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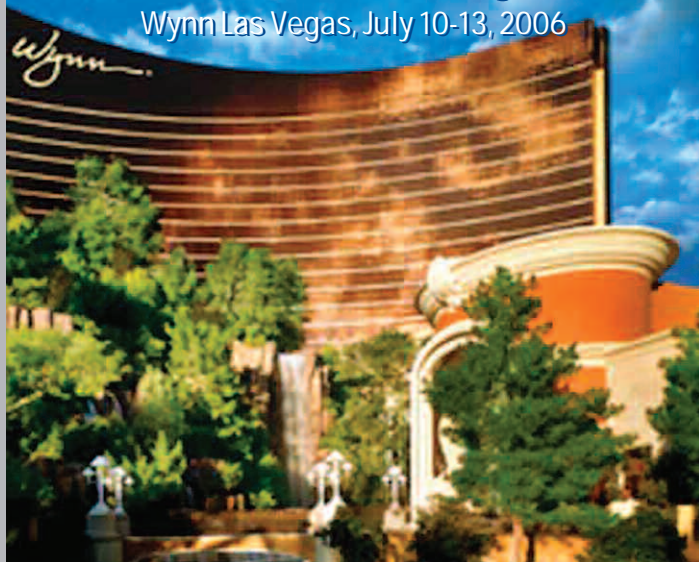
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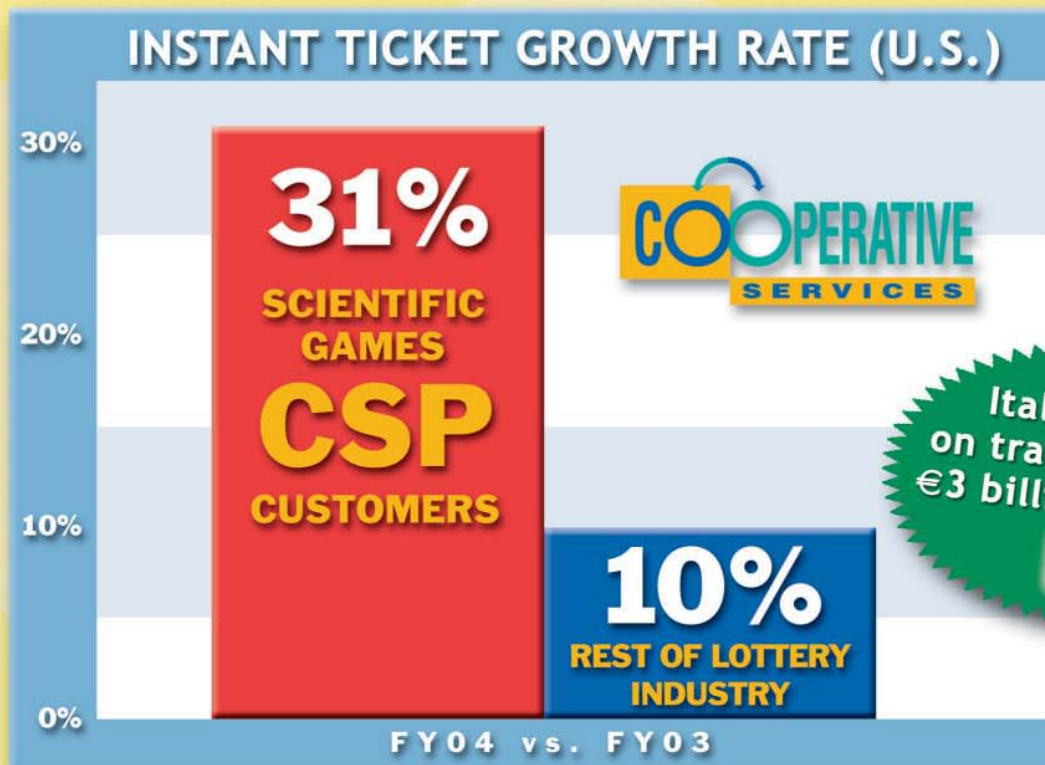
**LOTTERY
PROMOTIONS**

on the Internet

Monitor Games • Quebec VLTs

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On the Cover:
Pennsylvania Lottery Director
Ed Mahlman.

Departments

Industry News	2
Around the World	4
Ad Accounts	20
People	22
Racino News	23
Video News	24
On the Internet	25
RoundUp	26



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P R O F E S S I O N A L

Features

- 6 **How to Spur Instant Ticket Growth: Pennsylvania Focuses on the Four P's and More**
A case study of the Pennsylvania Lottery.
- 8 **What's New Online?**
North American lotteries have implemented several changes to their online programs in the last year.
- 14 **Monitor Games: An International Lottery Players' Survey**
- 16 **Lottery Promotions on the Internet**
Public Gaming International recently took an internet tour of lottery websites in search of interesting promotions.
- 20 **OLGC Corporate Responsibility**
In the May issue of Public Gaming International, PGI listed a chart on corporate responsibility. Some items were omitted from the OLGC corporate responsibility activities, and PGI would like to make them known.
- 21 **Idaho Chooses Intralot for Online System**
- 21 **Instant Replay Returns in Massachusetts**
The popular recycling promotion returns.
- 23 **Loto-Québec Continues with Its Initiative to Reduce the Gaming Offer in Québec**

Public Gaming International is now also available on the web.

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Industry News



MDI Nominated for International Licensing Awards, Extends Pink Panther

One of the most famous animated characters in the world remains available to lotteries now that MDI Entertainment, a wholly-owned subsidiary of Scientific Games Corporation, has extended its agreement with MGM Consumer Products to exclusively offer lotteries the rights to everyone's favorite cool cat, Pink Panther™.

To date, more than 15 lotteries on four continents have launched a Pink Panther instant game or are planning to launch the game this year. Those that have run the game include the Belgium National Lottery, SWISSLOS, the British Columbia Lottery Corporation and multiple U.S. states. Overall, Pink Panther lottery sales have exceeded \$83 million world wide. In 2004, to celebrate Pink Panther's 40th birthday, lotteries in Australia, Poland and Ireland all introduced a Pink Panther game at almost the same time. Domestically, New Jersey is currently running the game and the Texas Lottery is next to launch, scheduled for June.

In other news, MDI has been nominated for two International Licensing Excellence Awards for its "World Poker Tour" and "The Apprentice" properties. The awards, which will be handed out at the June 21 LIMA (Licensing Industry Merchandisers' Association) gala and awards Ceremony in New York, recognize the best and the brightest in the licensing industry.

The nomination for MDI's World Poker Tour is in the Best Sports Brand Licensee of the Year category. It is up against Fisher Price's ESPN Shot Block Basketball, Digital Blue's Tony Hawk helmet camera and MFORMA's World Poker Tour mobile phone. World Poker Tour is licensed by Brandgenuity.

The nomination for MDI's Apprentice is in the Best Film, Television & Entertainment Brand Licensee of the Year category. It faces other licensees such as Elizabeth Arden's Britney Spears Curious & Fantasy fragrances, the New York Lottery's "King Kong" lottery game, Endless Game's The Price is Right DVD game, Imagination Entertainment's Family Feud DVD game, to name a few. The Apprentice is licensed by Mark Burnett Productions.

Scientific Games Completes Global Draw Acquisition, Signs with New Hampshire

Scientific Games has completed the purchase of Global Draw Limited and certain related companies. Global Draw is a leading United Kingdom supplier of fixed odds betting terminals and systems, and interactive sports betting systems. Scientific Games has paid approximately \$183 million (subject to adjustment), and it will pay an earn-out to the principal selling shareholder, as well as contingent bonuses to certain members of the existing management team, based on the financial performance of the business.

Scientific Games was also notified by the New Hampshire Lottery of its intent to award a contract to supply instant tickets and related services to the Lottery. With the approval of the New Hampshire Lottery Commission and Governor and Executive Council the two-year contract will begin on July 1, 2006, is valued at approximately \$1.5 million

per year, and provides for two options to extend for two years each. Scientific Games already holds the contract for the New Hampshire Lottery's online lottery games.

In other news, Scientific Games reported first quarter 2006 revenues of \$208.1 million, up 13 percent from \$184.6 million in the first quarter of 2005. Net income was \$22.4 million or \$0.24 per diluted share, net of \$6.4 million of stock compensation expense and other unusual charges, up 6 percent from \$21.0 million and \$0.23 per diluted share in the first quarter of 2005. Non-GAAP adjusted net income before stock compensation expense and unusual charges was \$26.9 million or \$0.29 per diluted share, up 28 percent from the first quarter of 2005.

Intralot Signs in Philippines

Intralot has been awarded a new contract with Pacific On-Line which operates games in Southern Philippines on behalf of the Philippines Charity Sweepstakes Office. The contract is for seven years and is estimated to generate total revenues of approximately €10,000,000.

The project includes the procurement, installation and support of an advanced, integrated network, which will be comprised of up to 900 terminals, the core operating system, LOTOS™, and the necessary satellite telecommunications infrastructure. When complete, the system will provide retailers with a solution that will ultimately increase sales of all six of PSCO's games. The implementation of the project will begin this quarter and will be launched later in 2006.

JCM Wins Top Honors at KioskCom Awards

JCM American's self-service DMV kiosk took top prize at the recent KioskCom trade show, held recently in Las Vegas. JCM designed and installed the Nevada Department of Motor Vehicle's (DMV) self-service kiosks, winning top honors for Best Kiosk Application for Government, Education or a Non-Profit Agency at KioskCom's 5th annual Excellence Awards. The award was given by a panel of 21 judges, representing analyst firms, kiosk vendors and suppliers and kiosk media, who selected winners in a dozen categories.

China Welfare Lottery Contract Breaks "50" Mark for Smartplay Saturn in Asia

Smartplay International, Inc. of Southamptn, New Jersey announced a contract to supply its Saturn lotto drawing machine to China Welfare Lottery, for a national 7+1/30 game. Upon delivery, Smartplay will have supplied over 50 Saturn units to the Asian market, 28 within China. The popular Saturn air mix lotto model is also used in India (12 units), Malaysia, Pakistan, Singapore, Sri Lanka and Thailand.

EU Approves Purchase of GTECH, Company Selected by Virginia

The European Commission has approved under the EU Merger Regulation the planned acquisition by the Italian company Lottomatica of GTECH. The Commission has concluded that the transaction would not significantly impede effective competition in the

...continued on page 28



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Brazil

GTECH was notified by Caixa Economica Federal, the administrator of the National Lottery in Brazil, that it has approved a 90-day contract extension. Under the terms of the contract extension, which commenced upon termination of the Caixa contract on May 14, 2006, GTECH will continue to operate the existing lottery and financial transaction processing systems for Caixa. The contract extension retains all of GTECH's service offerings, and the fixed and variable fee structure, currently in place.

China

GTECH signed a three-year contract extension to supply the Beijing Welfare Lottery Center (BWLC) with a new online lottery central system, new lottery terminals, and ongoing software licensing and support. The contract extension runs through December 31, 2015, with three one-year extensions beyond that date.

Under the terms of the contract extension, GTECH will replace BWLC's existing lottery equipment with GTECH's Enterprise Series(TM) solution and 1,500 Altura(R) terminals. GTECH will continue to provide ongoing services to BWLC including upgrades and maintenance for its keno and lottery central systems; software licensing and support; game design; marketing consultation; and terminal spare parts and additional terminals as determined by BWLC. GTECH will receive a percentage of sales as an ongoing software license and support services fee.

Finland

Veikkaus' new logo contains a small but significant detail: a blue cross. The cross has traditionally been the players' "tool," entered on a playslip for the participation in a game. This particular cross, however, also represents a winner waving his arms in victory and the blue cross of the Finnish flag. These are the three characteristics of the logo that convey the essential in Veikkaus' message: a Finn to Win!

The family of Veikkaus' dreams games will have a new member, as the Lottery introduces its second Joker draw, the Wednesday Joker. Wednesday Joker is designed as an add-on game of Viking Lotto, drawn on Wednesdays, whereas the players of Saturday Lotto are used to submitting their Saturday Joker entries as they play Lotto. Wednesday Joker can also be played as an add-on game Football Pools 1 or V75 Off-track Horse Betting. Customers can also opt for playing both Joker games separately, as independent games, if they wish. The first winning numbers were drawn in the Viking Lotto TV show on Finnish channel one on April 26.

Guyana

The Guyana Lottery Company's largest prize ever, \$112,640,940, recently expired without being claimed. The Lottery is planning to use the money to launch a big promotion in June that will feature 108 prizes ranging from \$10,000 to \$10 million. In addition the Lottery will boost the next starting jackpot from \$4 million to \$10 million.

Hungary

Szerencsejatek, the Hungarian Lottery, had an after-tax profit of HUF 865m in the first quarter of 2006, 74.4 percent more than in the same period a year earlier. First-quarter revenue was HUF 31.021bn, 10 percent more than expected.

New Zealand

Lotto gave New Zealand mums the chance to win one of 10 super stylish Mercedes-Benz SLK 280's last Mother's Day. Lotto's Mother's Day promotion turned every Lotto Triple Dip purchased between April 30 and May 13 into an opportunity to win one of the highly sought after cars.

Norway

Norsk Tipping has a project underway that will alter the way in which the company communicates with its customers at the point of sale. Starting in the New Year, every one of the company's 4,000 agents will have new flat screens installed in the gaming area of their premises. The messages displayed on the screens will be controlled exclusively from Norsk Tipping's head office. Norsk Tipping can transmit differing messages to different agents on the basis of type of outlet, customer categories that shop there, or the outlets geographical/regional location.

Sierra Leone

The Sierra Leone State Lottery is launching a new raffle called Skool Aid, which will provide scholarships for students ranging from the primary grades all the way through university. Players can support various grades by buying certain colors of the tickets. Primary school tickets will be pink; middle schools blue; senior secondary school yellow; tertiary institutions green; and universities gray. Each color ticket will also have a different top prize: pink - Le 150,000; blue - Le 300, 000; yellow - Le 500,000; green - Le1, 000,000; and gray - Le 1,500,000. A single ticket will cost Le 1,000, and retailers will receive a 10 percent commission.

Singapore

In the World Cup season when illegal betting is expected to be rampant, Singapore Pools has come up with a pre-paid football betting card in a fresh bid to woo illegal bettors into its legal fold. With Singapore Pools' "Football Betting Pre-Paid Card", card holders can place bets on all World Cup and S. League football matches by phone. The minimum bet per call is \$25. Pre-paid cards can be purchased on the spot from all Singapore Pools branches from Sunday, May 14, 2006 upon completion of a simple application form. As the use of card is restricted only to the World Cup season, pre-paid cardholders are not required to maintain an earmarked amount in an account with a participating bank or meet a minimum income requirement, unlike PoolzConnect customers. Nonetheless, card holders will enjoy the full suite of PoolzConnect services during the validity period of their card. This includes access to the members' website to help them track their transactions, chances to participate in bet types under the extended betting service up to the 80th minute of selected live telecast matches and, an electronic lucky draw.

South Africa

With "laduuuuma" on the lips and a vuvuzela in the hand, six lucky South African soccer fans could soon be heading for Germany to watch the World Cup quarter finals, courtesy of the National Lottery's sports pool game, SportStake. From April 17 to June 2, SportStake players will be given another opportunity to win by entering their non-winning tickets in the SportStake FIFA World Cup Promotion. Each week over a six-week period, one entrant will win a ticket to the World Cup Quarter Finals, 10 entrants will receive cash prizes of R1000 and two 74cm television sets will be given away. The World Cup ticket includes flights, accommodation and the stadium ticket to the quarter finals match in Germany.

...continued on page 28

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How to Spur Instant Ticket Growth: Pennsylvania Focuses on the Four P's and More

A Case Study of the Pennsylvania Lottery

The four P's of Marketing – **Product, Price, Place** and **Promotion**. Anyone who sells anything understands the value of these basic principles, and the Pennsylvania Lottery is no different.

Pennsylvania Governor Edward G. Rendell made it clear that boosting Lottery sales was a top priority. The only Lottery in the nation that dedicates all proceeds to programs that benefit older residents, the Pennsylvania Lottery had to increase sales to answer the demands of a growing older population.

"I challenged my administration to come up with innovative and aggressive ideas; ideas that will not only drive sales, but will also get more Pennsylvanians – players, non-players, business and community leaders – talking about and involved with the Lottery," said Governor Rendell.

To answer the Governor's call, Revenue Secretary Gregory C. Fajt and Executive Director of the Pennsylvania Lottery Ed Mahlman began to develop a new philosophy for the Pennsylvania Lottery – one that combined industry best practices with new ideas and innovations to transform the Pennsylvania Lottery into an efficient business.

In just four years, the Pennsylvania Lottery has grown instant games sales more than 100 percent. In fiscal year 2002-03, the Pennsylvania Lottery achieved instant games sales of \$796 million, and the Lottery expects to finish the current fiscal year at \$1.6 billion in instant games sales.

To achieve this kind of sales growth, the Lottery developed a plan with a phased approach and specific and measurable short- and long-term goals. The goals were based primarily on industry best practices, as the Lottery took a long, hard look at what other successful instant games programs were doing and decided to adapt and implement similar practices in Pennsylvania. Every step along the way, Lottery leaders realized, required focus on improving each of the "Four P's".

The Game Plan

A review of Pennsylvania instant sales in January of 2003 showed a game category that was underdeveloped. *"Our total prize payout of 51.5 percent and instant game annual per capita spend of \$60 were both well below industry averages, yet we had a strong online sales base,"* said Mahlman, *"so the potential for big instant game growth was there. Because the Governor and Secretary had set down equally big goals, we needed a comprehensive plan to assure that instant game growth would absolutely be all it could be."* A dramatic overhaul, then, was begun in the early weeks of the year involving:

- Total prize payout,
- Price points,
- Payout by price point,
- Game themes, and
- Ticket call outs.

"However," Mahlman added, *"for product changes to be most effective, they had to be linked to yet other dramatic changes to the game plan."* Specifically:

- Retailer count,
- Retailer incentives,
- Self-service ticket vending units, and
- Advertising.



Pennsylvania Lottery Director
Ed Mahlman



And, finally, the plan couldn't just address instant games. A separate online game development program focused on maintaining a strong online/instant sales split. This not only would increase revenue from better-yielding online games but also enable the Lottery to develop instant games more robustly. Mahlman concludes, *"If we don't look at online and instant together, two bad things happen: instant growth slows sooner and overall incremental growth is less than it could have been."*

Working closely with Deputy Directors with over 70 years of combined service in the lottery industry and with this plan in place, the "Four P's" were then squarely addressed for instant games.



Product

One of the first things the Pennsylvania Lottery did to enhance the instant game product in May 2003, was to increase prize payouts by 3 percentage points. This change was important to implement early-on for two main reasons. First, the increase was phased in with new game introductions, therefore it would take some time to affect the entire product line. As older games were retired and removed from the market, they were replaced each month with new games that featured the higher prize payout. Secondly, the Lottery realized that a higher prize payout would result in more winning experiences, and more winning experiences for players and retailers would build momentum for future changes.

Another early step for the Lottery was to increase the total number of instant games available for sale, and that number now consistently hovers in the mid-50s.

"In looking at how some of the best lotteries operate their instant ticket programs around the country, the level of the mid-50's seems to be a common denominator for all successful lotteries," said Mahlman.

The Lottery also focused early on improving product design, early in the plan. The Lottery worked with its vendor, Scientific Games, to meticulously evaluate and improve call-outs on tickets, and it concentrated on offering art work, themes and play styles that have proven popular among players.

Price

In order to maximize player response to the increase in the number of instant games available, the Lottery focused on creating and maintaining strong consistency in the relationship between price point and prizes.

"If you're playing a Pennsylvania Lottery \$20 ticket, you know you'll be playing for a million dollar cash prize," said Mahlman. "On the other hand, players have come to expect \$500 and \$1,000 top prizes for a \$1 instant game. The prizes are consistent with each price point."

The Lottery develops larger games at higher price points and smaller games at lower price points. Larger games for higher price points allow for enhanced prize structures and more top prizes, driving forces for players to purchase these games. Smaller games for lower price points allow the Lottery to introduce games more frequently, thereby maintaining freshness and allowing for seasonal influences and licensed properties opportunities.

The Lottery realizes the importance of diversity in price point as a means of driving sales. Offering quality games at lower price points is particularly important as sales grow on the higher price point games, as it puts additional pressure on aggregate payout.

"It's been a huge explosion for us at the higher end of our business in the instant ticket category," said Mahlman, and this fact is evidenced by aggressive growth at higher price points. From FY 2002-03 to the current fiscal year, the \$5 price point has grown 59 percent, the \$10 price point has grown 269 percent, and the \$20 price point has grown a whopping 976 percent.

"The beauty of this is that we've been able to increase the average selling price of our instant ticket from \$2.40 in 2002-03 to now \$3.32," said Mahlman. "Our retailers appreciate the

...continued on page 29

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What's New Online?

For the last few years, North American lotteries have been working hard on how to bolster their online game programs. Waning interest in in-state Lotto games has forced many lotteries to think outside-the-box to try and create interest amongst an ever-changing and always fickle clientele.

Public Gaming International recently asked lotteries questions pertaining to changes made to existing, non-multi-jurisdictional online games; recent additions to online games portfolios and changes or game additions that are to be made to the online portfolio in the near future.

Colorado

The Colorado Lottery will launch a new On-line game in early 2007. The Lottery plans to launch MatchPlay, a \$2 game that offers three lines of play, a 6:38 matrix and a starting jackpot of \$100,000. The odds of winning the jackpot are approximately 1 in 2.7 million, and the overall odds of winning a prize are 1 in 5.5.

To win the jackpot, players must match 6 numbers on one of the three horizontal lines. Players can also win other prize amounts with a combined play by matching numbers in any order on all three lines.

The Colorado Lottery learned through research that its players were interested in a game that offered more winning experiences. In addition, the research indicated players were willing to pay \$2.00 for three lines of play. MatchPlay will compliment the Lottery's existing line of games while at the same time position it to offer On-line games at higher price points.

Florida

The Florida Lottery recently added EZmatch, an instant-win add-on game to Fantasy 5. The change was made as part of the Lottery's product lifecycle management strategy. All Florida Lottery core games are refreshed on a regular basis to stimulate new interest in the games.

All Florida Lottery game launches are supported with full media advertising, a retailer incentive and are promoted at special events throughout the state. For the first two months of sales, retailers received triple sales commissions (15¢) on EZmatch sales and triple cashing commissions (3%) for cashing EZmatch instant prizes in their stores.

Sales have surpassed projections. EZmatch sales average \$2.5 million per week since the game began in March and Fantasy 5 sales are up \$1.7 million a week.

Indiana

On Wednesday, May 24, 2006, the Hoosier Lottery launched its newest draw game – Mix & Match. The first Mix & Match drawing took place Friday, May 26, 2006 at approximately 10:49 p.m. (Eastern).

For \$2, Mix & Match players can select their first line of up to five numbers from 1 to 50 or choose a Quick Pick. Players then automatically receive two additional Quick Pick lines generated by the lottery terminal, for a total of 15 numbers. Mix & Match offers four different ways to win – one chance to win per line, and a fourth chance to win by combining numbers on all three lines. Combined

play prizes range from a free ticket for matching just 3 of 15 numbers to \$5,000 for matching eight or more numbers combined on all three lines. For

single line play, players can win one of three prizes, including the \$200,000 top prize for matching all five numbers on any single line.

"We hope Mix and Match will meet our players' demands for large top prizes and more ways to win," said Hoosier Lottery Executive Director, Esther Schneider. *"This new game's uniqueness is what makes it attractive. Mix & Match offers the traditional style of play, but also introduces a new combined play style, which is a game feature unlike any offered in our current draw game lineup."*

Mix & Match drawings will take place every Tuesday and Friday evening at approximately 10:49 p.m.

Minnesota

The Minnesota Lottery recently changed Gopher 5 from a 5 of 42 with a Bonus Ball to a 5 of 47 without a Bonus Ball. A \$1 prize for matching 2 was added and overall odds went from 1 in 65 to 1 in 12.

To promote the change the Lottery gave away a Ford Mustang. Each \$5 purchase of the new Gopher 5 generated a mail-in coupon.

Customers have responded very well to the changes. Sales are up 56% year to date.

New York

The New York Lottery recently introduced a one-time promotional on-line game called King Kong Millions with only one draw date. The game was launched in conjunction with an Instant ticket called King Kong.

The one-time promotion, in conjunction with Universal Studios on the launch of the King Kong movie, was extremely well received. The game and the movie were able to generate excitement and cross-promote each other.

North Dakota

The North Dakota Lottery is restricted to only multi-jurisdictional games, but it has added a new product. The Lottery became the third participant in 2by2, its fourth multi-jurisdictional



game, on February 2, 2006. 2by2 is conducted in Nebraska, Kansas, and North Dakota and drawings are 6 days a week, Monday through Saturday.

The 2by2 game is an important addition to the North Dakota Lottery's product mix, particularly because the game fills the void on the low end of the Lottery's product mix by providing a fixed jackpot of \$20,000 and the odds of winning a prize on a \$1 play of 1:3.59, and because the Lottery does not have instant tickets.

Ohio

The Ohio Lottery replaced in-state lotto game Super Lotto Plus with a new, in-state lotto game named Lot 'O Play. The new game went on sale Oct. 9, 2005.

The Lottery replaced a \$1 per play, 6 of 49 matrix game (Super Lotto Plus), with a \$2 game (Lot 'O Play), with a 5 of 100 matrix. The Super Lotto Plus starting jackpot was \$4 million, with a \$1 million roll guarantee.

The Lot 'O Play jackpot starts at \$1M with a \$100,000 guaranteed roll.

Super Lotto Plus had one way to win the jackpot (by matching one line of six numbers.) Lot 'O Play, on the other hand, has 12 ways to win the jackpot with 12 lines of five numbers in a 5x5 grid.

There were no special promotions to support the launch of the game, but the Lottery did utilize standard advertising techniques to support the game launch, including: TV, radio and print advertising, point-of-purchase materials, Web site and basic internal and external communication.

Ohio Lottery customers have not embraced Lot 'O Play as we expected; however, the Lottery identified a niche of players that do like the game. While sales are not as anticipated, Lot 'O Play is very profitable compared to Super Lotto Plus.

New Game: The Ohio Lottery is planning to offer a short-run, traditional raffle ticket game from July 23 to Sept. 4, 2006. The Lottery is also looking at adding a new on-line/instant hybrid game to its product mix later in the fall of 2006.

The raffle ticket game costs \$20 per wager, with a limited run of 500,000 tickets available for sale during the run of the game. Payout percentage is 50 percent of sales.

The game offers three prize tiers, with 509 total prizes (overall odds are 1 in 982) and a total payout of \$5 million:

- Four prizes of \$1 million each, paid in cash, with odds of 1 in 125,000.
- Five second-tier prizes of \$100,000 each, with odds of 1 in 100,000
- 500 third-tier prizes of \$1,000 each, with odds of 1 in 1,000

The game runs from July 23 until raffle tickets are sold out. The drawing is scheduled for Labor Day, Sept. 4, 2006.

The Lottery has not yet scheduled the on-line/instant hybrid game for launch.

The raffle game is something new to add to the menu of games offered by the Ohio Lottery. Raffles are a very familiar style of game to the general public. The Lottery has found that with the on-set of multi-state jackpot games such as Mega Millions, in-state lotto games are not as popular as they once were. Similar to instant players, on-line players need some variety, so the Lottery is always looking to launch games that have different play styles at higher price points.

Oregon

The Oregon Lottery announced the creation of "Trio," a play option that for \$6 allows players to buy quick pick tickets for Megabucks (Oregon's lotto game), Powerball, and Win for Life (an Oregon Lottery daily draw game). Their Megabucks ticket includes Kicker



Plan for: Jan.

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Apr.

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(multiplier option) and the Powerball ticket includes Power Play (multiplier option).

To promote the new feature, the Lottery launched statewide

newspaper adds with a coupon for \$1 off the \$6 purchase price.

The Lottery also launched Lucky Lines in April 2006. Lucky Lines is a tic-tac-toe style daily draw game that includes a rolling jackpot that starts at \$10,000. The more lines players match, the more they win. To support the launch, the Lottery implemented a promotion where players who bought a \$5 Megabucks ticket got a free \$2 Lucky Lines ticket. At this time Lucky Lines is exceeding projected sales.

In October 2006 the Lottery plans to implement additional allocation of sales to its Keno 8-spot rolling jackpot bonus. Currently the 8-spot JP bonus receives 1.1 percent, while the 7- and 6-spot rolling jackpots receive .5 percent. An additional .5 percent will be added to the 8-spot JP bonus for a total of 1.6 percent.

The rolling jackpot bonuses, particularly the 8-spot bonus, are attractive elements to the Lottery's Keno game. Players take note of the size of the jackpot bonuses when determining their Keno purchases.



Québec

Loto-Québec changed its daily game, La Quotidienne, in July 2005, adding a Quick Pick.

The change, which resulted in a 2.5 percent sales increase, was supported by radio and print advertising in French, and promotional material at Loto-Québec retailers

The Lottery also launched two new online games: Joker and Astro.

Joker was launched in September 2005. Each selection costs \$1. The game matrix is 5/49 plus one letter from J-O-K-E-R. The game draws weekly on Thursdays. The Grand Prize is \$1,000,000. The Joker 5 option at \$5 is five selections, each of which consists of a different letter from the word J-O-K-E-R and the same five-number combination. The odds of winning a prize are 1 in 4.9.

The Joker launch was supported by television advertising in French; print ads in French and English; posters on subway stations walls and promotional material at Loto-Québec retailers.

After 7 months, Joker sales are higher than expected (+7 percent) and represent a 1.3 percent increase in overall online sales.

(Table A)
'EXTRA' PRIZE STRUCTURE

Category	Prize	Odds of Winning
Complete number	\$500,000	1 / 10,000,000
6 last digits	\$25,000	1 / 1,111,111
5 last digits	\$1,000	1 / 111,111
4 last digits	\$100	1 / 11,111
3 last digits	\$50	1 / 11,111
2 last digits	\$5	1 / 111
last digit	\$2	1 / 11
6 first digits	\$10,000	1 / 1,111,111
5 first digits	\$500	1 / 111,111
4 first digits	\$50	1 / 11,111
3 first digits	\$25	1 / 1,111
2 first digits	\$5	1 / 111
Total		1 / 9.1

Win for Life

The Georgia, Kentucky and Virginia Lotteries recently replaced their Lotto South game with Win for Life – Lottery players are bouncing with excitement as they continue to win big with Win for Life – a fun new game that offers a lifetime of security with a \$1,000 A WEEK FOR LIFE top prize.

Since Win for Life's first drawing in March, three players have won the game's amazing top prize and can look forward to receiving \$1,000 a week for the rest of their lives. More than 1.48 million players have won over \$9.5 MILLION in prizes ranging from \$2 all the way up to the incredible second prize of \$1,000 A WEEK FOR A YEAR. To date, 33 players have won the game's second prize, which adds up to \$52,000 each.

With Win for Life, six numbers are randomly selected from a set of numbers 1 to 42. Additionally, a seventh "Free Ball" number is selected from the remaining balls after the first six are selected. Players can use the "Free Ball" to increase lower-tier prizes. So players won't see a "Free Ball" number on their tickets – but they can use the "Free Ball" drawn for more ways to win with their number combination.

There are eight ways to win a prize playing Win for Life. Overall odds of winning any Win for Life prize are 1 in 21. Odds of winning the top prize are approximately 1 in 5.2 million. ♣

Astro, a daily game, was launched in January 2006. Each selection costs \$1 and is composed by one day (01 to 31), one month (January to December), one year (00 to 99) and one astrological sign (Aries to Pisces). The Grand Prize is \$25,000 and it is possible to win with only one of the 4 elements. The odds of winning a prize are 1 in 5.1.

The Astro launch was supported by television ads in French; radio ads in English; print ads in both languages and promotional material at Loto-Quebec retailers.

After 4 months, Astro sales are higher than expected (+20 percent) and represent a 1.6 percent increase in overall online sales.

Finally, the Lottery is also planning changes to Extra (its Spiel game) in June 2006. Extra will change so that the seven-digit winning number will be decomposable in both directions (see table A).

This marks the first changes to the Extra prize structure since its launch in April 1990. The change is being made at the request of consumers who want higher grand prizes and good odds of winning.

South Carolina

The South Carolina Education Lottery will be offering a limited ticket (raffle type) online game (as yet unnamed) for sale prior to the first of 2007 with the drawing around the first of 2007. This is a limited ticket game with a set amount of tickets available for sale – 1 million – offering million dollar prizes at exceptional odds for the player. The tickets will sell for \$10.

This simply is a new online game offering that pending success will be offered again. The game will offer players in South Carolina a million dollar prize that is currently not available outside of high end instant games and multi-jurisdictional Powerball.

Texas

The Texas Lottery recently changed the Lotto Texas game in April 2006. Lotto Texas was changed from a Bonus Ball style game with a 5/44 + 1/44 matrix back to a more traditional six-digit, one-field game. The new Lotto Texas matrix is a 6/54 game. The Texas Lottery made this change to remove the bonus ball feature in order to respond to negative feedback from players who expressed a strong dislike for the bonus ball. The jackpot odds on Lotto Texas improved from 1:47.8 Million to 1:25.8 Million with this change.

The Texas Lottery initiated a full advertising campaign for the change and incorporated a "Comeback" theme due to the return of the 6 of 54 matrix. The matrix that preceded the bonus ball matrix was also a 6/54 matrix and was operated in Texas from July 2000 through May 2003. The advertising campaign included TV, radio, print, outdoor, snipes (banners) on existing jackpot billboards and various point of sale pieces for all lottery retail locations. The main tag line was "A Legend Returns" which coincided with the campaign theme that included two Texas sports legends, Emmitt Smith and Troy Aikman, who appeared in the TV and radio spots.

The change was only implemented a week prior to the writing of this article. It is too early to tell how the players will respond but the feedback from lottery sales representatives and retailers have all been positive.

It is obvious by the sales figures and growth in the instant product category that players enjoy the excitement and variety of the continual supply of new instant ticket games. In order for the on-line games to keep pace with the instant ticket product category, the lottery must offer players new on-line games and play styles, exciting promotions and game enhancements to keep the on-line games fresh and entertaining.

DC

The D.C. Lottery recently launched two online games in less than six months. In August 2005, the Lottery replaced its six digit QUICK CASH Game with DC DAILY 6™. In November it launched ROLLING CASH 5 to replace HOT FIVE game™.

D.C. DAILY 6 features two plays for \$1, a \$250,000 top prize, a Bonus Match feature and seven chances to win per play. Every evening the D.C. Lottery will draw six winning numbers ranging from 1 to 39. A Bonus Ball will then be drawn from the remaining 33 num-

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

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bers. To win the top prize of \$250,000, players must match the first six numbers drawn. The Bonus Ball does not apply to the top prize. Tickets can be purchased for up to 42 consecutive drawings. Overall Odds are 1:13.9.

The launch for DC DAILY 6 included a comprehensive media campaign that began with teaser ads in the major daily newspapers, community newspapers and web ads. A major promotional event was staged on August 27 at the MCI Center (Renamed Verizon Center) during a Mystics Basketball game. On launch day, August 29, 2005, a barrage of print, radio, bus shelter, Metro transit, Taxi Top, and web ads were deployed. Two mobile billboards were used to spread the word citywide. Also, special launch events were held at two agent locations employing the services of a former Washington Redskin, Joe Jacoby (#66) and a radio station partner.

On the second launch day, the Public Relations Officer was interviewed on a popular morning radio show promoting DC DAILY 6. At noon, the morning team from the radio station hosted a lunchtime bash featuring refreshments, promotional games, and sales of DC DAILY 6.

The Communications Department generated approximately \$10,000 in earned media that reached an audience of about 70,000.

D.C. Lottery's newest daily game, Rolling Cash 5™ features a rolling jackpot that starts at \$20,000 with the potential to roll to \$185,000.



Rolling Cash 5 offers four chances to win by correctly matching 2, 3, 4, or 5 numbers ranging from 1 to 35. For \$1, players can select their numbers on a bet slip or mark the "Quick Pick" box to allow the terminal to randomly generate their numbers. To win the jackpot, players must correctly match five numbers.

Another exciting feature of Rolling Cash 5 is that it offers players a greater chance of winning a large top prize. The odds of winning are 1 in 7:20.

For Rolling Cash 5, a double launch strategy was used. The Lottery employed a "Buy X get Y free" discount incentive program to capture target players at register and take the "risk" out of early trial. The Lottery also used sales reps visits to help maintain an in-store presence and create a buzz in anticipation of media activity in January:

- January 2 through February 11, 2006 maximize impact over six weeks
- Media Mix – TV, Radio, Print, Internet, Transit, and Outdoor (Taxi Tops)
- Market Goal: 1500 Target Points
- Reach Goal: 90%
- Frequency Goal: 16.5%

To catch the public's attention, the Lottery embarked on an innovative campaign. The agency hired local D.C. music icon Chuck Brown,

...continued on page 30

Millionaire Raffle Returns to Pennsylvania

Millionaire Raffle, the successful, groundbreaking game developed last year by the Pennsylvania Lottery, will create even more winners when the game returns for a July 4 drawing.

Millionaire Raffle tickets went on sale Tuesday, May 23, at more than 7,800 Lottery retailers throughout the commonwealth. Each of the game's \$20 tickets will offer a 1-in-125,000 chance of winning \$1 million. The Millionaire Raffle game provides the best odds ever offered by the Pennsylvania Lottery for winning a \$1 million prize.

Only 625,000 tickets will be sold. This number was increased from the first Raffle's 500,000 tickets, due to the popularity of the game. In addition to increasing the total number of tickets to be sold by 25 percent, the Lottery has increased the number of players who will become instant millionaires in the July 4 Raffle drawing from four to five.

"We were thrilled by the overwhelming response to the first Millionaire Raffle," said Lottery Executive Director Edward Mahlman. *"Tickets for the New Year's Eve drawing sold out in less than two weeks."*

The Lottery's second Millionaire Raffle game will also award five \$100,000 cash prizes and 750 prizes of \$1,000 cash. A total of 760 prizes worth \$6.25 million will be awarded in the July 4 drawing.

Each Millionaire Raffle ticket will contain a unique, eight-digit raffle number issued sequentially across the commonwealth from the Lottery's central computer, starting with raffle number 00000001. The last raffle ticket issued for the game will contain the raffle number 00625000. When the last raffle number is issued, the game will close and no additional tickets will be available for purchase. Tickets for the July 4 Millionaire Raffle drawing will be on sale from May 23 until 5 p.m., July 4, or until sold out.

Because Millionaire Raffle tickets are scheduled to be sold over a six-week period, Mahlman urged players to sign the backs of their tickets and keep them in a safe place until the Independence Day drawing. The winning raffle numbers will be randomly selected at 7 p.m. on July 4 when the Lottery's live drawing show will televise the selection of the five \$1 million top-prize raffle tickets and the five \$100,000 second-prize raffle tickets. The 750 \$1,000 winning raffle tickets also will be selected, but will not be displayed due to time constraints. A complete list of all 760 winning raffle ticket numbers will be available later that night at Lottery retailers, as well as on the Lottery's web site at <http://www.palottery.com>.

The ticket numbers will be selected by a random number generator certified by Gaming Laboratories International. ♦



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Monitor Games

An International Lottery Players' Survey

By Phil Kopel, President Kopel Research Group, Inc.



When most people think of Lottery games, they think of Instant Scratch tickets and On-Line games purchased at retail stores. However, there are other lottery products as well. Keno games shown on monitors in bars and restaurants like those run in casinos, is one such product and will be the focus of this article.

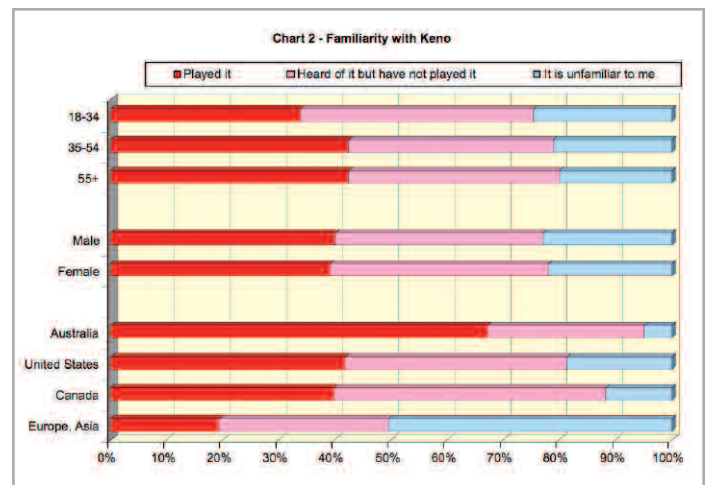
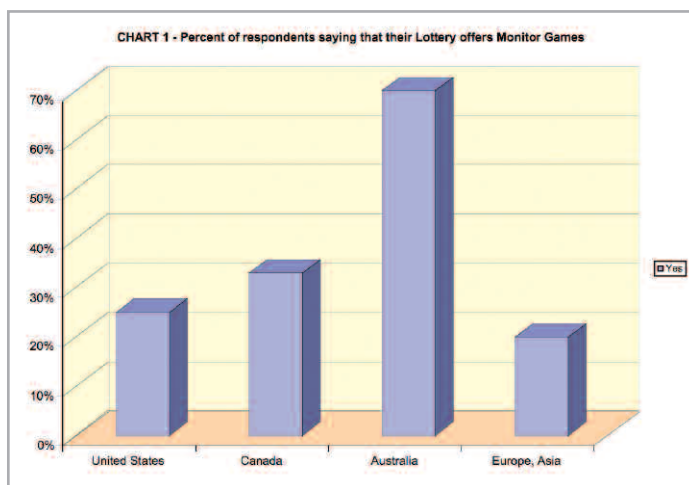
Approximately 2,000 Lottery players make up KRG's international marketing research panel (66 percent are from North America and 34 percent are from Australia, Asia and Europe). They were interviewed in a survey about Keno monitor games. The panel is 50 percent male and 50 percent female and age distribution is 35 percent 18-34 years; 50 percent 35-54 years; and 15 percent 55+ years old.

The findings presented below identify differences across market segments. All differences cited are statistically significant at the 95 percent level.

CURRENT ACCESS TO KENO MONITOR GAMES

Respondents were asked if their Lottery currently offered "monitor games". Chart 1 presents their responses:

- About 25 percent of respondents living in the United States, 33 percent in Canada, 70 percent in Australia and 20 percent in Europe/Asia said that the Lottery in their jurisdiction offers Keno monitor games in bars and taverns.



FAMILIARITY WITH KENO MONITOR GAMES

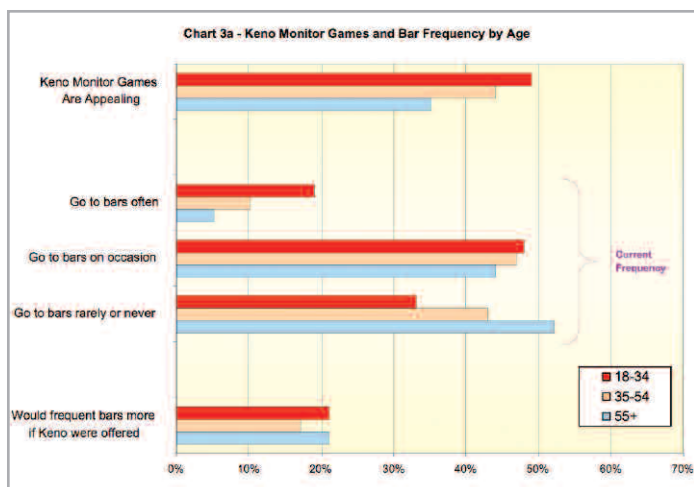
Respondents were asked how familiar they are with Keno, whether or not it is offered as a lottery game in their jurisdiction. Chart 2 presents their responses broken down by age, gender and continent as follows:

- A higher percentage of respondents 35 and older have played Keno than respondents 18-34 years old.
- There were no gender differences.
- Almost 70 percent of respondents in Australia, compared with about 40 percent of Lottery players in the United States and Canada, and just 20 percent in Europe/Asia said they have played Keno games either offered from a lottery or in a casino.
- As many as 50 percent of respondents from Europe/Asia said that Keno was unfamiliar to them. This compares to only 20 percent of respondents from the USA, 12 percent from Canada and just 5 percent from Australia that were not familiar with Keno.

KENO MONITOR GAME INTEREST

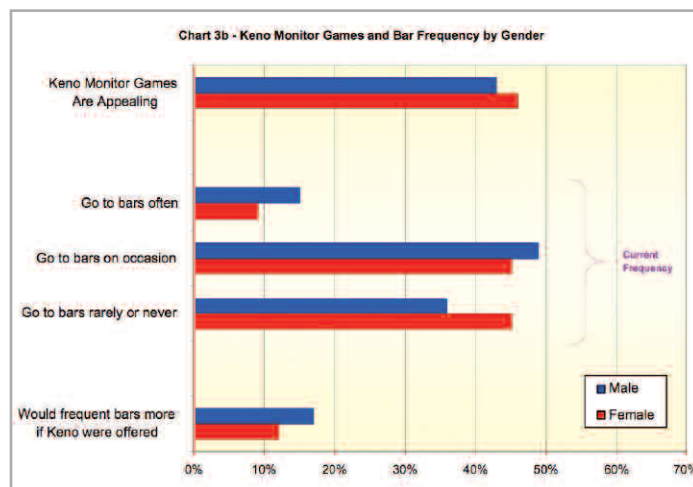
Respondents were asked if they find Keno monitor games appealing and how frequently they go to bars and taverns. Those respondents that currently do not have access to monitor games were asked whether their frequency of visiting such establishments would increase if monitor games were offered.

Charts 3a through 3c show the responses cross-tabulated by Age,



Gender and Continent.

- Respondents 18-34 are the most interested in these games, followed by those 35-54 years old. Respondents 55+ are least interested in playing these games.
- There appears to be a direct relationship between frequency of bar visits to interest in monitor games as it relates to age breakdown.
- About 20 percent of respondents that currently do not have local access to the monitor games, indicate an interest in frequenting a bar or tavern more often if these games were offered.
- There were no significant differences in level of interest in playing Keno monitor games between male and female respondents.
- As many as 15 percent of males compared with just 9 percent of females said they go to bars and taverns often, while 45 percent of females and just 36 percent of males say they rarely or never go to bars and taverns.
- Respondents that said that their Lottery currently does not offer monitor games, were asked if they would visit bars and taverns more frequently if these games were offered. Males appear significantly more likely to increase their frequency of visits to bars and taverns if monitor games were offered compared with females (17 percent vs. 12 percent).
- More than 60 percent of Australian Lottery players and just over 40 percent of lottery players from the US, Canada, Europe and Asia said that monitor games appeal to them.
- More than 20 percent of Europeans and Asians, 14 percent of Australians, 11 percent of Americans and just percent of Canadians



described their frequency of visiting bars and taverns as often.

- About 42 percent of Canadians and 50 percent of Americans said that they rarely or never go to bars and taverns, compared with only 25 percent of European/Asian and Australian respondents.
- More than 20 percent of Australian and American respondents, whose Lottery currently does not offer monitor games, said they would increase their frequency of visits to bars and taverns if they offered monitor games. Less than 15 percent of Canadian, European and Asian respondents said they would go more frequently if monitor games were offered.

SUMMARY

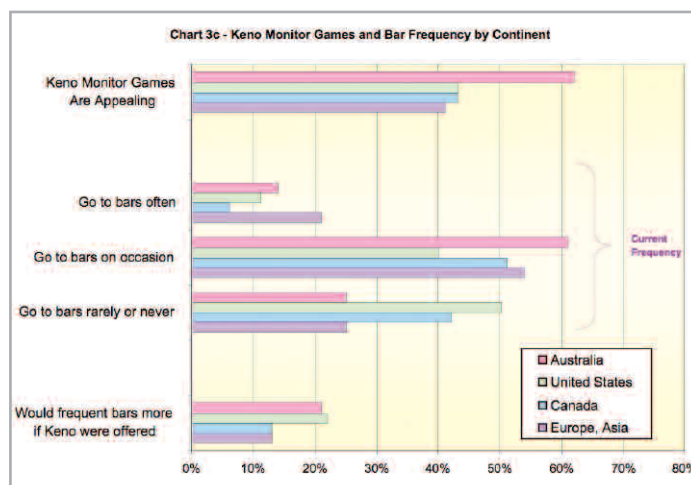
Monitor games played in bars and taverns offer the opportunity to target market segments that may be difficult for lotteries to reach. For example, lotteries typically find the 18-34 year old demographic segment hard to attract. As seen from the results of this survey, monitor games appeal most to this age group and coincidentally they are also the most frequent visitors to bars and taverns.

Although both genders find monitor games about equally appealing, Males especially indicate that monitor games would encourage them to visit bars and taverns more frequently.

Overall, monitor games open the doors for lotteries to grow sales by expanding their customer base via new outlets. ♣

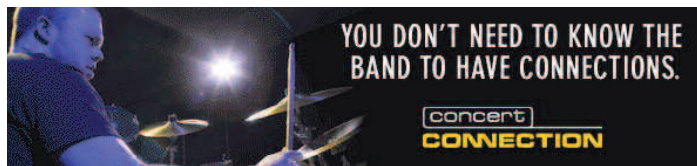
The Author: Philip Kopel, is President, of Kopel Research Group, Inc. www.kopel.com. The company provides a variety of Lottery market research solutions, including; ePanel management,

game and player segmentation analysis, game mix optimization, sales forecasting, statewide benchmark studies, and retail agent feedback.



Lottery Promotions on the Internet

Public Gaming International recently took a self-guided tour of North American Lottery websites to see what kind of promotions lotteries were pushing on their sites. We saw a lot of great stuff online. Here are some of the promotions that we found...



Arizona

The Arizona Lottery has a feature on its website called “Concert Connection.” This exciting new promotion gives players yet another reason to play The Pick. The Concert Connection offers one or more of the following great promotions with any participating concert: ticket purchase before they go on sale to the general public; 2 for 1 ticket sales; and discounted pricing. Participating concerts can be found at the top of the Concert Connection page.

During the Concert Connection promotion, players can participate by visiting any Arizona Lottery retailer and playing The Pick. On their tickets, players will find the concert code, as well as the participating concert at the bottom of the ticket. Players can order tickets either online or by calling Ticketmaster and giving their Concert Connection Code.

Atlantic

The Atlantic Lottery ran a highly visible promotion on its website where, from Dec. 1, 2005 until May 31, 2006, when a Group Manager made a group purchase in PlaySphere (including Advance Play purchases), his/her group became eligible to win a Pizza Party valued at \$10 per registered group member. The promotion caught visitors' eyes with the line “Enter to win a Pizza Party for your Group!”

A Group Manager could receive a maximum of seven entries per week (Sunday through Saturday). A Pizza Party was awarded to one group each month.

British Columbia

The British Columbia Lottery ran a promotion on its Home page titled “Don't miss out on the next Super Rich Lotto Super 7 Jackpot!” The promotion, which ran from April 13 through May 5 offered players the opportunity to earn PromoCash when they successfully register for a PlayNow account. After they successfully register, players immediately received a one time reward of \$5 in PromoCash to spend on future PlayNow purchases.

The Lottery also used the Internet to promote its Pacific Poker Shootout (May 18-21), which offered four days of Limit Texas Hold'em Shootout play, hosted at Cascades Casino, with an estimated prize pool of \$350,000, and approximately \$100,000 to the last man standing. The tournament also allowed the top 14 finishers a shot at the 2nd annual B.C. Poker Championships. A \$500 buy-in and \$50 registration fee was required to take part in the tournament, which allowed a maximum of 700 participants.

With the tagline “Become a BC Gold member and Earn points for cash!” the Lottery advertised that it had improved its BC Gold Card, a

loyalty card for use with slot play in BC casinos, and introduced a points-for-play program. With the program, BC Gold Card players receive \$1 cash back for every \$200 they play in the machines. Players can get a BC Gold Card by presenting a valid ID at the Guest Services desk at any British Columbia casino.

Idaho

The Idaho Lottery offers players a “Player Tip of the Day” on its website. The Lottery also features a map of the state on its website. Visitors click a button and a “van” takes the visitor on a quick little tour of the state, stopping in cities and towns that are hosting an upcoming lottery promotion. With each stop, a little box pops up on the screen giving details on each event in that location.

Maryland

The Maryland Lottery is using its website to promote the “Mega Millions Home Run Derby 2nd Chance Contest.” In the contest, one fan of the game will be randomly selected for every regular season Orioles game played May 1, 2006 through October 1, 2006, for a total of 136 Fans of the Game winners. Players sending in \$5 worth of non-winning Maryland Lottery Mega Millions tickets, purchased from April 1, 2006 through the end of this contest, have a chance to be selected as Fan of the Game and receive \$1,000 for each home run hit by an Orioles player during that game. If no home runs are hit by an Orioles player during that game, the Fan of the Game will automatically win \$500. In addition, entries not selected as a Fan of the Game will be eligible for the Grand Prize drawing at the end of the contest for the \$500,000 prize.

New York

The New York Lottery used its website to promote their “Bonus Thursdays in May”. In the promotion, every winning Quick Draw ticket purchased between 6pm – 8pm on Thursdays in May is worth 50 percent more.

The Lottery is also using its website to draw attention to several promotions it's conducting with various entities statewide:

- Long Island Ducks: Two fans will be chosen at 36 games to participate in Jackpot Jumble, where they will try to correctly display the Mega Millions jackpot number. The first one to get it right receives a Mega Millions Prize Package (tote bag with Mega Millions t-shirt, hat, cooler, neck wallet and stressball keychain) and 25 Mega Millions Free Plays.
- New York Dragons: One fan has 30 seconds to throw a football through a target. Every scoring throw wins 10 “Beat the Odds” Lottery tickets (for a maximum of 50 tickets). One lucky fan in the stands wins the same amount.
- Batavia Downs: In celebration of Batavia Downs' first birthday, the first 500 customers over the age of 18 to come into Batavia on May 19th receive one free Happy Birthday \$1.00 instant ticket.

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- Take Five Promo – at Wilson Farms, Western Region OTB and Delta Sonic: Customers over the age of 18 who purchase \$5.00 in Take Five at once at any of the 198 Wilson Farms/Sugar Creek locations, 39 Western Region OTB locations or any of the 16 Delta Sonic locations receive one free \$1.00 Take Five Quick Pick.
- Fairgrounds Gaming: The First 500 people over 18 who visit the Fairgrounds Gaming Player's Reward Club on May 22 received one free Hot Spicy Cash ticket.

Ohio

The Ohio Lottery is advertising several promotions on its website that are being conducted with area sporting entities:

Cleveland Indians – With Ohio Lottery Lucky Fridays (12 dates in all), fans 18 and over will receive an Ohio Lottery/Cleveland Indians scratcher that will offer players the chance to win (among other prizes) a ceremonial first pitch opportunity, a road trip to Chicago, an Indians team shop wardrobe, and an autographed jersey.

Furthermore, from April 7 to September 6, 2006, Fans that mail in a non-winning 'Find the 9's' Ohio Lottery Instant lottery tickets or a 3x5 index card completed with his/her name and contact information will be eligible for a chance to be the Ohio Lottery Lucky Friday Fan of the Game.

The Fan of the Game winner will receive:

- Ceremonial first pitch on a Lucky Friday Night Game
- Batting practice visit for the winner and three friends or family members
- Four VIP seats for the game
- Jersey, cap and autographed ball
- \$500 in Jacobs Field Fun Money
- Honorary Fan of the Game Contract

- Phone call from Indians Representative
- Ohio Lottery prize package

Cincinnati Reds – With Ohio Lottery Fun Fridays (13 dates in all), each fan in attendance over the age of 18 will receive a Ohio Lottery/Cincinnati Reds scratcher ticket. Lottery players have the opportunity to win Reds autographed items, four club seats, and game-used baseballs.

The Reds are also teaming with the Lottery for a Lucky Fan of the Month promotion tied to the 'Find the 9's' ticket.

The Fan of the Month winner will receive:

- A congratulatory phone call to the winner from a well-known member of the Reds organization.
- An official Reds jersey with winner's name on back.
- An honorary one day contract from the Reds, signed by Reds owner or Reds General Manager.
- \$500 in Great American Ball Park Dollars for the Lucky Fan of the Month as a "signing bonus."
- Four Diamond Seat tickets for "their" Friday Reds home game to be used by the winner and three guests.
- The opportunity for the winner to throw out a ceremonial first pitch (and have one guest catch the pitch), including recognition on the main scoreboard as the Ohio Lottery Lucky Fan of the Month. A DVD containing scoreboard video of the first pitch will be provided to the winner within thirty days of the game.
- Ohio Lottery prize package.

The Lottery is also teaming with other sports teams to offer various

...continued on page 31

Minnesota Creates New Town to Promote Lottery

The Minnesota State Lottery wanted to create a place where people could feel at home playing the lottery, so it, with help from Colle+McVoy, created an entire town where residents can live in a land where it rains money and the flowers are made out of dollar bills.

OK, so they didn't create an actual town but they did create a website for the town of Lucky MN where those who want to play the state lottery can do so with ease.

How It All Began.

It all began over a friendly game of horseshoes between Rip \$cratchmore and Lady Luck during a thunderstorm.

No sooner had Rip made his first toss than a bolt of lightning shot down from the sky.

And then something rather surprising happened... instead of striking the shoe, the bolt met with a four-leaf clover. And, 'poof' Lucky, Minnesota was born!

It was in that instant that Lady Luck and Rip \$cratchmore knew this chance encounter meant only one thing — even more luck in the future. So they promptly wed, declared themselves Mayor and Mayoress, and proceeded to invite all of their friends to come live with them. You can invite all your friends too!

Now, it seems everyone wants to become a resident of Lucky, MN. Honestly, who wouldn't?

Lucky, MN is a place where lottery players can feel right at home but you won't find Lucky, MN on any map because it is located in our imaginations.

Unicorns may or may not be seen in Minnesota, but the winners, promotions, lottery games, and information about lottery proceeds and retailers that you'll find in Lucky, MN are all real. Visit Lucky Minnesota (<http://www.luckymn.com/>). ♦



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OLGC Corporate Responsibility

On page 13 the May issue of Public Gaming International, PGI listed a chart on corporate responsibility. Some items were omitted from the Ontario Lottery and Gaming Commissions corporate responsibility activities, and PGI would like to make them known. They include:

Funds Structured Gaming Program

Ontario has one of the best funded Responsible Gambling Strategies in North America. The Lottery supports it annually with 2 percent of OLGC's gross slots revenue from its racinos and charity casinos. Last year, those funds amounted to about \$36 million and were allotted to the Ministry of Health and Long-Term Care for the government's Problem Gambling Strategy – specifically for the prevention, treatment and research of problem gambling.

Free Treatment for Problem Gambling

There are about 50 problem gambling treatment providers across Ontario that are funded through the government's Problem Gambling Strategy to provide free treatment services to people experiencing problems with their gambling. Free services are also offered to family members and significant others. There are also a number of other free specialized services tailored to meet the needs of specific groups (ie. language, gender, cultural) In addition, residential treatment services are currently being piloted at four sites across Ontario.

Research Study on Problem Gambling

Again, this government's and OLGC's Responsible Gaming Strategy includes the provision of funds to organizations like the Ontario Problem Gambling Research Centre, the Centre for Addiction and Mental Health and the Responsible Gambling Council to name a few which in turn provide funding for research papers conducted by experts in a variety of fields associated with social/psychological and even marketing research, which is then released/published and analyzed by the government and gaming industry.

Problem Gambling Slogan and Hotline Number on Ads

OLGC written material including news releases, promotional and advertising includes a “Know Your Limit, Play Within It” responsible gaming message. OLGC media materials, promotional materials and some of its advertising (where applicable such as print) provides the 24 hour Ontario Problem Gambling Helpline number 1-888-230-3505. The Ontario Problem Gambling Helpline is an information and referral serv-

ice and it also extensively distributes material to promote their services.

Anti-Youth Gambling Programs

Among the 50 treatment providers there are counselors who specifically deal with youth issues and gambling. The Responsible Gambling Council produces plays that are performed in high schools discussing problem gambling issues. As well, the YMCA is funded as part of Ontario's Problem Gambling Strategy to provide prevention and awareness services to youth ages 8 to 24.

Responsible Gaming Awareness Week

The Responsible Gambling Council (RGC) has a Problem Gambling Prevention Month in March, called “Within Limits.” The RGC sponsors a number of prevention and awareness activities across Ontario during this month. OLGC supports this campaign in a number of ways, including facilitating access to all OLGC gaming sites for Within Limits representatives to host interactive awareness booths all casinos. The “Within Limits” program generated a significant amount of positive media coverage.

Problem Gambling PSA's

OLGC produces and buys Responsible Gaming ads across the province to de-bunk slot-playing myths, and has also produced RG PSA's to run on TSN, a national sports broadcaster during a national Poker Championship. Also, the Responsible Gambling Council received significant government funding to produce responsible gambling ad campaigns.

Maintains List of Problem Gambling Numbers for Referrals

OLGC has a comprehensive website with a portion that deals specifically with Responsible Gambling, and includes a PDF brochure of all treatment providers across the province. Also, the Ontario Problem Gambling Helpline, with its main mandate of providing information and referral, maintains listings of treatment options across Ontario which can be found on their website (www.connexontario.ca) or by calling their toll-free number (1-888-230-3505).

Lastly, just over a year ago, OLGC launched a Responsible Gaming Code of Conduct and signed memorandums of understanding (MOU's) with four key RG stakeholders outlining OLGC's commitment to operating its business with the utmost integrity and upholding the public's best interest which includes corporate social responsibility. ♣

Ad Accounts Ad Accounts Ad Accounts Ad Accounts Ad Accounts

The Georgia Lottery Corporation announced that BBDO Atlanta was awarded a contract, subject to completion of negotiations, to provide advertising/marketing communications and public relations services for the GLC beginning in July 2006. The GLC's advertising/marketing contract is currently held by Fitzgerald + CO.

The Kentucky Lottery Corp. has selected Cincinnati advertising agency **Northlich** as its ad agency of record. Northlich will partner

with Cincinnati marketing firm DeanHouston Inc., which will serve as a consultant.

The Massachusetts Lottery Commission's procurement team has recommended retaining **Hill, Holliday, Connors, Cosmopolis** for the its ad account following a review, a lottery representative said. Hill, Holliday has handled the business for three years, fashioning multimedia efforts themed “You have to play.” ♣

Idaho Chooses Intralot for Online System

Intralot has received an Award Notice of Intent contract to supply a new central online lottery system for the Idaho Lottery. The conversion to the new system will commence February 19, 2007. The contract is for seven years with an option to extend for up to three years. Total revenue from the contract, including extensions and options, will be approximately 30 million dollars. The award follows on the heels of Intralot's successful conversion of the Montana Lottery system, implemented on March 31st of this year.

The new integrated system represents the second IBM-based system that Intralot will install in the US market. In addition to the online gaming system, Intralot will supply Pass Through services for up to 300 concurrent instant games including validations, activations, settlements and reporting. The new system will also allow the Lottery to expand operations from 22 hours per day to 24 hours per day, 7 days a week, including all holidays.

Intralot S.A. CEO, Mr. Constantinos Antonopoulos stated, *"With the successful award by the Idaho Lottery, Intralot proves once again its capacity to provide advanced gaming solutions to its clients by offering an excellent product at a fair price. We are sure that our relationship with the Idaho Lottery will be mutually advantageous and rewarding to Intralot and the State of Idaho."*

Intralot USA President and CEO, Tom Little, commented, *"We are very pleased with the Idaho award and their show of confidence in Intralot. We look forward to working with the Lottery and building a long and beneficial partnership. With the addition of our third U.S. contract, we will continue to build on our success and our reputation of providing not only superior technology but unsurpassed service to our clients."*

Roger Simmons, Director of the Idaho Lottery, said, *"We're looking forward to beginning contract discussions with Intralot. Based on the evaluation teams' diligent and thorough evaluation of both Intralot's and GTECH's bids, which involved analyzing and scoring their technical capabilities, equipment and service offerings and pricing, as well as visits to vendor sites and interviews with other lottery executives, we determined that Intralot was the lowest cost responsive and responsible bidder for the Lottery and the state. In particular, the high praise that was received from both Nebraska Lottery and the Montana Lottery staff, combined with the recent successful Montana Lottery conversion, provided us with the assurances that we needed that Intralot was, indeed, the right choice for Idaho."*

Intralot, the first non-US company to penetrate the US market, will begin contract negotiations with the Lottery later this month. The new contract brings technology upgrades to Idaho through Intralot's LOTOS™ O/S On-line Gaming Computer System on the IBM AIX platform. Intralot will initially install up to 950 of its CORONIS full-function, high-end compact terminals for retailer locations across the State. Peripheral devices will include Intralot's high volume printer, LCD Player Transaction Displays and the Lottery's choice of a 12" Starlite display or a 15" Player Advertising Display. A state-of-the-art satellite network will be utilized to link retailer terminals to the central system. The Lottery also has the option to locate the primary data center and all other support functions, such as marketing support, maintenance and repair, hotline, field operations and warehousing at a facility in Boise.

All equipment, software and related services will support the increase of sales through the development and implementation of customized and innovative marketing and promotional programs. ♣

Instant Replay Returns in Massachusetts

The Massachusetts Lottery is continuing its efforts to reduce instant ticket litter and increase recycling efforts in the Commonwealth by bringing back its successful anti-litter initiative "Instant Replay" for a third season.

The Lottery announced the 2006 schedule of events and fairs where "Instant Replay" will be featured, kicking off the program's season on Saturday, May 27th at the annual Earthfest held at the DCR Hatch Shell in Boston.

The re-launch was received so well that, for a time, people were being turned away due to safety concerns. The event drew approximately 7,000 people, carrying an estimated 50 tons of used instant tickets. The Lottery,

which had two eight-ton trucks on-hand to haul off the tickets, had to call in an extra truck and a 30-yard dumpster to deal with the overflow. The Lottery will be holding another Instant Replay promotion in a few weeks.

The "Instant Replay" program gives anyone over the age of 18 the opportunity to collect 25 non-winning Massachusetts Lottery instant tickets and redeem them for a free \$1.00 instant ticket. There is no limit to the number of tickets that individuals can redeem. Since the program's inception in August 2004, the Lottery has held 10 regional recycling events resulting in the collection/recycling over 100 tons of instant tickets. ♣

Corporate DBA (Lincoln, NE)

Create and manage all development standards/procedures to guarantee acceptable database performance levels for all lottery projects. Identify potential problems and implement solutions using RDBMS performance monitoring. Reorganize database structure to provide optimal performance and availability. Design database modifications that provide for flexibility, eliminate redundancy and improve performance. Provide technical support for all Intralot systems to assure ongoing, 24/7, fully operational conditions. Manage and maintain Oracle 9i, 10g databases, and IBM AIX servers (Oracle DB). Implement all maintenance requirements and changes, updates and upgrades, backup and restore functions and procedures of Oracle DB. Manage, monitor and control Back-up Site databases Develop PL/SQL procedures for Crystal Reports and .NET applications.

Requirements: Master's degree in Computer Science or closely related field, plus 2 years in the job offered or as Systems Analyst. Must have IBM AIX and Oracle certifications.

Send resume to: HR, Intralot Inc, 11360 Technology Circle, Duluth, GA 30097 (No Phone Calls Please)

People



Virginia Governor **Timothy M. Kaine** appointed **Sheila Hill-Christian**, a veteran Richmond city agency chief, to head the Virginia Lottery. She succeeds **Donna VanCleave**, who became the Lottery's interim director in June after **Penelope Kyle**, the agency director since 1994, was appointed president of Radford University. Hill-Christian takes over the Lottery after serving since 2003 as executive director of the Richmond Redevelopment and Housing Authority. Before that, she headed the region's bus line, the Greater Richmond Transit System. Kaine also appointed **Richard E. Williams** as Hill-Christian's top deputy at the Lottery. Williams was an adviser to former Gov. **Mark R. Warner**, had directed the state Commission on Local Government and had worked as state liaison for then-Sen. **Chuck Robb**.

Larry Jansen, executive director of the Missouri Lottery, was recently appointed the chair of the NASPL Accounting Subcommittee. Jansen, 50, of Jefferson City worked as the controller/chief financial officer for the Lottery from November 1986 to September 2005, when he was appointed executive director. Under his direction, the Lottery has received the Government Finance Officers Association (GFOA) of the United States and Canada's Certificate of Excellence in Financial Reporting for five consecutive years.

The New Zealand Lotteries Commission has appointed Auckland businessman **Todd McLeay** as its new Chief Executive. McLeay has most recently been Group General Manager of Marketing for New Zealand Post, a role he held from September 2003 to April 2006. Before that, he spent six years in various senior marketing roles at Vodafone NZ Limited, culminating in his role as General Manager Business Marketing from May 2000 to September 2003.

Internal Affairs Minister **Rick Barker** announced two reappointments to the New Zealand Lotteries Commission. **John Goulter** has been reappointed as Chair for a further three years, from July 1, 2006 to April 30, 2009. Mr. Goulter joined the Board in July 2003, becoming Presiding Member in October 2003. Mr. Goulter is a former managing director of Auckland International Airport Limited, is a director of the Reserve Bank of New Zealand, Television New Zealand, Vector Limited and Chairman of United Carriers Group.

Guy Herbert has also been reappointed as a NZ Lotteries Board member for a further three years, from 1 May 1, 2006 to April 30, 2009. Guy joined the Board in November 2003 and has a professional background in law, specializing in resource management, local government and commercial development.

Kentucky Governor **Ernie Fletcher** has appointed Louisville attorney **Mark F. Sommer** to the Kentucky Lottery Corporation (KLC) Board of Directors. Sommer is a partner in the law firm of Greenebaum Doll and McDonald PLLC specializing in the practice of tax law and is the chair of the tax and finance practice group. He is a graduate of Xavier University, Williams College of Business, BSBA, majoring in Finance and received his Juris Doctorate from the University of Cincinnati College of Law.

Cornelia "Connie" Laverty has joined GTECH as Senior Vice President and Chief Marketing Officer, reporting to GTECH President and CEO **W. Bruce Turner**. As Senior Vice President and Chief Marketing Officer of GTECH, Connie will help drive overall strategic direction of the Company while providing strong leadership and direction to the marketing function. For the past year, Connie served as Chief Operating Officer for the Georgia Lottery Corporation, overseeing the management of finance, administration, operations, IT, sales and marketing, promotions, and new game planning and development. Prior to Connie's tenure with the Georgia Lottery, she spent over 30 years with the New York Lottery. Her final 14 years in New York were spent as Director of Marketing & Sales, helping increase sales from \$2.6 billion annually to over \$6.2 billion annually.

Gaming Laboratories International is proud to welcome **Kevin P. Mullally** to GLI's expanding worldwide team as the General Counsel and Director of Government Affairs. Mr. Mullally comes to GLI as the former Executive Director of the Missouri Gaming Commission. Prior to that Mullally served as the Deputy Director for Legal and Legislative Affairs within the same agency. Mr. Mullally is a teacher, author and frequent speaker on business law, public policy development, regulatory issues, and problem gambling. He is currently involved in numerous professional organizations and community activities.

WMS Industries announced that **William H. Pfund** has been named Vice President of Investor Relations. Pfund will oversee and manage the Company's financial community and shareholder communications to foster a clear understanding of the Company's operations and growth prospects.

Multimedia Games, Inc. announced that **Craig S. Nouis**, Vice President and Chief Financial Officer, has resigned to pursue other business opportunities. **Randy Cieslewicz**, Multimedia's Vice President of Tax, Budget and Corporate Compliance, will serve as Multimedia's Interim CFO. ♦

RACINO NEWS

Tioga Downs Readies for Launch

Tioga Downs has been given approval from the New York State Racing and Wagering Board to open a racino in Nichols. The Board issued the track a temporary conditional license on Wednesday, April 26.

Tioga Downs' 15-week harness racing season begins June 9, with a 6:50pm post time. The track will also house approximately 750 VLTs, which it expects to launch on June 28, simulcast races and other entertainment options.

Saratoga Expansion

Saratoga Gaming & Raceway is planning to move ahead with an expansion that would add a 45,000-foot extension to its gaming facility, making room for more than 400 additional VLTs, a nightclub and a 300-seat buffet.

Ohio Group Seeks Signatures for Slots

The Ohio Learn and Earn Committee is trying to obtain 322,899 signatures in the next 90 days in an attempt to get a proposal on the November ballot that would allow slots at Ohio's seven racetracks and two additional locations – one in Cleveland and one in Cincinnati.

The state would receive 30 percent of the slots revenue for scholarships and tuition grants for Ohio graduates; 8 percent would go to the

host communities, 6 percent would go to the tracks, 1 percent to problem gambling programs, and 55 percent would be used to buy equipment and manage the facilities. The Learn and Earn Committee is looking to hire 3,500 people to complete the task.

PGCB Awards Three More Licenses

The Pennsylvania Gaming Control Board voted unanimously to award licenses to three companies that filed applications to be manufacturers of slot machines and associated equipment: Atronic Americas, LLC; Konami Gaming Inc.; and Shuffle Master Inc. All three licenses are subject to a series of 40 conditions set by the Board to ensure that the requirements of the Pennsylvania Race Horse Development and Gaming Act and Board regulations are met. The three licenses bring the total number of licences awarded to nine.

GameAccount Chosen by Racing Post

GameAccount (www.gameaccount.com) has been chosen by the Racing Post, the United Kingdom's leading horse racing and sports betting daily paper, to provide Skill Gaming to its online readership at www.racingpost.co.uk. The Racing Post's online customer base can now access over 20 multiplayer games and tournaments through the GameAccount network joining players wagering real money from over 130 countries worldwide. ♣

Loto-Québec Continues with Its Initiative to Reduce the Gaming Offer in Québec

The restructuring of Québec's video lottery network is in full swing with the target completion date of 2007 well within reach. This undertaking is the result of the Government of Québec's having authorized Loto-Québec, back in November 2004, to create a subsidiary responsible for managing the day-to-day operations of a controlled network of gaming centres. This initiative had been announced in conjunction with the May 2004 release of the corporation's 2004-2007 Development Plan.

Since then, the Société des salons de jeux du Québec has been carrying out its mission and has taken steps to develop new establishments in the target areas of Québec City, Trois-Rivières, Mont-Tremblant and north of Montréal. The gaming centre in Mont-Tremblant will be developed with the tourist and vacationer in mind, while the other three centres, in a decision reached by the Government of Québec, will be twinned with the existing racetracks in order to support the province's horse-racing industry.

Loto-Québec's strategy is based on recommendations of various research teams studying compulsive gambling, in particular those proposed by the Centre québécois d'excellence pour la prévention et le traitement du jeu. Loto-Québec thus undertook the restructuring of the VLT network by reducing the number of VLTs in establishments by 31 percent over three years and by grouping the majority of those termi-

nals into a network of gaming centres controlled by Loto-Québec. More than 40 percent of the goal has already been reached. Objective criteria were used to select the establishments that would cease operating VLTs. Thus, by 2007, terminals will no longer be found in establishments with one to four VLTs and that are located in target areas within two categories :

- districts where the average household income is less than \$50,000 and
- where the VLT-to-resident ratio is greater than 2 per 1000 in the four densest urban areas (Montréal, Québec City, Longueuil and Laval).

The new concept proposed by Loto-Québec is in line with observations made on the latest entertainment trend in the gaming sector. Gaming centres are primarily a "destination" offering a wider range of games in an environment where monitoring, security and prevention are at the forefront. For instance, no one under 18 will be admitted, alcoholic drinks will be prohibited in the gaming areas, and a series of preventive measures will be implemented.

For Loto-Québec, the reduction in the number of VLTs, the result of a considerable decrease in establishments equipped with terminals and the creation of age-restricted gaming centres, constitute a prime operational solution for both managing and controlling gaming in Québec, while helping to prevent the occurrence of compulsive gambling. ♣

Video

News

April Big for New Iowa Casinos

Iowa's two new casinos have been breaking attendance records. Council Bluffs's Horseshoe Casino, which opened in mid-March, was the state's most attended casino in April, drawing roughly 274,000 customers and \$16.4 million in gross gambling revenue. Diamond Jo Worth Casino, on the Minnesota border, drew 126,000 customers in April and had gross gambling revenues of nearly \$5.7 million. In all, Iowa casinos took in approximately \$102 million, a 9.3 percent increase over April 2005.

Louisiana Anti-Gambling Bill Stalls

A bill promoted as anti-gambling stalled on the Louisiana Senate floor after opponents described it as pro-gambling. The measure by Senator Max Malone would allow voters in one precinct of Bossier Parish to hold a referendum on whether to ban video poker.

Malone described it as a move to allow anti-gambling residents to get rid of gambling in their neighborhoods. Senator Robert Barham said the measure amounted to a pro-gambling bill because it would lead to other precincts holding votes that would result in their allowing video poker, expanding gambling statewide. The Senate didn't vote to pass or reject the measure. Instead, senators voted 27-to-6 to send the bill to a judiciary committee.

North Carolina Senate Bans Video Poker

The North Carolina Senate voted overwhelmingly to ban video poker statewide, except on reservations. The bill now heads to the House. There are more than 10,000 video poker machines in the state, but the machines can only legally pay out \$10 in merchandise. Still, the Department of Revenue says the machines take in more than \$100 million per year.

South Dakota VLT Vote

South Dakota anti-gambling forces have collected enough signatures to force a November vote on video lottery. If the vote passes, the state will have to shut down nearly 9,000 VLTs. Similar votes have failed in 1992, 1994 and 2000.

Serbian Casino to Open This Year

Grand Casino Beograd should open in Belgrade by the end of the year. The casino is a joint project between the Serbian State Lottery and Casinos Austria International. The €30 million facility will feature 20 tables, 150 slots, and employ more than 150.

JCM American and KIC Products Create New Advanced Cleaning Product

JCM has teamed with KIC Products to create the brand new "JCM Waffletechnology™ Bill Validator Cleaning Product." The pre-saturated cleaning card was designed in cooperation between KIC's development group and JCM engineers exclusively for JCM bill validators. The card's design precisely and thoroughly cleans JCM bill validators to maintain optimal performance.

Waffletechnology cleaning cards incorporate flexible, raised platforms on their top and bottom surfaces. These cleaning platforms are essentially spring-loaded, significantly increasing the pressure applied

to the internal components as the card passes through the mechanism.

For information, visit www.jcmwaffletechnology.com.

Paltronics Deploys One Link at Red Rock

Paltronics Inc. announced that Red Rock Casino, Resort and Spa, has become the first gaming establishment to take full advantage of its wide-area media network technology by connecting nine Station Casinos' properties.

In a separate move, Red Rock Casino, Resort and Spa, which opened in Las Vegas April 18, 2006, has installed a Paltronics One Link slot system to manage 750 progressive games on its casino floor. The Paltronics One Link wide-area media network is a comprehensive end-to-end narrowcast system that connects all media to deliver gaming excitement and custom messaging. It is being used to support a wide range of marketing objectives at the nine Stations' properties, such as advertising Jumbo Jackpot™ winners and game play, in-house club booth promotions, and cross advertising jackpot hits at a particular property.

Kenilworth Signs Letter of Intent with PAGCOR

Kenilworth Systems Corporation has received a "Letter of Intent" from the Philippines Amusement and Gaming Corporation, owner of fourteen casinos. The letter underscores PAGCOR's intention to implement the Roulabette® Project while the more formal Memorandum of Agreement ("MOA") will be processed by the Philippines Legislature.

Kenilworth guarantees to pay PAGCOR a monthly payment, for hosting the broadcasts, when they commence, over a ten year contract period in the amount of US\$1 million for year one; US\$2 million for years two and three; US\$5 million for years four through seven and US\$10 million for every year thereafter. The initial broadcast will emanate from the new Hyatt Hotel and Casino in Manila and may include Philippine Resorts that have casinos, with an expected starting date early in 2007.

Aristocrat to Provide Content for Rocket Gaming

Aristocrat Technologies, Inc. announced a multi-year agreement to provide video slot gaming software to Rocket Gaming Systems, an Oklahoma-based provider of gaming devices for Class II and certain compacted hybrid bingo markets. Aristocrat will initially provide Rocket Gaming with game software for Aristocrat's revolutionary Mr. Cashman® bonusing product, Reel Power®, 50 Line, and standalone MKVI™ video game content.

WMS to Acquire Orion Gaming

WMS Industries has entered into a definitive agreement to acquire 100 percent of the outstanding stock of privately-held Orion Financement Company ("Orion Gaming"). The acquisition will expand WMS' international presence and game library, while adding a proven product development team focused on international opportunities. WMS will pay total consideration of approximately EUR 24 million (approximately U.S. \$30.5 million dollars), which includes EUR 15 million (approximately U.S. \$19 million) to acquire from the two shareholders, 100% of Orion Gaming's common stock, plus approximately EUR 9 million (approximately U.S. \$11.5 million) to retire existing debt. ♣

on the internet

Betware Solution Implemented in Iceland, U.K.

Islensk Getspa and Islenskar Getraunir recently signed a contract with Betware of Iceland, allowing for the addition of a new “turn-key” functionality to the original gaming services provided by Betware on its powerful Betware Gaming Platform (BGP).

The latest solution developed by Betware is designed, supplied and built to be installed as is, in its complete form, ready to operate. It will feature all the benefits of the original solution offered by Betware and will have the flexibility of customization on top of its existing functionality. The turn-key solution is expected to be integrated to the Icelandic Lotteries’ central system by the beginning of June 2006.

“The solution is a great step forward in the development of vendor gaming software since it comes as a ‘packaged’ product, ready to use with a fixed set of features,” says Hordur Birgisson, Project Manager at Betware. The solution importantly also benefits from a “shorter time to market” which means its faster implementation makes it easier for a Lottery to launch its gaming services to customers.

Betware’s turn-key solution will come inclusive of a set number of games such as the more popular numbers games of Lotto and the sports betting games of Oddset and Toto. Additionally, the turn-key solution will also feature:

- Live Betting, which will enable lottery customers to bet on live events during the event.
- Event Management, which allows the lottery to manage the events offered in sports betting games.
- A service called Risk Management, which is designed to monitor sales and/or liability to minimize the risk for sports betting operators.

Islenskar Getraunir was the first state lottery in the world to go on the Internet as early as 1996. Betware has serviced the Icelandic Lotteries since this time. *“Upgrading to the turn-key solution was the way forward for us,”* says Bergsveinn Sampsted, CEO of the Icelandic Lotteries. *“Many of the smaller lotteries would find what they are looking for in Betware’s turn-key solution since something like this has not been offered before in the gaming market. It is a feature rich solution that does not need customization so it is affordable by the smaller lotteries.”*

The Icelandic lotteries are Betware’s second clients to choose the turn-key solution. The first to buy the solution were Chariot (UK) plc, the company behind Monday – the Charities Lottery lotto game. The partnership with Chariot went live on Saturday, April 22, 2006. The contract will see Betware as the gaming services provider for Chariot (UK) plc, the company behind the game.

The game, available on www.playmonday.com is similar to a regular Lotto game with players able to choose any six numbers between 1 and 49 on their tickets. The draw then selects six numbers randomly, just like Lotto, but to significantly improve a player’s chance of winning, all six numbers do not have to match exactly. If there is no clear winner, the jackpot is won by the player (or players) whose numbers are closest

to the six number draw. In addition, “Monday” will give unsuccessful players in the first draw a second chance – with a further draw with double the prize money.

Tanzanian Mobile Lottery Signs with Vodacom

Vodacom Tanzania subscribers will now be able to play KismatiSMS, Tanzania’s first SMS-based National Lottery. After months of negotiations, Vodacom Tanzania and KismatiSMS have agreed contractual terms to allow Vodacom Tanzania subscribers all over Tanzania to participate. With the addition of Vodacom, the lottery is now open to Celtel, Tigo and Vodacom cellular networks subscribers, with Zantel expected to go live before the end of May this year.

The Dreams of Our Country

Veikkaus is increasing its dreams-related contents on the net. The Lottery launched an entertaining web page titled “Maamme haaveet” (“The Dreams of Our Country”) www.veikkaus.fi/maammehaaveet, where visitors can guess what Finns really dream about, tell about their own dreams, and do a test to find out which type of dreamer they are.

Veikkaus’ own film group toured nine different locations early in the spring, collecting around a hundred Finnish dreams of the 21st century, of which the best will now be presented to the public. Cars, trips, and home renovations still occupy the top positions in Finns’ dreams, but the Lottery’s cameras were also able to capture many highly individual dreams, big and small.

Intralot Selects Terraplay

Intralot has selected Terraplay’s technology for its B-On platform. Intralot has integrated Terraplay’s MOVE system to enable optimized communication over mobile telecommunication networks to Intralot’s B-On gaming platform. All games of B-On extended gaming library, including poker and other casino games, lotteries, fixed odds betting, and wagering on skill games, are playable as cross-platform between mobile and web.

EGET Taking a New Direction

EGET is taking a new strategic direction and is pleased to announce the launch of a new concept called EnterGainment, and a new subsidiary company called WinOne. EGET will focus on offering EnterGainment Services – entertaining e-gaming solutions with enhanced service offering for gaming operators and brand owners that wish to serve a mass market audience. EGET’s EnterGainment Services are total turn-key solutions and include a wide range of enjoyable game types to ensure a successful gaming business, new customers and more profit.

With this move, EGET has also decided to separate its business areas, and created WinOne, a subsidiary company that will specialize in mobile money gaming solutions – Mobile EnterGainment. EnterGainment and WinOne are being launched at the Mobile Entertainment Market 2006 exhibition in London, from May 24th-25th. Please visit WinOne at Stand B110 to find out more. ♦

California

Officials with the California Lottery announced that the Lottery is on pace to exceed last year's sales record of \$3.3 billion. This year, total sales for Lottery products will reach \$3.6 billion by the end of the fiscal year on June 30, 2006.

Highlights for the year have included: \$114 million increase in Scratchers games (to date); \$62 million increase in combined sales of MEGA Millions and Super LOTTO Plus (to date); \$1.26 billion estimated total to public schools; an increase of \$85 million over last year. Lottery officials attribute the gain in Scratcher sales to the popularity of \$5 games and extended play Scratchers games such as Crossword and Bingo that feature higher prize payouts. The increase in the sales of Lotto-type games can be attributed to the addition of MEGA Millions and eight jackpots in excess of \$200 million since the launch of the game last June.

Illinois

Just three months after going on sale, Illinois' first lottery ticket to benefit veterans and their families has generated more than \$1 million. Veterans Cash is the first instant ticket in Illinois Lottery history where a portion of the proceeds will help fund state programs and services for veterans. Each ticket costs \$2 and has a top prize of \$20,000. Proceeds from the sale of this ticket will be deposited into an interest bearing account in the State Treasury called the "Illinois Veterans Assistance Fund." The Illinois General Assembly will appropriate this money solely to the Illinois Department of Veterans' Affairs (IDVA) who will award grants, fund additional services or conduct research relating to veterans' Post Traumatic Stress Disorder, homelessness, health insurance costs, and disability benefits.

The Illinois Lottery will begin airing a toll-free number this summer, as well as information about getting help for gambling problems during its daily drawings on WGN Channel 9. The Lottery is required by law to provide this information on tickets, paper advertisements, but not television. The Lottery decided to go the extra mile after reviewing a suggestion from a community member.

Iowa

The Iowa Lottery offered its players a chance to turn their non-winning instant-scratch tickets into cash. The "Scratch for Cash" promotion offered players a chance to win more than \$35,000 in prizes. In a promotion that started April 30, players sent in at least \$5 worth of non-winning scratch tickets from any game on sale at the time to get their name entered into a cash drawing. Players had to send tickets in a pink second-chance lottery envelope available at local retailers throughout Iowa. Players could enter as often as they wish, but each entry had to be mailed in a separate pink envelope. Players had until May 30 to submit their entries. More than \$35,000 in prizes were given away in a drawing on June 1. One grand prize of \$25,000, as well as one first prize of \$5,000, one second prize of \$2,500 and three third prizes worth \$1,000 each.

Kansas

April was one of the strongest revenue months in nearly three years for the Kansas Lottery, with sales topping \$10.3 million. The surge was fueled in part by the first full month of sales for Hot Lotto,

as well as a 15 percent gain in instant ticket sales.

Any Kansas Lottery player who asks for Power Play with a Powerball purchase on a single ticket from May 21 to August 19 will have a chance to win a weekend racing prize package at Kansas Speedway. The Lottery will be giving away 40 grand prize packages to the NASCAR Busch Series Yellow Transportation 300 on September 30 and the NASCAR NEXTEL Cup Series Banquet 400 on October 1. Players who purchase Power Play with any Powerball ticket will automatically receive an entry to send in for the August 25, 2006 drawing. Each of the 40 grand prizes (valued at approximately \$2,500) includes: Two tickets for the September 30 and October 1 races; Lodging at Great Wolf Lodge; Trolley tickets between the hotel and track; Hospitality Chalet including food and beverages; \$300 cash; Mandatory state and federal income withholding taxes.

Kansas Lottery players who purchased \$5 in Powerball automatically received a discount coupon for the Country Stampede. The coupon was good for \$15 off a one-day admission ticket or \$30 off a four-day ticket. Information on how to redeem the discount coupons was printed on the coupons.

The Kansas Lottery launched its third ticket of the year to provide direct funding for Kansas Veterans' programs and Kansas National Guard scholarships. The \$1 instant game "Beetle Bailey" features characters from the popular comic strip by the same name. A \$2 scratch ticket called "The Duke," featuring John Wayne's signature and likeness, and a \$1 ticket called "Veterans Benefit Game" also provide direct funding for Kansas Veterans' programs and National Guard scholarships. Net profits from the sale of all three games will be deposited in the State Treasury and credited to two special funds: 50 percent for National Guard Educational Assistance Scholarships administered by the Kansas Board of Regents, and 50 percent for the Kansas Soldiers' Home and the Kansas Veterans' Cemetery System. Veterans tickets are offered for sale only between May 1 and November 30 of each year.

Kentucky

A record-breaking \$365 million Powerball jackpot in February pushed sales and net income for the Kentucky Lottery Corporation's third quarter, ending March 31, to \$198.5 million and \$56.2 million, respectively. Those amounts set a new record quarter for the KLC. The previous record quarter was in the second quarter of Fiscal Year 2004, when sales were \$197 million with a net income of \$52.6 million. This brought the year-to-date sales figure to \$564.2 million, which is \$28.1 million more than anticipated and \$40.6 million more than the same period last fiscal year. Net income for the first nine months of FY '06 currently stands at \$158.7 million, which is \$24.9 million more than anticipated and \$37.9 million more than the same period last fiscal year. For the year to date, Powerball sales are \$29.6 million more than the prior year and \$28.4 million more than anticipated.

Manitoba

Employees of Manitoba Lotteries Corporation (MLC) have created an employee-driven charitable giving program called ECHO, (Employees Care by Helping Others) as a way to unite co-workers by raising funds for causes that are important to them. Through ECHO,

RoundUP

participating MLC employees raised \$25,000 in four months toward the program's first goal of \$100,000 for the Children's Hospital Foundation.

MLC has been awarded the Government Finance Officers Association (GFOA) Award of Excellence for integrating Sustainable Development into business decisions. In addition to the Distinguished Budget Award recently received from GFOA, MLC received further recognition for developing a practical approach to embed sustainable development principles into business planning, purchasing and surplus item disposal policies, using the expertise of employees and existing financial planning and control systems - from principle to practice.

Massachusetts

The Massachusetts Lottery is on a winning streak with its new Red Sox Instant Ticket. The ticket recorded a lottery-industry record of \$30 million for the first three-weeks of sales and projected sales indicate a sizzling 20 percent of the game inventory will be sold in its first four weeks. After launching on April 11, the \$5 game has sold more than \$30 million and is performing at more than double the rate of sales when compared to other \$5 games launched this fiscal year.

The Lottery joined with the Brockton Rox, North Shore Spirit, and Worcester Tornadoes, to announce the creation of the Commonwealth Cup Series - a season-long competition pitting the three Massachusetts baseball teams in the Can-Am League against one another in a battle for state supremacy. The Lottery is the presenting sponsor of the Commonwealth Cup Series. Brockton will play 24 games in the series (12 games against both North Shore and Worcester) and North Shore and Worcester will play 26 games (12 against Brockton, 14 against each other). The team with the highest winning percentage in the series will be crowned the Commonwealth Cup champions. State Treasurer Tim Cahill, who also serves as Lottery Chairman, will present the victorious team with the Commonwealth Cup Trophy before the final home game of the 2006 season between North Shore and Worcester at Worcester's Hanover Insurance Park at Fitton Field. In addition to the Commonwealth Cup partnership, the Lottery has entered into sponsorship agreements with each of the three teams for various promotional opportunities throughout the 2006 season.

New Hampshire

New Hampshire Lottery sales are up 18 percent compared to this time a year ago. Sales have reached \$230 million and are expected to exceed \$260 million for the year, with more than \$78 million going to education. The sales boost can be attributed in part to new products, including \$20 tickets, and record-breaking Powerball jackpots.

New Mexico

To celebrate its tenth anniversary on Thursday, April 27, the New Mexico Lottery hosted a number of statewide events. Rather than hold a single anniversary event in just one location, anniversary activities were held statewide at 25 lottery retailer locations. Refreshments and prizes were available.

New York

For the first time in history, hundreds of average New Yorker's lined up to have a chance to win the opportunity to throw out the

ceremonial first pitch in the Mets/Yankees Subway Series. The competition, sponsored by the New York State Lottery and Major League Baseball took place May 3rd at 11:00am at Manhattan's Chelsea Piers. Another competition was held the following week on Long Island. The winner, who was selected randomly from amongst all of the entries, threw out the ceremonial first pitch Friday, May 19th in front of 45,000 fans at Shea Stadium.

North Carolina

North Carolina retailers completed their training to sell Powerball tickets, and an estimated 5,700 were able to sell the tickets starting on May 30. The Lottery's first Powerball draw took place on May 31.

When North Carolina begins drawing numbers for lottery games, viewers will find them on WRAL-TV. The NCEL voted unanimously for WRAL to produce and carry the lottery drawing. Two television stations bid on the contract. The North Carolina lottery drawings will air during the 11 p.m. news beginning in the fall.

The North Carolina Lottery recently launched a new Bingo game. The Bingo instant scratch-off ticket costs \$3 and has ten top prizes of \$35,000. The release of this game makes it a total of nine instant scratch-off tickets available to players.

Oregon

Efforts to unionize Oregon Lottery workers failed recently. With 98 percent of workers voting, 56.5 percent of ballots voted against unionization.

Quebec

Loto-Quebec is proud to be associated, for the first time, with the First Peoples' Festival, taking place from May 25 to June 8 and from June 21 to 25. Organized by Land InSights, the festival will give visitors the opportunity to learn about the cultures of Canada's First Nations.

South Carolina

As of 5 p.m., Tuesday, May 9, 2006, the South Carolina Education Lottery's ticket sales surpassed the \$1 billion mark for this fiscal year. With seven weeks remaining in the current fiscal year, this total easily surpasses the previous record of \$957 million in lottery sales achieved in fiscal year 2005. Instant tickets remain the most popular type of game, making up more than 60 percent of overall sales. Powerball® is the next biggest seller, with Pick 3, Pick 4, and Palmetto Cash 5 rounding out the product mix.

West Virginia

With three months remaining in fiscal 2005-2006, the West Virginia Lottery is on pace to break last year's \$1.399 billion sales record, and, in the process, top \$1 billion in sales for the fourth year in a row. As of the close of March, sales are at \$1.13 billion, including more than \$965 billion in video lottery revenue. The return to the state is \$476 million, a 15 percent increase over the same point in 2005.

Wyoming

A Wyoming legislative committee authorized legislation that would allow Wyoming to join Powerball. While a similar bill was introduced in 2005, this version would fund gaming addiction programs - something that was absent in last year's bill. ♣

European Economic Area (EEA) or a significant part of it.

As regards specifically the video lottery terminal sector, while the merging entity will have a combined market share below 20 percent, the market will remain competitive due to the presence of a number of suppliers. Finally, the provisions of Italian legislation governing state concessions in the field of gaming prevent Lottomatica from owning two concessions in the area of video lottery terminals. As a consequence, Lottomatica has informed the Commission that it shall divest the GTECH stake in Cogethech, which represents GTECH's only activities in Italy.

In other news, GTECH has been selected as the apparent successful vendor by the Virginia Lottery to provide a new lottery central system, new terminals, and a new IP wireless communications network, under a proposed seven-year integrated services contract. GTECH will convert the Lottery's existing online central system to the GTECH Enterprise Series™ solution. In addition, GTECH will replace the Lottery's existing terminal base and install up to 5,250 Altura® terminals. The Company will also install a new IP wireless communications network. GTECH will also provide the Virginia Lottery with 225 GamePoint™ machines, the Company's all-in-one instant and online lottery self-service solution. Additionally, 250 Express Point Plus™ machines will be installed, which facilitate convenient player-activated identification of winning tickets. GTECH will provide ongoing services to the Virginia Lottery including installation, operation, and maintenance of the online central system, terminals, and communications network; on-site marketing support; in-state hotline management; and field service.

Ladbrokes Buys Cyberview FOBTs

Cyberview announced that the company has entered into an agreement to supply 3,000 new gaming machines to Ladbrokes. The contract will provide Ladbrokes with the company's next generation of downloadable, server-based Fixed Odds Betting Terminals. The new terminals will be supplied to Ladbrokes commencing June 2006 and the order will be completed during the remainder of the year.

Montana to Use OGT Failsafe System

Oberthur Gaming is pleased to announce the signature of a licensing agreement with the Montana Lottery for the use of OGT's FailSafe® patented keyless validation system. The Montana Lottery will utilize

FailSafe® for keyless validation and check a ticket purposes. Unique to OGT, FailSafe® consists of a barcode that is printed under the latex area of an instant scratch ticket, making FailSafe® entirely secure for the validation of instant tickets. For a greater performance, the Montana Lottery has opted for the multi-dimensional PDF-417 mini-barcode, one of the most advanced barcodes available today, which is five times smaller than conventional barcodes and designed to provide total security and integrity. The PDF-417 contains a built in redundancy which allows the barcode to be read even if it is partially covered by latex.

Pollard Signs with Maryland, Rocky and Miami Vice

Pollard Banknote has been notified that it is the apparent successful bidder for the Maryland Lottery's RFP for Instant Ticket Games and Related Services, issued January 26, 2006, subject to approval by State officials. The contract is expected to commence July of 2006 for a term of four years with one, three year renewal option. As the Lottery's primary supplier, the expected total revenue over the life of the contract, including the optional extension, is estimated to be \$33 to \$37 million (Canadian).

In addition to supplying the Lottery's instant tickets, the contract also requires Pollard to assist the Maryland Lottery with the overall operation of its Instant Ticket program including distribution of its instant tickets and point of sale material to approximately 3,800 retailers. Pollard will coordinate distribution through a third party courier and will also provide systems integration between the distribution system and the Lottery's management information systems.

Pollard Banknote and Universal Studios have entered into a three-year contract allowing the company to design and manufacture instant tickets based on the classic television series Miami Vice. The deal gives Pollard the U.S. and Canadian licensing rights to create lottery products featuring this durable brand.

A new three-year agreement between Pollard and MGM Consumer Products allows the firm to develop instant games based on the Rocky franchise. This year marks the 30th anniversary of the first installment in this iconic movie franchise. In addition to being able to use the approved likenesses of Rocky Balboa and other franchise characters for action-packed ticket designs, lotteries will be able to tap into the franchise's merchandising muscle through movie-themed and boxing-themed prize packages. ♣

Around the World... continued from page 4

UK

Camelot announced that annual National Lottery ticket sales rose by more than £246 million in 2005/6, its third consecutive full year of growth – boosting returns to the Good Causes and extending the longest period of growth in the history of The National Lottery®. Total National Lottery ticket sales for the year to 31 March 2006 grew to £5,012.8 million, an increase of £246.7 million, or 5.2 percent, on the figure of £4,766.1 million for the same period last year. Returns to the Good Causes rose to £1,399.6 million, an increase of £50.5 million on the figure of £1,349.1 million for the previous year. In total, National Lottery players helped to raise more than £1,500 million for Good Causes this financial year (£1,399 million in sales and unclaimed prizes, £109 million in investment returns¹) bringing the total raised since the launch of The National Lottery to over £18.5 billion. The success of London's bid to host the 2012 Olympic and Paralympic Games has been mirrored in ticket sales of dedicated lottery games to support London

2012, including the Go for Gold and Win Gold scratchcards and online Instant Win Games. Camelot has so far raised £16.3 million for the Olympic Lottery Distribution Fund (OLDF), £2.3 million ahead of the £14 million target for the year.

Uzbekistan

Glory Technology will provide 1,000 terminals, computer systems and services to Olympic Lottery, a subsidiary of Uzbekistan's Olympic Committee. Glory will also provide software for scratchcards and lottery games to Olympic Lottery. The value of the deal is seen at \$4 million.

Vietnam

The Vietnamese Ministry of Finance is drafting for consideration an ordinance on lottery and sports betting that would allow a company with reserve capital of at least VND70 billion (US\$4.4 million) to launch a betting service. The betting operation must be run independent of the sports or games activities. ♣

increased earnings per transaction they are now experiencing with this product category."

Place

Given the impulse nature of the instant product, a strong, healthy retail force is essential. Players have got to have places to purchase tickets, and the clerks in those places have to be familiar with and knowledgeable about the products.

One of the biggest changes to the Pennsylvania Lottery in early 2003 was a complete reorganization of staff to support the creation of a new Field Operations division. This early change allowed the Lottery to lay the ground work for important long-term goals with regard to growing its retailer network and improving service to retail partners. By creating a division whose primary responsibilities are servicing and expanding the retail network, the Lottery put heavy emphasis on the merchandising side of operations and allowed employees to focus on more specific tasks and responsibilities.

"We've been able to halt a 16 year decline in our network in terms of points of purchase," said Mahlman. "We now have more than 8,300 retailers servicing our population, and that's significant because four years ago that level was around 7,500."

Early in the plan to improve sales and operations, the Pennsylvania Lottery decided to acquire about 3,000 ITVMs and 1,000 player-activated self-service terminals to increase presence in existing retailers like grocery stores and supermarkets, and to bring Lottery business to non-traditional retailers including taverns, bowling alleys and restaurants.

"Obtaining these vending units was a critical element of our plan," said Mahlman. "So we had to be very creative when issuing procurement requirements, to anticipate budget limitations and financing needs. We acquired the units through careful planning."

Increasing the number of points-of-purchase is very important to the Lottery, but perhaps more important is the on-going and long-term process of placing equipment. "We don't want to just walk in, drop off an ITVM or PAT in a place that looks good and tell the retailer to plug it in and start selling," said Mahlman. "We work hard to identify retailers that will perform well with the equipment, then we work with those retailers to determine the best place within the store to put the equipment. It's a procedure that begins with policy and ends with great equipment in great locations in great retailers."

At the same time it has been growing its retail network, the Pennsylvania Lottery has also been strengthening its existing retail network. In the past two years the Lottery has implemented 60 weeks worth of performance-based incentive programs for retailers, to keep them engaged and excited about Lottery business. The harder retailers sell, the more money they earn. In addition to the performance-based programs, the Lottery uses product-specific incentives for retailers to keep them engaged.

Additionally, the Lottery equipped its District Lottery Representatives (DLRs) with mobile order pads (see "Pennsylvania Lottery: DLR Mobility Project," Public Gaming International Magazine, March 2006, page 8), so that the sales force can interact more knowledgeably, efficiently and effectively with retail partners. "When a DLR walks into a retailer he or she can now personalize conversations to talk about sales, redemptions, new games, prizes of the new games – it's all there in front of them," said Mahlman.

Promotion

The Pennsylvania Lottery's emphasis on consistency has translated into its advertising and marketing efforts as well. Advertising for instant games was shifted to coincide with the launch of new games. Retailers know that new games come at the beginning of each month and that the Lottery will support one or more of those new games with on-air advertising for the first 10 days of the month.

Typically, the Pennsylvania Lottery advertises the higher price point games, as there's more to talk about with a \$5, \$10 or \$20 ticket, and there's more lure with enhanced prize structures at the higher end.

The Lottery doesn't neglect promoting lower price points, however. "We utilize direct mail coupon campaigns in Pennsylvania," said Trees, "and the programs have been extremely successful. Pennsylvania is in its third year of such coupon campaigning, and redemption rates for coupons are at about 10 percent. Again, the Lottery realizes the importance of driving sales at the \$1 and \$2 price points to help average out the overall aggregate prize payout."

Beyond promoting individual games, the Pennsylvania Lottery took an additional and significant step to brand its instant ticket product as a whole. Gus, "the second-most famous groundhog in Pennsylvania," as he is called, has become a widely-know and easily recognizable mascot for instant games in the Commonwealth. "People see this icon and immediately recognize that it's the Lottery and that we're talking about the instant games," said Mahlman. The "Keep on Scratchin'" campaign featuring Gus has succeeded in bringing Pennsylvania instant games to top-of-mind for new, loyal and occasional players." The public's response to this advertising campaign has been overwhelmingly favorable.

The Pennsylvania Lottery also notes the tireless efforts of employees in the area of retailer promotions. Hundreds upon hundreds of local retailer promotions are developed and supported by Lottery staff. These promotions are invaluable when it comes to nurturing retailers partnerships and maintaining strong in-store visibility for Lottery products.

In Conclusion

The Pennsylvania Lottery was ranked at the second-fastest U.S. Lottery with regard to instant sales growth for calendar year 2005, and it has consistently remained in the top three for the past three years. The Pennsylvania Lottery's success continues to be achieved through a plan that focuses on details, setting new standards and raising the bar for performance and operations.

Concentrating on the "Four P's" was key to this success, however Executive Director Ed Mahlman cautions that the success could not have been possible without the involvement of every aspect of the Lottery. "From systems and IT upgrades to a meticulous budgeting process, and from enhanced communication among employees and stakeholders to improvements in distribution and telemarketing – every part of this organization had to be engaged."

The Pennsylvania Lottery's success over the past few years began with strong support from top leaders, it was fostered through careful planning and attention to detail, and the Lottery continues to work relentlessly to continue growing into the future. ♦

who is known as the godfather of go-go, to record the Rolling Cash 5 theme song and star in the commercial, which was shot as a video with Brown performing around the city in front of popular neighborhood attractions. People loved the commercial. Whether they saw it on television, or heard it on the radio, they immediately recognized Brown and the D.C. Lottery's newest game – Rolling Cash 5.

In addition to the paid advertising, DCLB reached nearly 700,000 people via earned media to promote Rolling Cash 5. Chuck Brown interviewed on four different radio stations in January. The interviews varied in length from 4:46 to 11:53 and sometimes Brown was accompanied by the DCLB's Communications Department staff to help promote the game. Two local television stations aired packages on the making of the Rolling Cash 5 commercial featuring Chuck Brown.

"You cannot buy this type of publicity because media outlets simply don't offer spontaneous product endorsements of five to 10 minutes. The earned media we garnered enabled us to stretch our reach, while remaining within our budget," said Kevin Johnson, the D.C. Lottery's Director of Marketing and Communications.

DCLB also increased market awareness through event marketing. The agency promoted the game at the Washington Auto Show, a major event that is held in the District. During the auto show on

January 28 from 2 p.m. - 4 p.m., Chuck Brown was on-site at DCLB's booth autographing magazines and Chuck Brown bobblehead dolls. Players who purchased \$5 or more of Rolling Cash 5 received the bobblehead doll as a free gift. Hundred of fans lined up to spend a moment with Brown and as they waited, they were entertained by the Rolling Cash 5 TV commercial playing on a nearby monitor.

At agent locations, DCLB sales representatives held in-store promotions, where they worked with the agent and terminal operators to push Rolling Cash 5 sales. By working collaboratively and introducing the game to the players, as well as asking for the sale, the sales representatives and agents created a win-win situation for everyone. It was also another avenue in which DCLB was able to increase market awareness without using marketing dollars.

Sales during the soft launch were up 11 percent versus Hot Five sales, and hard launch sales were up 18 percent compared to Hot Five sales. To-date, the agency is forecasting a one year sales gain of 25 percent or more.

"We overcame obstacles to successfully add Rolling Cash 5 to our product mix," said D.C. Lottery Executive Director Jeanette A. Michael. *"In spite of the timing, we were able to implement and execute a strategy that proved to be effective."* ♣

Lottery Promotions on the Internet... continued from page 18

promotions. The Columbus Clippers, Toledo Mud Hens, Dayton Dragons, Akron Aeros, Lake County Captains, Columbus Crew, and the Mahoning Valley Scrappers, are all teaming on certain nights with the Lottery to offer fans a variety of prizes, such as: ceremonial first pitch opportunities, VIP treatment, season tickets, front row seats, autographed baseballs and jerseys, road trips, and more.

Northfield Park Racetrack and the Lottery are offering Pick 3 Trifecta Nights, where the first 3,000 race fans 18 and over will receive one free \$.50 cents Ohio Lottery Pick 3 ticket. If the official result of trifecta races 1-12 matches the number sequence on a visitor's Pick 3 ticket, he/she will win \$50 cash. (No limit on how many times one can win on the actual ticket).

The Track and the Lottery are also teaming up for a Winner's Circle promotion, where in monthly drawings through December 15, 2006, players can submit any non-winning \$2 and higher Ohio Lottery instant tickets or a 3x5 index card with contact information for a chance to receive a gift certificate for: one free parking; two admissions; two live programs; one \$10 betting voucher; and two buffet dinners and two non-alcoholic beverages. All entries are also eligible for the grand prize drawings. First prize is airfare and hotel for three nights for winner and guest to Las Vegas, one entry to the \$1 Million Horseplayer World Series and a tournament package. Second prize is \$200 Ohio Lottery instant tickets. Third prize is a Northfield Park and Ohio Lottery prize package.

Ontario

The Ontario Lottery is using its OLG Home page to promote a November 25 David Foster and Friends Charity Gala at Fallsview Casino Resort. The event, hosted by the 14-time Grammy award winner will feature a spectacular line-up of celebrity performers and entertainers, including a performance by Andrea Bocelli.

The front page of OLG's Lottery site is promoting the "Group Play Party Contest." Ontario group players of Lotto 6/49 or Lotto Super 7 can register online and enter ticket information for a chance to win an instant party for their group – a \$500 value. One party will be awarded each week and will include a one-year LOTTO ADVANCE subscription, merchandise, \$150 in Subway or Pizza Pizza gift certificates, and a few party favors to make each party festive!

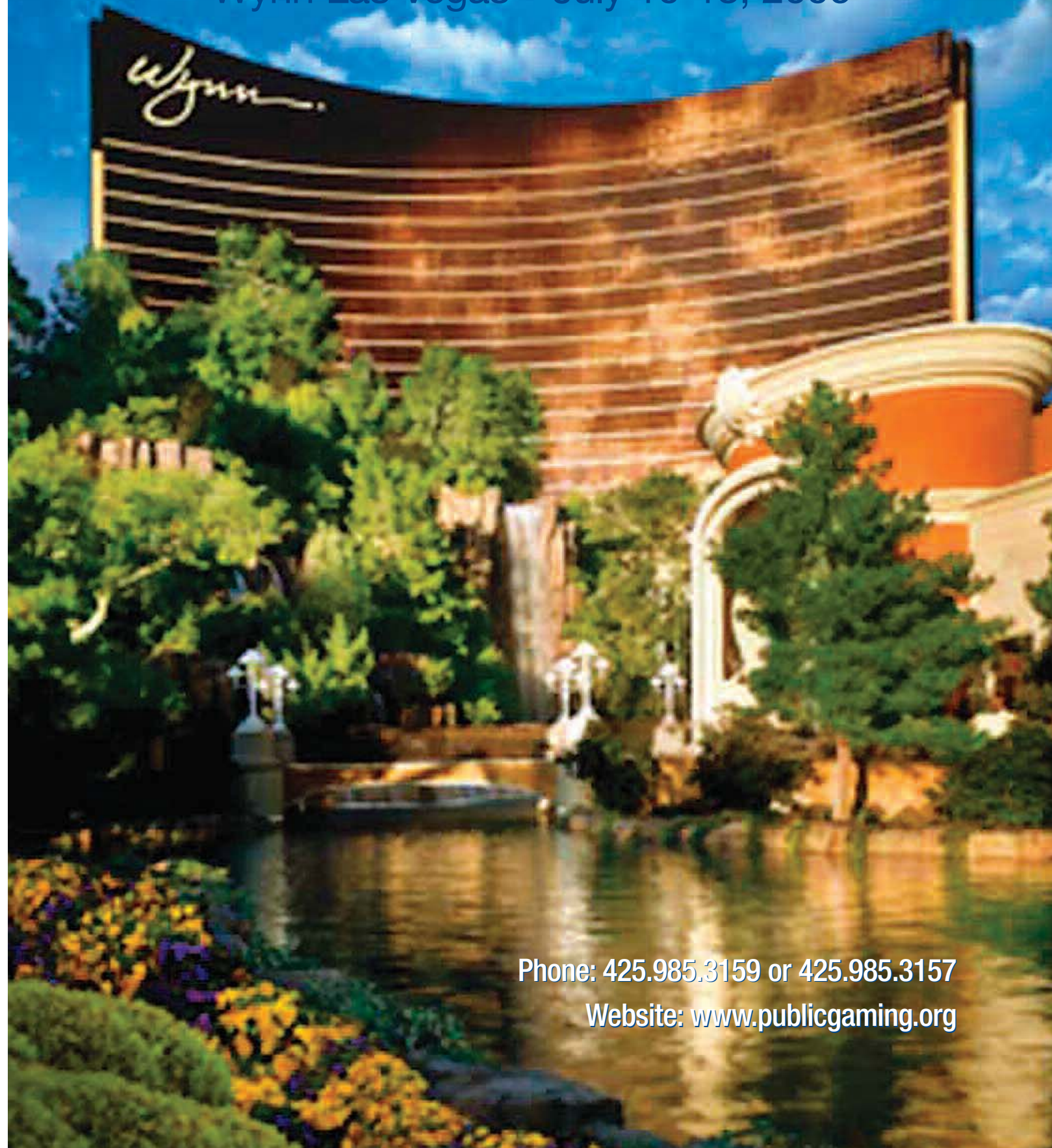
Pennsylvania

The Pennsylvania Lottery is using its website to promote the Pennsylvania Lottery's Golden Opportunities Employee Rewards Program. The promotion states that Governor Edward G. Rendell challenges all Pennsylvania businesses to use Pennsylvania Lottery instant tickets as a way to increase productivity by recognizing and rewarding employees. By participating, businesses can reap the rewards of improved employee motivation and increased productivity, which can ultimately impact the bottom line. In addition, they may find that this program can augment or replace other incentives that they traditionally give, thus also improving the budget.

Washington

With a title stating "These Coupons Could Be Worth Millions," Washington's Lottery's website promoted the fact that the Lottery was sending out coupons in the Shopwise mailer the week of April 24th for a free \$1 & \$2 Scratch game, Lotto and Mega Millions game. The Lottery stressed the fact that these aren't coupons for ten cents off baked beans, and that if people throw them away, they'll always wonder if they tossed away a chance to retire early, live on a private island – maybe even have their own country. The tickets could be redeemed wherever Lottery tickets are sold by June 10, 2006. ♣

Public Gaming Research Institute's
International EXP0/ILAC '06 Congress
Wynn Las Vegas – July 10-13, 2006



Phone: 425.985.3159 or 425.985.3157

Website: www.publicgaming.org

Public Gaming Research Institute's International EXPO/ILAC '06 CONGRESS

Wynn, Las Vegas – July 10-13, 2006

THE 2006 INTERNATIONAL LOTTERY & GAMING EXPO & ILAC CONGRESS IS FOR GOVERNMENT OPERATORS, PRIVATE OPERATORS ON BEHALF OF GOVERNMENT AND SUPPLIERS CHARGED WITH MAXIMIZING REVENUES FOR LOTTERIES, RACINOS AND OTHER GOVERNMENT GAMING ENTERPRISES.

The focus will be on new products, new games and the latest and smartest marketing technologies and innovations for dramatically increasing sales and maximizing profits. Simultaneous translation – English/Spanish.

SCHEDULE & CONFERENCE THEME

NEW PRODUCTS, NEW GAMES, NEW MARKETING IDEAS – *Cutting edge strategies for keeping lottery revenues growing.*

JULY 9 – SUNDAY

8am – Midnight Exhibit Set-up

JULY 10 – MONDAY

8am – 2pm Exhibit Set-up

Noon – 7pm Registration Open

2pm – 3pm Orientation for New Gaming & Lottery Industry Representatives

3pm – 5:30pm GENERAL SESSION I
“Welcome to EXPO/ILAC 2006 & Industry Overview”
SPEAKER: Duane Burke
CEO, Public Gaming Research Institute, Inc.; Publisher, Public Gaming International Magazine; CEO, ILAC de Guatemala S.A.
RECOGNITION OF COUNTRIES & LOTTERIES
Recognizing countries & lotteries represented at EXPO/ILAC 2006
INTRODUCTION OF EXPO/ILAC SPONSORS FOR 2006
KEYNOTE ADDRESS
LOTTERY LEADERS ROUNDTABLE
“Winning Strategies for Long-Term Growth”
A panel discussion featuring many of the lottery & gaming industry's leaders at EXPO/ILAC 2006

5pm – 7:30pm Gold Sponsors' Reception in Exhibit Area

JULY 11 – TUESDAY

8am – 9am Continental Breakfast in Exhibit Area

9am – Noon GENERAL SESSION II
“Keynote Address”

PRESENTATIONS AND PANEL DISCUSSIONS
“New Products, New Games and Marketing Ideas”

Noon – 2:30pm AWARDS LUNCHEON
Award presentations, luncheon & networking in Exhibit Area
• LOTTERY INDUSTRY HALL OF FAME CEREMONY
Inductees to be announced.
• MAJOR PETER J. O'CONNELL LOTTERY LIFETIME ACHIEVEMENT AWARD
For Jim Scroggins, Executive Director, Oklahoma Lottery
• ILAC CONGRESS LOTTERY LEADERSHIP AWARDS
For Latin & Caribbean Lottery Leaders & Executives. Winners to be announced.

2:30pm – 5pm GENERAL SESSION III
PRESENTATIONS AND PANEL DISCUSSIONS
“New Products, New Games and Marketing Ideas”

5pm Evening Open

JULY 12 – WEDNESDAY

8am – 9am Continental Breakfast in Exhibit Area

8am – 2pm Registration Open

9am – 1pm GENERAL SESSION IV

SCHEDULE continued

	<p>"The Best in Online & Instant Games TV Advertising"</p> <p>Examples of effective advertising from many lotteries.</p> <p>PRODUCTS OF THE YEAR COMPETITION Presentations and Judging.</p> <p>Judges for the "Products of the Year" competition are lottery leaders from among the EXPO/ILAC attendees.</p>		<p>company representatives. Advanced and proprietary technologies of these companies to be presented along with proposed applications to the lotteries.</p> <p><i>VIP Technology Tour transportation will depart from the Wynn at 2:30pm and will return by 6pm.</i></p>
1pm – 2pm	<p>PRODUCTS OF THE YEAR AWARDS LUNCHEON</p> <p>Award presentations for companies whose products have been judged, "Products of the Year"</p> <p>Luncheon & Networking in Exhibit Area</p>	6pm	Evening Open
2:30pm – 6pm	VIP TOUR OF GAMING TECHNOLOGY For government & gaming-operations		
JULY 13 – THURSDAY			
		8am – 9am	Continental Breakfast
		9am – 11am	CLOSING SESSION
			<ul style="list-style-type: none"> • CONFERENCE Q&A AND FINAL DISCUSSIONS • OUTSTANDING ACHIEVEMENT AWARDS • TV ADVERTISING AWARDS
		11am	Conference Adjourned ♦

EXPO/ILAC 2006 CONFERENCE REGISTRATION FORM

Name/Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Fees:

- Lottery, Government and Race Track representatives: FREE
- All Spouses: FREE
- Extra representative for Sponsors or Exhibitors: \$795
- Vendors, Suppliers & All Others: \$895

Conference registration includes admission to all meetings, opening night cocktail reception, continental breakfasts and luncheons on conference days.

Registration Payment:

Check one of these forms of acceptable payment: ☐ VISA ☐ Mastercard ☐ American Express

Card Number: _____ Expiration Date: _____

Signature: _____ Date: _____

Name on Card: _____ ☐ Please invoice me.

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