004 was promoted to Head of Service Delivery, encompassing Development and Web Channels. He was appointed as Director of IT Services in February this year.

GTECH announced that **Ross Dalton** has rejoined GTECH as Senior Vice President, Printed Products and Licensed Content Markets, reporting to GTECH President and CEO **W. Bruce Turner**. Ross began his GTECH career in 1990 and held roles of increasing responsibility, including Regional Vice President – Western U.S. Operations. Prior to joining GTECH, Ross led the marketing communications efforts for the Kansas Lottery as the Communications Manager. Most recently, Ross was a principle owner of Orchard Solutions Group of Atlanta, Georgia, and Austin, Texas, where he provided targeted leadership development programs to organizations, enabling them to better manage their most capable employees.

Paltronics Inc. has appointed **Beverley Bird** as Vice President Marketing. Bird joined Paltronics in May 2006 following six

...continued on next page

on the internet

ALC Revises Pro-Line

The Atlantic Lottery recently made changes to its Pro-Line product to combat abuse of the site by professional gamblers.

The Lottery became aware that professional gamblers were playing the game in a way it wasn't designed to be played – wagering large amounts of money, and winning to an extent that ALC's profit margin slipped from an estimated 38 percent down to 9 percent. To combat the gamblers ALC has capped the daily amount of Pro-Line tickets retailers can sell to any individual at \$250.

Scientific Games to Supply Hessen

Scientific Games has been awarded a contract to supply a new internet system to Lotteriede-Treuhandgesellschaft mbH, the German state lottery of Hessen. Players will be able to use the Internet to purchase Lotto, Oddset, Keno, GlucksSpirale, Toto and other lottery games. The new system is expected to be delivered in October 2006.

The new system will add stronger graphics and flash animation in a

major upgrade of the existing ELOS system. New features will also be added to enhance player services and promote responsible gaming.

Hamburg Employing New Internet Portal

The new Internet portal from Lotto Hamburg went online punctually in May 2006. The basis for the game on offer at www.lotto-hh.de is the multi-channel platform in I FOCUS from Adesso, which has already been successfully used by WestLotto for the past 3 years. With 1,000 registrations, Lotto Hamburg attracted a brisk run even on the first day.

Camelot Chooses Utimaco

Camelot has again selected Utimaco to protect the data carried by its remote users. As part of an upgrade of all its mobile devices, Camelot will continue to safeguard the integrity of its data by deploying SafeGuard Easy. In May, Camelot upgraded all the 155 tablets belonging to the sales force, transferring the SafeGuard licences from their old to the new machines. ♣

Quebec Launches New Tool for Bingo

Loto Quebec and the Bingo Industry Secretariat launched a new tool for the promotion of bingo playing in halls, a gaming sector that has been experiencing difficulties over the past several years. The new promotional tool consists of a second draw via the Internet.

The design and development of this multimedia promotional game were entrusted to Loto-Québec's research and development subsidiary, Ingenio, a natural partner for the project. Le Tour 2e chance is reserved exclusively for people who have previously played the SBQ's Le Grand Tour or Le Petit Tour network bingo games in a participating hall and did not win. In order to take part, a player must have the non-winning network bingo card in hand and must log on to the Le Tour 2e chance Web site (www.letour2echance.com) within 48 hours of completion of the game. In other words, this is a type of second chance contest allow-

ing existing bingo hall clientele to take part in a free second bingo draw with their original non-winning bingo card for the chance to win secondary prizes to be claimed at a bingo hall.

BCLC Opens Chances Facility

The British Columbia Lottery Corporation and Great Canadian Gaming Corporation announced the grand opening of Chances in Dawson Creek, marking the completion of the new community gaming centre (CGC).

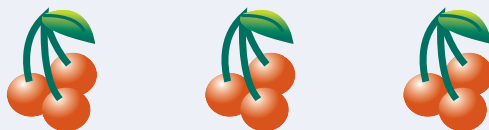
The new 17,000 square foot facility features exciting amenities including 123 slots, two electronic blackjack tables, off-track horse racing, lottery products, a full-service restaurant and a lounge. The facility offers state-of-the art bingo, including traditional paper bingo and 60 touch screen bingo terminals. The bingo area contains a designated smoking and non-smoking section while the remainder of the facility is smoke-free. ♣

People... continued from page 22

months in a consulting role with the company. She brings 20 years of international technology marketing experience at start-ups and multinational organizations. From 2004 to 2005, she spent time in her native UK as Pan-European Director of GlobalFluency, a worldwide network of marketing and public relations agencies.

Robert Wright, founder of both Lottery Dynamics LLC and its sister company Integrated Group Assets, Inc., has announced his retirement as an officer and director of both companies. He will retain a consulting role which will free him from day-to-day operations and provide more time for game design. ♣

Games People Play



Kansas EGC Re-ordered After 5 Weeks

After just five weeks of sales, the Kansas Lottery has re-ordered a full quantity of its new Electronic Game Card (EGC), "Super 7's," which offers 80 chances to win, a top prize of \$500 and a guaranteed prize of at least \$3 in every game. Total sales of the \$20 game in its first five weeks have topped \$1.1 million, which is more than double the lottery's most recent \$10 game. The Lottery initially ordered 120,000 of the game cards, making it the highest price point game the Kansas Lottery has offered to date. Public Gaming Research Institute (PGRI) named the EGC (distributed by Scientific Games) as a 2005 Lottery Product of the Year.

MDI Adds Deal or No Deal, Game an Instant Hit with Lotteries

With 26 chrome cases, 26 gorgeous models, one hilarious bald host, one mysterious banker and a million dollars up for grabs, the TV smash "Deal or No Deal" has taken the country by storm, consistently ranking #1 for its time period in adults 18-49 and total viewers. And Lotteries can offer this hot property to their players now that the rights to the game show have been acquired exclusively by MDI Entertainment, a wholly-owned subsidiary of Scientific Games Corporation.

Similar to the television show, a "Deal or No Deal" lottery ticket can offer an elimination-style game play, cash prizes and possibly trips to view a taping of the show.

In just a month since MDI secured the rights to offer the popular "Deal or No Deal" TV game show property, six North American lotteries have already started production of instant games in preparation for a fall launch.

The second season of "Deal or No Deal" starts in September. To date, the show has been produced in over 40 countries.

Colorado, Montana Launch OGT's SUDOKU

The Colorado Lottery and the Montana Lottery will launch Oberthur Gaming's SUDOKU™ game in summer 2006. Each Lottery has chosen to use OGT's patented two-pass imaging marking system and patent-pending play action. The tickets include an extended-play instant game, plus a SUDOKU™ Challenge game that puts the player's

skills to the test by inviting the player to complete the grid manually on the ticket back for fun.

New Jersey and Pollard Launch First Rawlings Licensed Game

With the baseball season in full swing, Pollard Banknote and the New Jersey Lottery are fielding a winner with Cash Catcher, a Rawlings® licensed game. The New Jersey Lottery is the first lottery to carry a Rawlings®-themed game.

Launched in April, Cash Catcher offers players the chance to win up to \$30,000. Once the instant game has been played, consumers may also mail in their non-winning tickets or register online for a chance to win a Rawlings® merchandise prize pack. The Lottery has enjoyed strong sales and seen an enthusiastic response from players to Cash Catcher's second-chance draw, proof that prize packs consisting of such desirable merchandise as Rawlings® baseball bats and gloves, ball caps, and sweatshirts hold great appeal for New Jersey players.

Washington Launches Gigtours Ticket

Washington's Lottery players are polishing their boots and kicking up their heels this summer with a new Gigtours™ instant ticket fea-

aturing some of the hottest country music celebrities around, both new stars and country music veterans. Gigtours games are offered to lotteries exclusively through MDI Entertainment, a wholly-owned subsidiary of Scientific Games. The new \$10 game features the images of artists such as Gretchen Wilson, Trick Pony, Travis Tritt, Loretta Lynn, Hank Williams Jr., Montgomery Gentry and Buddy Jewell. It features a top cash prize of \$50,000 along with the experiential Gigtours trips.

Gigtours brings recording artists and music lovers together for a once-in-a-lifetime "life on the road" experience by taking fans and their guests on a four day luxury bus trip to the concert of their choice. Each all-inclusive trip includes airfare, concert tickets, VIP credentials, hotel accommodations, meals and drinks. In addition, Gigtours works with artists' management groups to pre-arrange access to the artist and crew, backstage passes, sound check entrances and meet-and-greets. ♣



Arizona

The Arizona Lottery is celebrating its 25th Anniversary, tallying nearly \$2 billion in contributions to the state since its creation in 1981. Activities to commemorate the momentous occasion will be rolled out all year, starting with a mammoth-of-a-Scratchers ticket tied to a year-long publicity and promotions push.

Arizona's first \$250,000 Scratchers ticket – appropriately named Jubilee – features more than \$33 million dollars in prizes that are allocated to the \$10 dollar ticket including multiple \$250,000 cash prizes and one-of-kind prize opportunities for players including the chance to participate in a 'live' television-aired instant second chance giveaway on New Year's Eve where \$400,000 in cash prizes will be given away.

An 8-foot symbolic Jubilee ticket was on display at Fabulous Phoenix Fourth, a 4th of July event in downtown Phoenix – also the first stop along a year-long 25-town tour to mark the Lottery's 25th Anniversary. An image of the symbolic ticket can be viewed on the Lottery website. A full tour schedule is available on the Lottery's website.

Each tour stop will be packed with Lottery fun. Players throughout Arizona will have a chance to meet the Lottery's own mascot Windfall Willie, scratch the giant traveling Jubilee ticket for a chance at prizes and lottery merchandise as well as purchase lottery tickets including the Jubilee.

Atlantic

The Atlantic Lottery released its 2005-06 annual report and social responsibility review, highlighting ALC's commitment to sustainable economic performance, community support, responsible gambling, and transparency and accountability. Every penny of ALC's \$394 million in profit was returned to the four Atlantic provinces to fund essential programs and services. Approximately 5,500 retail partners received \$143 million in retailer commissions and incentives. Players received \$336 million in prizes, ranging from smaller prizes to multi-million dollar jackpots.

California

The California Lottery announced another record year for sales by posting \$3.56 billion in sales for fiscal year 2005-2006, a 7 percent increase over last year. Additionally, the California State Lottery will transfer more than \$1.26 billion to public education, making this the sixth consecutive year the Lottery will contribute more than \$1 billion.

Scratchers brought in more than \$1.9 billion in sales, an increase of 10 percent over last year, SuperLOTTO Plus® and MEGA Millions combined generated \$1.18 billion, while Fantasy 5, Daily 3, Hot Spot and Daily Derby collectively brought in \$470 million in sales. Lottery officials attribute the gain in Scratchers sales to the popularity of \$5 games and extended play Scratchers games such as Crossword and Bingo that feature higher prize payouts.

Georgia

Georgia Lottery officials announced that sales for fiscal year 2006 were the highest in the lottery's 13-year history. Lottery sales for fis-

cal year 2006 totaled \$3,177,596,071 – more than \$255 million ahead of the previous sales record of \$2.92 billion in fiscal year 2005. As a result, the Georgia Lottery's fiscal year 2006 profits transferred to the State Treasury's Lottery for Education Account amount to \$822,399,000. This is the largest educational transfer in GLC history, surpassing last year's record transfer by more than \$20 million.

Online and instant games performed well during fiscal year 2006 with a strong boost from instant games. Instant game sales were driven by the extremely popular game \$300 Million Gold Rush and its corresponding promotion, Rush to Win.

Idaho

The Idaho Lottery sold a record \$131 million for the fiscal year that ended June 30 – 16 percent higher than last year's total. Instant tickets made up 61 percent of the sales, followed by Powerball, which took in 34 percent of the sales. The Lottery also sent a record \$33 million to schools – a 27 percent increase over last year. This was the third consecutive year of record profits.

Iowa

Iowa Lottery sales and profits to the state set records in its latest fiscal year, fueled by increases in sales of Powerball, instant-scratch and TouchPlay tickets. Preliminary figures show that lottery sales totaled \$339.5 million in fiscal year 2006, which ended June 30. That was up more than 60 percent from FY 2005 sales of \$210.7 million and marked the highest sales total for Iowa's lottery since its start in 1985. The lottery's previous sales record of \$210.7 million had been set just a year earlier. The unaudited figures show the lottery raised \$80.7 million in revenues for state programs during FY 2006, an increase of about 58 percent from the previous year. The lottery's previous record for proceeds to the state was set in FY 1995, when \$58.2 million was raised for state programs.

Powerball sales in Iowa increased more than 31 percent to \$71.1 million, Sales of instant-scratch tickets increased more than 3 percent to \$106.6 million, and net revenue from TouchPlay machines totaled \$121.4 million, compared to \$6.4 million a year earlier. The TouchPlay project ended in May.

The Iowa Lottery released the third version of its electronic game card product, which received two awards for lottery product of the year in 2005. The new game card, called Pocket Poker, began statewide distribution at the end of July.

Kansas

The Kansas Lottery has recorded its best year yet, with sales reaching \$236.3 million at the end of the fiscal year on June 30, 2006. That means the Lottery will transfer \$67 million to the State in FY06.

Instant Tickets led the way, with \$107.7 million in sales. Pull Tabs were up more than 60 percent from last year. Larger, faster-growing jackpots in Powerball also contributed to higher ticket sales, with sales topping \$54.4 million for the year. Another factor that contributed to the increase is the Lottery's new Auto-Ship system, which automatically replaces packs of lottery tickets, ensuring that each retailer always has an adequate supply of the newest and most popular games.

Louisiana

The Louisiana Lottery Corporation announced that it has just completed its fifth consecutive fiscal year in which sales have exceeded \$300 million. In addition, the Lottery has surpassed the \$1.7 billion mark in transfers to the state treasury since its inception in September 1991. Lottery sales for the fiscal year ending June 30, 2006, totaled over \$332.1 million, which was \$26.6 million over budget. Total sales from scratch-off tickets were more than \$118 million and drawing-style games brought in more than \$213 million. Transfers to the state treasury during the fiscal year totaled \$119.4 million, including a \$2.7 million surplus from operational efficiencies and sales increases. The treasury transfer for June was \$11,937,660.

Maryland

Maryland Lottery sales have exceeded the \$1.5 billion mark for the first time in its history. Final financial results confirm the Lottery will contribute over \$500 million to State-funded programs, setting a new revenue record and surpassing State estimates for the year. The Lottery's fiscal year also set records in prizes awarded to players and commissions earned by Lottery retailers.

Sales figures increased in all game categories. The year's largest sales increase came from the scratch-off category, which sold \$24 million more than last year. Daily games also saw growth with Pick 3 and Pick 4 combined generating \$534 million. Keno and Keno Bonus combined generated \$436 million. In addition, sales for Multi-Match, the Lottery's new Lotto-style game, performed well, outperforming Lotto by nearly 7 percent.

Missouri

Missouri Lottery sales for fiscal year 2006 reached a new record of more than \$915 million (unaudited), surpassing the last fiscal year's sales by \$129.4 million, a 16.5 percent increase. More importantly, record sales in fiscal year 2006 translated into record proceeds to Missouri's public education programs with more than \$260* million transferred to the Lottery Proceeds Fund to benefit various public education programs. Total proceeds to the state, including education, since the Missouri Lottery began are more than \$2.7 billion. Powerball and two 'mega' Scratchers games were both attributed as having a tremendous affect on sales.

Twenty-nine Missouri Lottery-made millionaires and their families celebrated 20 years of fun, winning and contributions on June 27 by donating their time to the Samaritan Center in Jefferson City. The event was part of the 20th annual Millionaire's Reunion, which was held in Central Missouri. It gave the millionaires a chance to give the local community something that is more valuable than money: their time.

The charitable event was just one of the activities planned for this year's Millionaires Reunion. The millionaires also participated in a round-table discussion of life changes that have occurred since their win. The Missouri Lottery organizes these reunions, but the millionaires pay their own way at the event. The reunions, which move to different cities from year to year, provide a forum for the Lottery to educate winners about timely issues, such as choosing financial and

legal assistance, personal security, tax changes, emotional well-being topics and many other issues.

New Jersey

Ten years have gone by, but New Jersey's Win For Life instant ticket game is just as popular now-maybe even more so – as it was when it made its debut in 1996, said New Jersey Lottery Executive Director Michellene Davis. "Win For Life is one of our core games, said Director Davis, "When it made its debut ten years ago, we hoped it would generate a strong following – with ten years of experience and this one-of-a-kind instant game closing in on the 200 mark for winners of \$1,000 a week for life, I think it's safe to say that Win For Life has truly found a following in New Jersey!"

Director Davis also noted that, over the past ten years, Win For Life has generated nearly \$440 million in sales, over \$281 million in prizes for thousands of lucky players, and approximately \$119 million in State contributions for education and institutions.

The newest edition of the Win For Life instant ticket recently made its debut in the 6,100 New Jersey Lottery retailers across the State. The game has a bold, new look but the same opportunities to receive \$1,000 a week for life.

New Mexico

Three musical groups have been selected to join forces with the New Mexico Lottery in their third set of television commercials to promote Powerball. The new series will be rolled out whenever the Powerball jackpot reaches \$60 million and higher. Groups featured in this latest series are: Sol Fire, The Hollis Wake, and Vanilla Pop.

New York

New York Lottery Daily Numbers players had a major pay day on Thursday, June 15th, winning more than \$8.3 million playing the 4-4-4 and 1-2-3 number combinations on the midday and evening drawings.

"The amazing \$8.3 million payout is a new record for the New York Lottery Daily Numbers game," said New York Lottery Director Nancy A. Palumbo. "The popular number combinations of 4-4-4 and 1-2-3 were drawn during Numbers Bonus Week which means not only did New Yorkers win big, but they also took home a 600 to 1 payout. That represents an increase in prizes of over 20 percent."

The \$8.3 million payday beat the record set on August 26, 2002 when the midday 6-6-6 combination was drawn paying out \$1.18 million and the evening 2-2-2 winning numbers paid out nearly \$5 million, setting the former daily prize payout record at \$6.18 million.

North Carolina

The North Carolina' lottery commission approved a five digit and a three digit game. The five digit game, Carolina Cash 5, will come out in October, while the three digit, Carolina Pick 3, is scheduled for November. Also, the Lottery is planning to launch a \$10 game in November.

Ohio

On June 30, the Ohio Lottery wrapped up Fiscal Year 2006, securing total fiscal year transfers of \$646.3 million. This year's

transfers exceeded the Lottery's profit transfer commitment to the Office of Budget and Management, by \$8.4 million. Initial estimates indicate total sales of approximately \$2.219 billion. On-line game sales were approximately \$937 million, or 43% of sales; instant ticket sales were \$1.272 billion, or 57% of sales. Audited figures will be released when available.

A good, old-fashioned raffle game, Raffle to Riches, went on sale statewide in Ohio on July 23. As an Ohio Lottery game, it's also got the best on-line game odds ever - 1 in 125,000 - of winning a \$1 million top prize. Quantities are limited to 500,000 raffle ticket wagers.

For \$20, players can place a raffle wager, which will be printed with a number between 000001 and 500000. There is only one wager per ticket, and like a traditional raffle; players do not get to pick their numbers. Wagers are placed in numerical order as they are sold throughout the state. The larger the number, the fewer tickets available for purchase. The Raffle to Riches drawing is scheduled for Labor Day, Monday, September 4.

Oklahoma

Total Oklahoma Lottery ticket sales for the fiscal year ending June 30, 2006 were \$207.29 million, with total transfers to the State Treasurer for deposit into the Oklahoma Education Lottery Trust Fund exceeding \$65 million.

Ontario

Ontario Lottery and Gaming Slots & Casinos invite the public to enjoy live Canadian rock music during the Hot Rocks Summer Concert Series. Juno award winning Sam Roberts Band will headline the exciting free outdoor concerts at OLG Slots facilities during the four evening and two afternoon performances that will take place over six days rain or shine. Admission is free on a first come first served basis.

Pennsylvania

Tickets for the Pennsylvania Lottery's Fourth of July Millionaire Raffle game sold out in five weeks. Sales of Millionaire Raffle tickets began on May 23, and were to continue for six weeks until 5 p.m. on July 4, or until the tickets ran out. The last remaining Millionaire Raffle ticket was sold on Monday, June 26 at 4:35 p.m. Millionaire Raffle features 760 cash prizes totalling \$6.25 million. The game awarded five \$1 million top prizes, five \$100,000 second prizes and 750 third-tier prizes of \$1,000. The Raffle drawing was held during the Lottery's live, 7 p.m. drawing show on Independence Day, July 4.

Quebec

Loto-Quebec is associating with the Société des établissements de plein air du Québec (Sépaq) to develop Montmorency Falls Park. This partnership will see the year-round illumination of the falls and cliffs at nightfall, thus creating a magical natural setting that is sure to enchant the tens of thousands of visitors and surrounding population.

Known as Mise en lumière Sépaq Loto-Québec, the project is to be integrated into the festivities planned to celebrate Québec City's 400th anniversary in 2008. Through its association with Sépaq, Loto-Québec is delighted to be contributing to improving awareness

and increasing the drawing power of Montmorency Falls Park, one of the region's major tourist attractions.

In its role as a platinum sponsor of the Rogers Cup, the Casino de Montréal is pleased to be participating in this highly popular tennis tournament for the fourth consecutive year. Under the banner of this outstanding competition to be held August 12-20, 2006, Montréal's Uniprix Stadium will be playing host to some of the most exciting matches in women's tennis.

As part of its partnership in the event, the Montréal gaming house will be offering level 300 spectators an opportunity to watch matches from the Casino de Montréal Balcony located on the 200 level. To be eligible for these prime seats, along with complementary refreshments and other pleasant surprises, four lucky fans will be drawn from among those holding tickets on the 300 level.

Tennessee

More than \$636 million has been generated for education programs in Tennessee since the Tennessee Lottery began selling tickets nearly two and a half years ago. The news comes as the Lottery officially wraps up fiscal year 2005-2006, which ended June 30, with gross ticket sales 18 percent above the previous year - nearly \$1 billion at \$996.3 million.

During the past fiscal year the Lottery raised \$269.8 million for the Lottery for Education Account and another \$7.3 million for after-school programs - a total of \$277.1 million. Altogether, since January 20, 2004, the Tennessee Lottery has generated more than \$636 million for education programs in the state.

Texas

"Thanks for Playing," the first-ever Texas Lottery® beneficiary campaign, was launched recently to statewide radio, television and print media. The campaign focuses on saluting all of the people that help to support and raise money for Texas schools through playing the Games of Texas. Since 1997, revenue from the sale of Texas Lottery games goes directly to the Foundation School Fund, to help pay for public education in Texas. The beneficiary campaign was developed with the assistance of DDB Dallas and the Cultura Group.

West Virginia

The West Virginia Lottery expects a record \$1.5 billion in sales by the end of the fiscal year June 30. Audits aren't complete until late July, but it is clear the Lottery will have an increase in sales for 20 consecutive years. At \$616 million, an increase of 9 percent over last year, the state's net profit from lottery sales is expected to set a new record.

Video Lottery sales will set a new record of \$1.3 billion, with sales at the racetracks generating \$943 million and Limited Video Lottery, operated in taverns and other adult establishments, contributing nearly \$361 million. Video Lottery sales will represent 86 percent of the Lottery's \$1.5 billion sales figure. In generating \$218 million, the Lottery's traditional games set a 20-year record, including \$120 million from the Lottery's instant games. ♣

customer that we're looking at for Internet-based gaming. Rather than looking for ways to inhibit the use of Internet as a means for lottery play, [NACS] should be showing more foresight to see if there's some way that it and the lottery industry can embrace the use of the Internet because it doesn't necessarily mean that the only way that Internet play can occur is just via credit card or account. There are ways that are currently being used where access codes, like Ingenio games, can be purchased at retail and provide an entertaining Internet gaming mechanic. When you think about the fact that customers at convenience stores and this other group overlap, it might provide an opportunity if we educated [NACS] a little more on ways that it can be supportive of Internet gaming. It might benefit both its industry and ours.

Ed Stanek: That's a really good point. I think it was at one of these conferences 10 years ago where we were talking about Internet

and lottery and I pointed out what I thought were major impediments to governmental entities like lotteries getting involved in Internet sales and one had to do with the underage issue. How do you guarantee that someone is of the appropriate age for buying tickets over the Internet? How do you ensure that credit is not used? Many states prohibit the use of credit cards when playing lottery games. We also have some interesting federal laws directed at interstate commerce involving gaming, including lotteries, and it was my thought at the time that with the use of accounts or codes at the retail level, where a retail clerk or business like a convenience store could garner for their companies some form of commission for selling a subscription or an account, keeping them in the game. Apparently we haven't communicated that very well, or if we have communicated it, that industry hasn't accepted it very well. ♣

2006 Products of the Year... continued from page 11



Iowa Lottery – Lucky 7's

"Lucky 7's" is a unique \$5 game that was released by the Iowa Lottery in April. It's the lottery's first game to combine two popular products into one – Lucky 7's tickets are double-sided, with a traditional instant-scratch game on one side

and a pull-tab game on the other. Lucky 7's was the Iowa Lottery's 21st game at the \$5 price point, but the double-sided tickets proved so popular that sales during their first eight weeks were double those of other \$5 games in the past decade. The Iowa Lottery re-ordered Lucky 7's after its first four weeks on sale. The game was produced and printed by Pollard Banknote Limited of Winnipeg, Manitoba, one of the companies with which the Iowa Lottery has contracts for ticket printing.

"Sometimes you can combine two popular products and come up with something even better," said Iowa Lottery CEO Dr. Ed Stanek. "That's what we think we've done with Lucky 7's, and our players certainly seem to agree. We're proud to have our work recognized as an industry leader."

Scientific Games – Spotlight Games

Spotlight Games are instant games designed to create more excitement. The tickets, which are printed in larger quantities and offer a great chance of winning a meaningful prize, incorporate special programming for winning and non-winning imaging patterns.

In Calendar Year '04, the Georgia Lottery launched their first spotlight game, \$100 Million Cash Spectacular, printing 17.5 million tickets in the initial order (more than four times the usual order). The Lottery had to reorder after four weeks, and per capita spending on instant games in Georgia went from about \$3.50 per week to over \$6. This led Georgia to come back with a follow-up game called \$200 Million Cash Spectacular.

The Ohio Lottery also launched a spotlight game, starting with a 30 million print order of \$200 Million Cash Spectacular on December 30, 2005. The average monthly sales before the Spotlight Game were \$92

million per month, and after was \$112 million.

Spotlight Games have demonstrated in Georgia and Ohio, and actually a few other markets, that raising consumer excitement at the player level with a better product raises contribution to good causes.

Lottery Dynamics – Lotto Gold+™

"This is the first year that Lottery Dynamics' Lotto Gold+ was eligible to be considered for this award and we are delighted with the decision of the judges," said Stephan Egli, Chairman and President of Lottery Dynamics.

"We know that the judges are looking for lottery products that can not only give sales a boost, but can also dramatically increase transfers to the good causes that lotteries serve. Lotto Gold+ has clearly demonstrated that kind of success. In its recent launch in the Ukraine, the new Super Loto game built on Lotto Gold+ has achieved revenue growth of 78.5 percent over the previous game. The program has also exceeded expectations in the province of Misiones in Argentina, with sales up approximately 40 percent there," Egli added. Lotto Gold+ is a proprietary program which delivers multiple-pricing for lotto for the first time in history. It also provides guaranteed higher-starting jackpots and higher average jackpots through its strategic partnerships with top global insurance underwriters. ♣



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