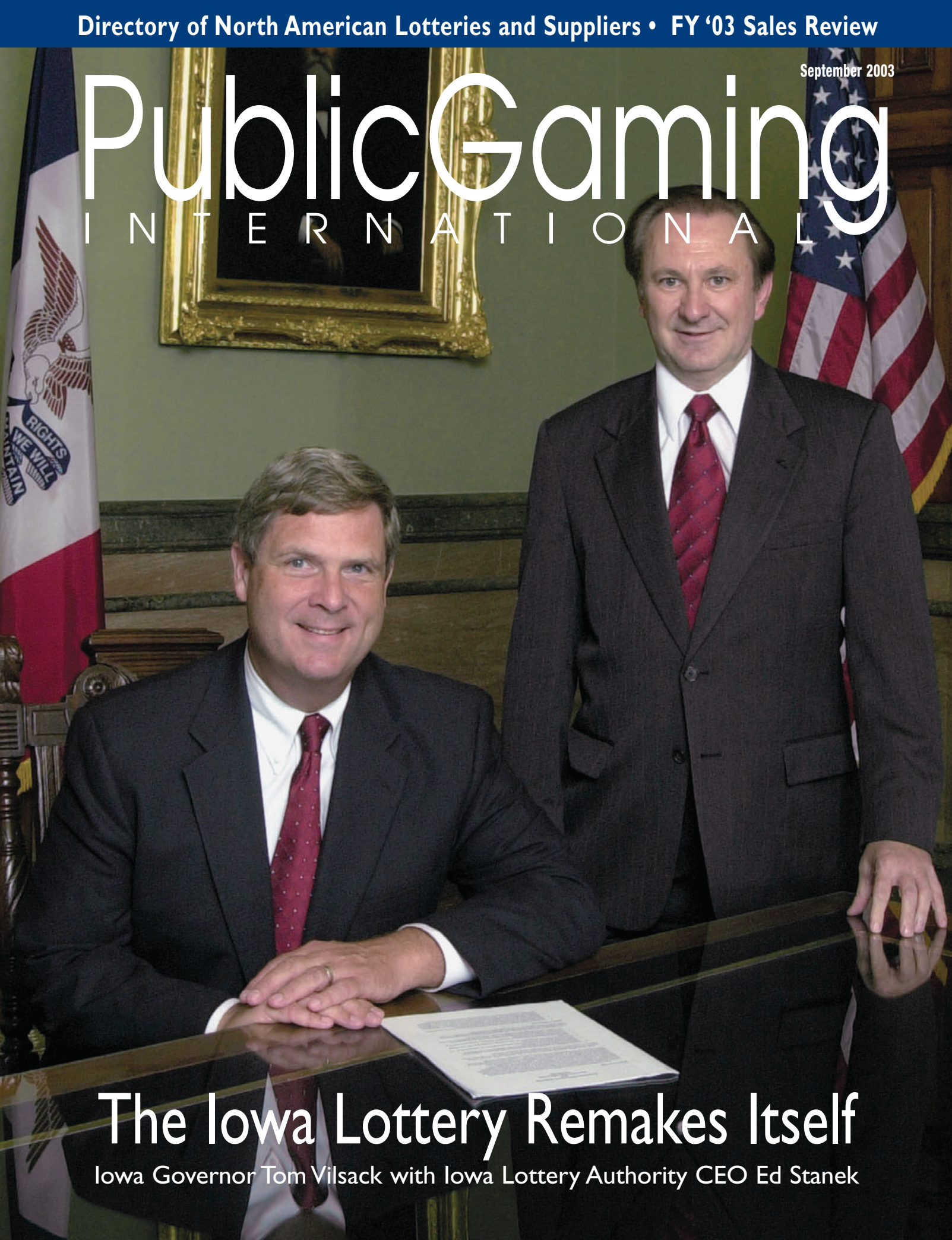


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I N T E R N A T I O N A L

ON THE COVER:

Iowa Gov. Tom Vilsack (*seated*) and Iowa Lottery Authority CEO Ed Stanek.

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Imagine, if you would, a meeting taking place between Dieter Zetsche, Richard Wagoner, Yoshima Inaba, Carlos Ghosn and Bill Ford. (For anyone not working in the automotive industry, this list represents the CEOs of Daimler Chrysler, General Motors, Toyota of North America, Nissan and the Ford Motor Company respectively.) Add to this group each company's directors of marketing, I.T., finance and accounting, human resource management, legal and government affairs, manufacturing and operations.

Now take this giant group of industry experts and bring them together under one roof for a frank and open discussion of industry best practices. Have them share ideas for future projects, case histories of company successes and failures, technology applications, business trends, management concepts, legal challenges and anything else that could lead to greater efficiency and profits for their companies.

Far-fetched? Sure, if it's the automotive industry. But today I'm writing about the North American Lottery Industry.

You see, that's exactly what's happening in September, when members of the North American Association of State and Provincial Lotteries (NASPL) get together in New Orleans to share information that will enhance industry knowledge and further the goals and objectives of each member organization.

NASPL's Education and Training Committee has done yeoman's work in getting ready for New Orleans, because we all face challenges that continue to grow with the passing of time. New product development, business trends, standards and best practice, new technologies on the horizon, security issues, public relations, marketing, government regulation, responsible play and employee training are all topics that each of us have been called upon to address at one time or another.

What's unique about this industry is the opportunity for success that comes when one organization works as a mentor to another. We shorten the learning curve by focusing on implementing empirical solutions to challenges rather than moving blindly in one direction or another.

To illustrate, on Friday, May 9 of this year, legislation was signed authorizing the sale of Powerball tickets throughout Vermont, effective July 1, 2003. All of us at the Vermont Lottery were facing a serious challenge to deliver a game that would generate higher profits for the Vermont Education Fund. But we weren't alone. Thanks to helpful counsel and advice from our neighbors in

New Hampshire, as well as fellow NASPL members in Colorado, Pennsylvania, and South Carolina, the Vermont Lottery succeeded in bringing the multi-state game to Vermont in record time. Our sales per caps are in line with projections and we're optimistic about reaching or exceeding our FY'04 sales objectives.

Could that have been achieved without the help of our NASPL associates? Perhaps. But I personally feel much better knowing that a network of industry professionals is out there providing answers that can only be gleaned from first-hand experience.

That kind of cooperation is at the heart of the NASPL '03 Educational Program. You're invited to attend any or all of our breakout sessions dealing exclusively with issues that directly impact revenues. Learn from case studies about such issues as game-specific or brand advertising, instant products and vendor roundtable discussions. Other hot topics include responsible gambling advertising, security within the industry and Business Intelligence Web-based Systems.

There will be over thirty hours of educational sessions for delegates, plus the largest trade show ever assembled for lottery professionals. These vendors enhance each delegate's opportunity to share ideas and learn from the best in the industry.

Oh, and did I mention this takes place in New Orleans? Enough said.

The NASPL '03 Education Program is our assurance of a brighter tomorrow for lottery professionals throughout North America.

Kind of makes you want to bottle the idea and send it to our friends in the automotive business, doesn't it?

Alan Yandow
NASPL First Vice-President

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Linda Melone Joins IGT-OES

IGT OnLine Entertainment Systems, Inc. announced that Linda Melone has been appointed Customer Marketing Manager. In her new role, Ms. Melone will be responsible for working with customers and introducing them to new game concepts, as well as helping them to develop product launch strategies and promotions.

"Ms. Melone has had extensive experience in the lottery industry and has demonstrated her ability to deliver strong results for her former employer, The New Jersey State Lottery," said Christer Roman, President of the IGT Lottery Group. "In addition to her unique expertise in marketing, Ms. Melone brings to IGT OES a strong background in product development and management. I am confident that she will be a tremendous asset to our company."

Prior to joining IGT OES, Ms. Melone spent 34 years with the New Jersey State Lottery in many capacities, most recently holding the position of Deputy Director of Marketing and Sales where she developed the sales, advertising and promotional strategies that resulted in record revenues to the state.

SGI to Distribute EGC

Electronic Game Card Inc, (EGC) the creator of digital pocket gaming cards, is moving ahead with a \$2 million first round funding having entered into an exclusive five year worldwide distribution agreement with Scientific Games. The announcement follows the news that The Las Vegas Hilton, part of the Park Investment Group of Casinos has been the first to successfully utilize an EGC 'slots machine-styled game card in a casino sales promotion.

Smartplay Expands Client Base in India

Smartplay has provided its Revolution model for the late August launch of Sunshine India Lottery. Modi Enterprises through its subsidiary, MWC Market Services Ltd. plans to distinguish the lottery with games and drawing equipment, entirely new to the Indian market.

Important Changes Within OGT Senior Management

Etienne Couelle, President and CEO of Oberthur Gaming Technologies announced that Kathy Matson is resigning from her current position as Senior VP of U.S. Sales and Marketing to spend more time with her family. OGT has signed an exclusive consulting agreement with Ms. Matson to continue to provide the company with strategic marketing and sales support for OGT's worldwide clients.

Effective September 2, 2003, Ms. Matson will be replaced by John Connelly, who is promoted to Senior VP of U.S. Sales and Marketing. Mr. Connelly, who joined OGT in early 2001 as Corporate VP of Strategic Development, brings an extensive expertise in the lottery industry, having previously worked with GTECH, AWI and Oasis.

Mr. André Nadeau, who joined OGT on June 2nd as Corporate Senior VP of Marketing, takes over the Strategic Development efforts in addition to his primary role, which consists in establishing the company's global marketing strategy and overseeing marketing support to customers worldwide. As Corporate Senior VP Marketing and Strategic Development, Mr. Nadeau will oversee

the overall activities related to the development of new high-tech products and services, which include logistics (warehousing and distribution), e-gaming, m-gaming and validation systems.

Arizona, Texas Choose Interlott

Interlott has been chosen to bid to supply new ITVMs to the Arizona Lottery. The Lottery currently uses more than 300 Interlott 12-bin TTS models. Interlott will replace these machines with its newest model EDS -Q ITVMs. Installation of the new ITVMs should begin in October.

Interlott has also been named the "Apparent Successful Proposer" to supply ITVMs to the Texas Lottery. The Texas Lottery Commission will lease the new ITVMs to upgrade and replace its existing ITVM network of Interlott machines. Specifics of the deal, including the number and type of ITVMs, timing and delivery, will be negotiated at a later date.

Rhode Island Signs CGI

Creative Games has been awarded a three year contract to produce instant lottery tickets for the Rhode Island Lottery. During the six years since CGI began producing instant tickets for the Rhode Island Lottery, over 100 different games have been designed and produced.

The Force is Strong with IGT – Several Rights Acquired

The Force was strong with IGT in August. The Company was granted the licensing rights to several well known brands. IGT signed a contract with Lucasfilm Ltd. that will allow the company to create a gaming machine based on the Star Wars movie series. The Star Wars gaming machine will be developed as a MegaJackpots™ progressive system game on IGT's AVP™ (Advanced Video Platform). The machines boast enough computing power to produce vibrant 3D-like video and theater-style audio.

IGT was also granted licensing rights to develop a gaming machine based on the popular Dilbert™ comic strip. The agreement gives IGT access to all of the Dilbert™ characters created by cartoonist Scott Adams.

Finally, the company received licensing rights to two of the Sixties' most memorable game shows – The Dating Game™ and The Newlywed Game™. IGT will draw from the wealth of classic audio and video available for both shows to create new gaming machines

WCLC, Israel sign Pollard

Pollard Banknote has been awarded a new contract to print instant lottery tickets for Western Canada Lottery Corporation. The contract is for a five-year period beginning April 29, 2003. Pollard Banknote has been the supplier of scratch-off tickets to the WCLC since 1985.

Pollard was also named the sole supplier of instant lottery tickets to Mifal Hapais, the National Lottery of Israel. The initial contract term is for two years, with three one-year renewal options.

7-Eleven, GTECH Launch Online Lottery Sales

7-Eleven announced an agreement with GTECH to add lottery sales capabilities to the chain's Vcom electronic commerce kiosks in selected 7-Eleven stores throughout the United States. GTECH has contracts with 25 U.S. lotteries and is expected to provide self-serve lottery access on Vcom in many states where 7-Eleven is deploying its kiosks. ■

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Around the World

Bulgaria

The Bulgaria Finance Ministry recently stated that they are looking to have an outside company manage the state's Lottery. Companies that are interested will need to have their proposals in by September 8. Bulgarian as well as foreign companies are allowed to participate, but all bidders should have a registered capital of at least US\$15 million and a minimum turnover of US\$10 million in each of the last five years, excluding any incomes from casinos. Companies should also be registered outside offshore zones.

Starting in January 2004, Bulgarian Lottery customers will be able to play the lottery on Wincor Nixdorf kiosk systems at 300 Petrol AG service stations in the country. To enable this, the newly-developed lottery scanner Xiscan has been built into the Certo kiosk system. In addition to the 300 Certo kiosk systems, Petrol AG ordered 200 BEETLE/M POS systems complete with fiscal printers and dual screens. Petrol had already installed 15 Certo kiosk systems in its service stations.

Czech Republic

The Ministry of Finance of the Czech Republic has authorized SAZKA to operate VLTs. The Lottery has been making preparations for such an authorization since mid-2002.

Cyprus

Creative Games has been awarded a two-year contract to produce instant lottery tickets for the Cyprus Government Lottery. The two-year contract calls for approximately 94 million tickets of various sizes and price points.

El Salvador

Oberthur has been chosen by the Loteria Nacional de Beneficencia de El Salvador (National Lottery of El Salvador), through OGT's local representatives Nixon, S.A. de C.V., for the supply of the Lottery's instant lottery tickets. The contract is for a total of twelve million tickets.

France

Access Gaming Systems Europe and La Française des Jeux have signed a new 5-year contract. LFDJ will continue to use AGS's 'ACES' system supplied under the initial contract in 2000, prior to migrating to AGS's new leading-edge interactive gaming product, Xenia, released in April 2003. LFDJ currently uses AGS's technology to offer Instant games and Soccer Betting via the internet. In the coming phase, this offer will expand to include Draw games as well as augmenting the distribution channel to include Interactive TV alongside internet.

Ghana

Ghana's Department of National Lotteries (DNL) launched a new national lotto game called "Mid-Week Lotto." The game will be drawn every Wednesday at 10:00 am. Price points for the tickets are ¢1,000, ¢2,000 and ¢5,000, and will be issued in the same way as the weekly lotto game. Prizes will also operate on the same format as the weekly game, and will be available on the Thursday following the draw.

Ireland

An Post National Lottery has invited requests for information on offering games via mobile phone, digital television, and the

internet. The Lottery is moving cautiously in this new direction, wanting to be certain the new media will fit the Irish market.

Israel

The subscribers program of the National Lottery is launching a campaign in which over a period of one month, September 2003, ninety cars will be won in five weekly draws over a five week period. In each draw – 18 cars will be given away. The cars are French Citroen C3, each worth 90,000 NIS. In this campaign the odds of winning a car is 1:6000.

Mifal Hapais launched an experimental pilot site, presenting an Israeli trial version of the Australian monitor game TRACK-SIDE™. The game is a fixed odds virtual horse race displayed on television screens and is operated in Israel on a separate, closed-circuit stand-alone system in a specially constructed coffee shop at the Mifal Hapayis building in Tel Aviv.

Poland

Poland's Ministry of Treasury is proposing to merge Poland's two lottery companies, the Polish Lottery Monopoly and Totalizator Sportowy.

South Africa

The South African National Gambling Board conducted a survey indicating a .6% growth in household expenditures on gambling, up to 1.9%. The rise has caused a revenue growth of 46% for the Lottery. The survey also indicated that more than 70% of the population has participated in the lottery.

Taiwan

The Taipei Bank has launched two new scratch-off lottery tickets: Homerun and Magician, featuring jackpots of between NT\$300,000 and NT\$800,000. Baseball fans will be treated to an enticing promotion, giving viewers of the Chinese Professional Baseball League on the Videoland Sports Channel a chance to win 10 Homerun tickets whenever a home run is hit. A total of 20 winners will be chosen from among those who call within 10 minutes of homeruns being hit.

Thailand

Thailand's Government Lottery Office is celebrating a fairly successful launch of its new two- and three-digit lotteries. The game sold Bt 1 billion for its first drawing, pulling a 30% share from the underground lottery that it is trying to snuff out. Unfortunately, the launch also cannibalized traditional ticket sales.

Trinidad and Tobago

GTECH signed a contract with The National Lotteries Control Board and The Betting Levy Board (NLCB/BLB) to provide a complete video lottery solution, including a central system, VLTs, and communications network, in Trinidad and Tobago. The term of the contract is for five years, and includes a two-year extension option.

UK

Camelot's Lotto promotion with Bold washing powder (Procter & Gamble) has produced record sales, and the Lottery has dubbed it the most successful third-party lottery promotion to date. So far, 28% of the vouchers issued have been redeemed – more than one million total – and more than 20,000 winners have won in excess of £375,000 in prizes. ■

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The Iowa Lottery

Remakes Itself Into a Corporate-Model Lottery

By Mary Neubauer, Vice President, External Relations Iowa Lottery



The Iowa Lottery answered a challenge from Iowa's governor for state agencies to find greater efficiencies by pushing through a law remaking itself into a corporate business enterprise.

While many of the newest U.S. lotteries have been formed as corporate-model entities, Iowa joins only Connecticut in converting an existing state-agency model into a business-model lottery. Iowa's move could mark the beginning of a trend; if it finds success, other lotteries may follow suit.

The Iowa reinvention push culminated in late May, when Iowa Gov. Tom Vilsack signed into law legislation eliminating the Iowa Lottery Division of the Iowa Department of Revenue and Finance as of July 1 and replacing it with the Iowa Lottery Authority, a public enterprise based on a business model.

"We are a business and by approving this legislation, the Iowa Legislature and governor have demonstrated their confidence in our ability to use greater flexibility in day-to-day business decisions to produce greater profits for the benefit of Iowans," said Dr. Ed Stanek, the Iowa Lottery commissioner who has become chief executive officer of the Iowa Lottery Authority.



Ed Stanek

When the 2003 session of the Iowa Legislature opened in January, Iowa, along with the rest of the country, faced a sluggish economy and faltering revenues. As he worked to produce a state budget that would continue his focus on education, health care

and the environment, Gov. Vilsack issued a challenge to state agencies: consider remaking themselves into entities that, in exchange for greater freedoms from some governmental processes, would achieve budget savings or produce greater revenues for state coffers.

Stanek and other leaders at the Iowa Lottery poured over the governor's proposal, wondering if his plan would enable the lottery to produce the additional revenues the state dearly needed. However, the lottery already had two of the biggest freedoms offered by the governor — independent purchasing authority and an independent information-technology system and staff.

Stanek believed another approach could fit: that of the corporate-model lottery.

"The Canadian lotteries were created on the corporate model as government entities designed to function as the business enterprises they really are rather than as bureaucratic agencies," Stanek said. "Beginning in 1989 with the formation of the Kentucky Lottery Corporation, all but one of the new lotteries in the United States also have adopted the corporate model.

"We believed that if we could win approval of plans to move from a bureaucratic agency to a business enterprise, it could provide us with the new tools we would need to improve performance and increase lottery revenues."

As part of an earlier strategic-planning initiative, the lottery began work on a performance plan that could provide the founda-

tion for a business structure. The lottery's plan was crafted as part of the Accountable Government Act (AGA), an initiative undertaken in 2002 by the Vilsack administration to improve state government performance.

Under the AGA, Stanek negotiated a performance agreement with the governor establishing goals for the lottery and committing the governor's support for those goals. The lottery's performance plan identifies sales, distribution and resource management as its core functions and measures the lottery's effectiveness by the revenues it transfers to the state. The performance agreement sets as a goal \$50 million in lottery revenues to the state during fiscal year 2004.

Stanek believed that the AGA's goal of improved performance along with the roadmap the lottery had established in its performance plan led naturally to a corporate-model lottery. After making his case to the governor, he gained support from the administration to pursue the idea.

"The goal of both the Accountable Government Act and the corporate-model lottery is improved efficiency and effectiveness," Stanek said. "That was our vision from the beginning."

The Push Begins

As state budget negotiations intensified in the spring at the Iowa Capitol, lottery officials met with key legislators and began advancing a proposal to remake the Iowa Lottery. As in New Mexico, where Constitutional issues require the lottery to be designated as an "authority" rather than as a corporation, the corporate-model lottery in Iowa was proposed as an authority.

The proposal ultimately signed into law provides some key phrases in its statement of purpose and intent for the Iowa Lottery Authority. In the legislation, the Iowa General Assembly declares that: "the state should create a public instrumentality of the state in the form of a nonprofit authority known as the Iowa Lottery Authority with comprehensive and extensive powers to operate a state lottery in an entrepreneurial and businesslike manner."

Another section of the bill states that: "lottery games shall be operated and managed in a manner that provides continuing entertainment to the public, maximizes revenues and ensures that the lottery is operated with integrity and dignity and free from political influence."

Gov. Vilsack said he believes that the changes at the Lottery Authority, coupled with major reorganization efforts in state departments, will dramatically improve efficiency in services to Iowans.

"We should be very proud of our state. As many other states grapple with the 'now' of existing budget deficits and raising taxes and huge cuts in essential services, our state has a balanced budget," he said. "We've maintained our values and we're now in a position to move aggressively forward into the future."

Deciding On A Name

As Iowa Lottery leaders investigated the corporate model, the question arose as to what specifically to call the new entity: a corporation or an authority. Iowa's Constitution prohibits the state

from owning stock in a corporation and an extensive review of Iowa law would have been required to determine whether the term "corporation," even in a non-profit sense, could have been used. With time dwindling in the legislative session, Iowa Lottery leaders opted to call the new structure an authority.

Under the Iowa Lottery Authority legislation, Stanek transitioned to the Authority under the new title of chief executive officer and serves out a term ending in 2008. Lottery Authority CEOs will continue to be appointed by and have their compensation determined by the governor and will be confirmed by the Senate. However, the CEO's term will not coincide with governor's election cycles. And, the CEO may be removed from office by the governor only for malfeasance or "for any cause that renders the CEO ineligible, incapable or unfit to discharge the duties of the office."

"The lottery business is not regulatory in nature. The CEO changes are an attempt to partially depoliticize the administration of the business, as has been done in other states," Stanek said.

The five-member board of the Iowa Lottery transitioned to the new Authority and members serve out current terms. Members of the Authority Board of Directors will continue to be appointed by the governor and confirmed by the Senate and no more than three shall be of the same party. At least one member of the board must currently be or have been a law enforcement officer, another must be an attorney who has been admitted to practice law in Iowa, another must be a certified public accountant and another must have expertise in marketing. In addition, the treasurer of state also has become an ex officio, nonvoting member of the board.

Board members continue to be paid a \$50 per diem on days they perform board duties and are reimbursed for expenses.

Tim Clausen, a Sioux City attorney who serves as board chairman, applauded the change.

"I believe there is great potential in applying a business approach to the lottery," Clausen said. "The new legislation should allow lottery officials and board members to more effectively address time-sensitive issues and improve performance."

Budgeting Change

The Iowa Lottery Authority will continue to come under legislative review but will not be subject to expense appropriations from the Legislature. Instead, the Lottery Authority Board of Directors has been given more oversight responsibility and will approve or alter the authority's budget. The change is designed to depoliticize the financial process and allow the people closest to that process to make best business-practice decisions.



Mark Ryan, manager of the Iowa Lottery's Des Moines regional office, loads instant-scratch tickets into a vending machine at a Des Moines supermarket. Iowa Lottery leaders believe that the new flexibility provided by legislation creating the Iowa Lottery Authority will allow lottery products to be moved to market more quickly, improving performance.

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Stanek believes the budgeting change could have one of the biggest effects on the lottery's productivity. While it routinely takes six months to a year to program and market a new lottery game, the lottery in the past could not always respond to market opportunities until it was confident that its appropriation and employee allocation from the Legislature would allow action, he said.

"Sometimes the constraints of our old bureaucratic structure made it difficult to operate like a business and rise to our potential," Stanek said. "Our new structure gives us greater flexibility and speed in deciding and implementing day-to-day decisions."

The new law eliminates the process of classifying some lottery proceeds as sales tax revenue. The change is revenue-neutral to the state budget, as all lottery proceeds will now be classified as general lottery revenues. For the Authority, the change eliminates the unnecessary and often confusing process of separating its revenues into two income streams to the state, only to have both deposited in the same fund.

Iowa Lottery personnel transitioned to the new authority and continue as public employees. However, the Authority CEO may designate particular employees as key personnel who will be exempt from the state merit system. With the board's approval, the CEO will employ, classify and fix compensation of key personnel, a process designed to allow custom-tailored job descriptions and better flexibility, speed and control in the hiring process for those positions.

The Authority has new powers to acquire real estate, incur debt and enter into financing agreements. If the lottery had had those powers in its beginning, it would have been able to purchase facilities and transfer additional revenues to the state rather than pay rent. And, with the new borrowing power, should the Authority ever encounter a disaster requiring an immediate purchase, such as replacement computer equipment, it will be able to make the necessary purchases immediately and stay in business.

While the Authority legislation continues a limit on advertising, the new language has narrowed the limit's focus. The Iowa Lottery was limited to 4 percent of lottery revenues for marketing, educational and informational materials, but the Authority's 4-percent limit applies only to advertising production and media purchases.

There was no substantive change in Iowa Code regarding competitive bidding, retailer licensing provisions, prizes and law enforcement investigations. The Authority continues to be represented by the Iowa attorney general's office, but has the option to use other counsel. The Authority, for example, uses outside counsel for trademark and patent law work.

The Authority's records continue to be governed by Iowa Code for



Joe Hrdlicka, Iowa Lottery vice president of marketing, and Larry Loss, the lottery's vice president of sales, review pull-tab plays from a monitor vending machine, a new product being test-marketed by the Iowa Lottery Authority.

open records purposes, but the new law specifies that certain records are exempt in whole or in part from release for business and security reasons. In the past, legal arguments could have been made that passwords, vault combinations and computer source codes might have been subject to public information requests. The new Code section exempts Authority marketing research as is the practice for other gaming outlets in Iowa.

Stanek believes the changes amount to a consolidation of authority, with much of the decision-making that once was left to other state agencies

now given to the Authority CEO and some of the Legislature's autonomy now given to the Authority Board of Directors.

Cindy Eisenhauer, director of the Iowa Department of Management, praises the new approach to the state's lottery.

"The lottery's track record of integrity and sound business decisions has convinced the governor and Legislature to focus on results and give the lottery the freedom to manage for results," she said. "It's a refreshing approach to public service accountability and allows tax dollars to be diverted from needless costly micromanagement to the priorities of Iowans."



Cindy Eisenhauer

Transitioning, Looking To The Future

With Iowa's recent change, eight U.S. states now have corporate-model lotteries and another could be on the way. In Oklahoma, the Legislature has approved language utilizing the model, but designating the lottery as a commission. The Oklahoma language will be submitted to the voters in a constitutional referendum.

Transitions at the Iowa Lottery Authority today are taking place behind the scenes, but from retailers' and players' perspectives, the lottery's business continues as usual. Licensing and day-to-day business decisions remain the same, although innovative new product introductions are in the near future.

Stanek understands that much is riding on the new law.

"This is an exciting opportunity, but it comes with responsibility to respond to the Legislature and governor's faith in our new operation," he said. "Our solid record has earned their trust, but we are being closely scrutinized to see if we truly can do a better job with fewer constraints. If it works for us, it may mean more reinvention not only in Iowa government but the lottery industry as a whole. ■"

British Columbia Lottery

Named Marketer of the Year

The BC Chapter of the American Marketing Association (BCAMA) has awarded the 2003 title of Marketer of the Year to the British Columbia Lottery Corporation and will honor the winner at the 32nd annual Marketer of the Year Award Dinner at the Westin Bayshore on September 24th. The MOY Award is one of BC's most prestigious marketing awards and is the highest award given by the BCAMA.

The win was more than a matter of luck for BCLC however, as they spent the last eighteen months redeveloping their entire marketing plan to ensure that every arm of the lottery worked together to support the corporate goals.

'BCLC's marketing story demonstrated strategic thinking, organizational strength, effective execution and obvious market success,' says Janet Andersen, BCAMA Chapter President. 'They took big risks, but were smart about how they deployed their resources. Perhaps that's the biggest lesson this year's winner is able to impart to the rest of the business community.'

The Crown Corporation faced a soft economy, an influx of legal and illegal gaming choices, more brands to market than ever before and less to spend per brand than it had 10 years before. So, working with its advertising agency, TBWA, BCLC used a process called Disruption, to unlock revolutionary ideas by first discovering, then challenging, long-held conventional thinking within the industry and the organization. From idea to delivery, the process changed not only BCLC's marketing thinking, but also the way the whole organization does business.

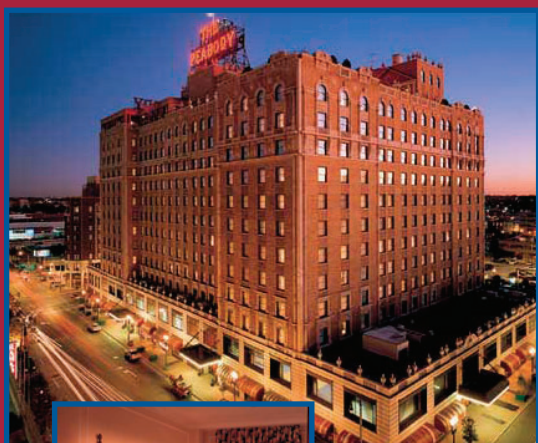
For BCLC, the process revealed the need for both a major change in development of brand awareness and the need to use distribution channels and media vehicles more strategically to influence the behavior of consumers.

BCLC proactively implemented a Portfolio Management Strategy where they could focus and prioritize individual strategies for all their brands. They developed strong marketing that pushed their 'conventions', and 'fast tracked' the execution of product placement. Lotto Super7, for example, used Ivana Trump to promote their 'Lotto Super 7 Shopping Channel' where peeing gnomes were available to the 'super-rich'. The result was increased BCLC brand recognition as well as enormous coffee room buzz.

'To achieve what we did last year, we had to have the courage to take risks and we needed to make some hard decisions,' says Jim Lightbody, BCLC Vice President of Lottery Gaming. 'We also needed to free our people, who are passionate about what they do, to create great work. And, we're not done yet.'

Their hard work is paying off, as BCLC has recently won numerous marketing and advertising awards, including gold at the Lotus and the Bessies, making the short list at Cannes and now BCAMA's Marketer of the Year Award for 2003.

On September 24th, at the Westin Bayshore, BCAMA will pay tribute to the marketing innovation of the BC Lottery Corp with an evening of entertainment, education and insight, provided by this year's winning marketer. The event theme, 'Come Out And Play', will highlight BC Lotteries' serious side of marketing fun and frivolity to lotto world customers - an evening not to be missed. ■



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INTRALOT Debuts in Nebraska

In the October 2002 issue of Public Gaming International, an article announced that Intralot's Coronis and Atris lottery terminals would be appearing "live and in person" at the NASPL '02 meeting, marking the official debut of Intralot, Inc. (USA).



Nebraska Lottery Director,
James E. Quinn

Now, following some nine months of aggressive and competitive participation in various U.S. lottery procurements, Intralot's highly-regarded LOTOS™ system and its Coronis terminals will be installed as a part of the On-line Gaming System and equipment to be provided to the Nebraska Lottery.

In announcing the award of contract last month, Nebraska Lottery Director, James E. Quinn said, "The selection of Intralot fits the mission of the Nebraska Lottery to offer winning opportunities to Nebraska citizens

while maximizing returns for Nebraska education and environmental causes. I am very excited about the opportunity that Intralot brings to the Nebraska Lottery. Their proposal included a very sound and complete marketing plan along with many additional benefits."

Intralot, Inc., founded by Intralot S.A., is a member of the Intracom Group, one of Europe's largest telecommunications, electronics and information technology companies. In its efforts to penetrate the U.S. lottery market, Intralot utilized its extensive experience and knowledge regarding the domestic marketplace, and proposed technologically-advanced and proven hardware, software and related equipment, backed by its commitment to provide the highest quality products and services at the most competitive price.

In acknowledging the contract award by the Nebraska Lottery, Tom Little, President and CEO of Intralot, Inc., stated that, "We are excited to have been selected by the Nebraska Lottery, and are appreciative of the confidence they have expressed in our company. We are anxious to fulfill our commitment to the Lottery in establishing it as one of the most modern and advanced lottery installations in the world."

Intralot offered the Lottery significant additional benefits that are designed to increase sales consistently over the term of the contract. One of these benefits was the opportunity to expand the retailer network by some 25%, by providing a full-function, state-of-the-art terminal for 1,500 retailers (300 more than required). This enables all retailers to sell all lottery products. It may also eliminate the use of dial-up connectivity and multiple terminal types in the field and provides the Lottery with increased functionality, streamlined software testing and implementation, and provides a basis for increased revenue for the state.

Jim Quinn, Director of the Nebraska Lottery stated, "We are

thrilled about the opportunities Intralot offers the Nebraska Lottery. The fact that Intralot is committed to making Nebraska a showcase for their U.S. operations is exciting. We look forward to working with Intralot to make this the most modern and advanced lottery in the U.S. and are confident that will happen."

In presenting its Marketing Plan to the Lottery, Intralot proposed introducing an exciting new on-line game into the Lottery's product mix, in addition to making specific commitments designed to add significant value to the Nebraska Lottery's marketing efforts. The Plan addressed detailed recommendations for programs and promotions, and provided for substantial support in the development and implementation of marketing and sales programs.

In evaluating the Intralot proposal, the Nebraska Lottery Business Advisory Committee noted that "Intralot's thought and details on their suggested promotions were very good and they provided 'outside the box' ideas."

Intralot's contract with the Nebraska Lottery as the new on-line lottery gaming system provider commences on July 1, 2004 and will last seven years with one two-year extension option. However, according to Tom Little "The clock starts ticking now. We will be installing a state-of-the-art system and facility in Nebraska that will provide the Lottery with a world-class system and services. The Nebraska operation will become a showcase as the best lottery system available in North America." Quinn agreed, "Intralot has provided more choices and certainly more competitive pricing for the Nebraska Lottery and the Lottery industry as a whole. The proposal that we received from Intralot was certainly one we could not turn away." Quinn added, "Over the last several weeks of working with the key people at Intralot, I feel that they have made a total commitment to make this opportunity a success. With Intralot I am sure the Nebraska lottery will continue to be a successful and profitable lottery. Intralot has brought on some very strong professional and dedicated people to help them build their business."

For years the U.S. lotteries have expressed a desire for more vendors from which to choose so that their choices would be expanded and costs would be competitive - and it looks like Intralot has answered their call as that new lottery vendor, offering innovative and fresh ideas at cost-effective prices. ■



President and CEO of Intralot,
Inc., Tom Little

FY '03 Sales Review

U.S. and Canadian Lottery sales rocketed to an all-time high in Fiscal Year 2003, breaking the \$53 billion barrier, an increase of more than seven-percent (See details on pages 14 and 15).

While it is unrealistic to rank one lottery against another in terms of revenue generation (too many uncontrollable variables – population, different regulations, etc.) many still find it interesting to see who topped out statistical categories. We'll list a few categories, but if you want to dig deeper, you'll have to do some of the work yourself.

Overall Sales

The New York Lottery took top honors for total revenue (\$5.4 billion), and Massachusetts raised the second highest total (\$4.2 billion). In its second year, the SCEL added several games and saw its revenue total grow by nearly 116%. West Virginia, benefiting from a large VLT expansion, saw its overall sales grow by more than 50%.

Meanwhile, two VLT lotteries, Rhode Island and South Dakota, had the largest per capita sales (RI: \$1,173.27; SD: \$808.63), while Massachusetts, without the advent of VLTs, managed to garner \$656.88 per capita.

Of course, the whole reason behind lotteries is to bring money to the jurisdictions. Not all Lotteries were in a position to report these figures, but among those that did, more than 29% of the money was returned to the jurisdiction. New York was again tops in this category, returning more than \$1.8 billion to the state, while Florida had the second highest return – more than \$1.035 billion (36% of overall sales). Oregon had the highest percentage of return (45.37% reported), the ALC was the second highest at 38.42%, and Pennsylvania was third highest at 36.93%.

By Game

Once again, **Instant** ticket sales generated the most revenue, representing more than 42% of all lottery sales (from lotteries that were able to report their sales figures for individual games). Massachusetts had the highest Instant sales, nearly \$2.9 billion; while Florida saw its Instant sales jump more than 42%, eclipsing the \$1 billion barrier.

Lotto sales saw a big drop this year – more than 15% among reporting lotteries. The drop was likely due to several lotteries joining multi-jurisdiction games (multi-jurisdiction games rose by nearly 25%). Still, several lotteries did very well with Lotto sales; most notably, California (more than \$1.1 billion in sales) and Delaware (a 32.5% rise in Lotto sales).

Video Lottery was a big winner, as sales rose nearly 13%, shattering the \$5 billion barrier. The West Virginia Lottery saw sales of just over \$1.08 billion, while Loto-Quebec sales were just under \$1.08 billion.

There were slight dips in **numbers** games for FY03, but several lotteries still put up impressive figures. The SCEL completed its first full year in some of its numbers games, seeing rises of 256% (Pick 3) and 1,728% (Pick 5). New Mexico Pick 3 sales rose nearly 27% as the game sold just under \$2 million; Kentucky Pick 4 sales rose more than 24%, reaching \$37 million, Nebraska's Pick 5 sales jumped 44% up to \$8.5 million, and Wisconsin's Pick 5 changes paid off in a big way, as sales climbed 400%, up to \$11.5 million. **Keno** sales saw a significant rise (more than 6%), as Missouri (1,274%) and Michigan (35%) each claimed a big boost in sales.

Finally, **Pull-Tab** sales also saw a slight gain (0.6%), with the ALC selling the most in that category (\$123.8 million), and the Hoosier Lottery seeing the biggest increase in sales – more than 2657%. ■

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Fiscal 2003 Sales & Profits

U.S. LOTTERIES

	Instants		3 Digit	4 Digit			5 Digit			Lotto			Multi-Jurisdiction			Keno			Video		
	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change
AZ*	143.4	148.4	3.49%	6.2	6.6	6.45%				9.8	9.7	-1.02%	39.3	34.3	-14.58%	96.2	112.3	16.74%			
ALC	174.9	174.6	-0.17%				2.7	2.3	-14.81%				63.1	71.2		160.6	191.1	18.99%	13.4	13.4	0.00%
BCLC	199.3	183.6	-7.88%	4.5	4.4	-2.22%	72.2	65.9	-8.73%				70.8	64.6		256.2	282.9	10.42%	222.8	226.4	1.62%
CA*	1,203.9	1,193	-0.91%	93.9	112.8	20.13%				148.1	153.9	3.92%	1,275.5	1,112.15	-14.69%						
CO*	257.2	254.3	-1.13%							13.2	13.2	0.00%	57.7	48.3	-19.46%	79.9	75.7	-5.26%			
CT*	543.2	530.7	-2.30%	179.6	109.2	-39.20%		72.6		42	41.2	-1.90%	54.1	36.7	-47.41%	88.9	75	-15.64%			
DE*	21.1	22.3	5.69%	28.5	26.9	-5.61%	15.3	15.7	2.61%				8.3	12.3	32.52%	43.1	25.2	-41.53%			
DC****	34.5	37.6	8.99%	72.3	70.5	-2.49%	68	73.4	7.94%	5	5	0.00%	4.2	4.5	6.67%	27.5	44	60.00%		4.9	
FL*	754.6	1,073.9	42.31%	329.8	330	0.06%	170.7	182.7	7.03%	262.9	260	-1.10%	806.1	925.5	12.90%						
GA*	1,225.9	1,486.2	21.23%	688.2	626.3	-8.99%	132	138.8	5.15%	86.8	69.6	-19.82%	84.8	73.9	-14.75%	187.7	146.2	-22.11%	44	56.7	28.86%
ID	56.5	60.9	7.79%		1.3					2.4		-100.00%				31.3	34.5	10.22%			
IL*	643.8	697.9	8.40%	341.5	314.1	-8.02%	167	161.9	-3.05%	81.7	78	-4.53%	134.9	121.2	-11.30%	221.1	199.7	-9.68%			
IN	352.6	386	9.47%	32.5	31.3	-3.69%	31.7	30.7	-3.15%	9.1	8.7	-4.40%	64.3	59.3	-8.43%	132.2	128.5	-2.80%			
IA*	80.6	84.9	5.33%	5	6	20.00%				4.3	4.4	2.33%				60.8	57.5	-5.43%			
KS*	79.7	75.4	-5.40%	5.5	5.6	1.82%							14.9	19.1	21.99%	53.7	52.7	-1.86%	39.9	39	-2.26%
KY*	298	319.3	7.15%	122.5	124.9	1.96%	29.7	37	24.58%	17.3	20.5	18.50%	27.1	24.5	-10.61%	112	114	1.79%			
LA*	111.3	102.5	-7.91%	44.9	45.1	0.45%	17.3	20.4	17.92%				30.8	33.7	8.61%	101.1	105.3	4.15%			
ME*	117.2	124.9	6.57%	5.6	5.6	0.00%	4.3	4.6	6.98%	5	3.8	-24.00%	25.8	25.3	-1.98%						
MD	299	N/A	N/A	306.9	N/A	N/A	201.4	N/A	N/A				37.9	N/A	N/A	77.9	N/A	N/A	355.7	N/A	N/A
MA	2,924.9	2,885	-1.36%				374.7	371.6	-0.83%	47	45.9	-2.34%	90.4	88	-2.73%	114	91.5	-19.74%	640	706.5	10.39%
MI**	647	685.1	5.89%	418.2	419.8	0.38%	290.5	291.7	0.41%	41.1	34.5	-16.06%	72	78.8	8.63%	200	136.2	-31.90%	10	13.5	35.00%
MN*	241	210.9	-12.49%	13.9	14.1	1.44%				22.4	15.8	-29.46%				94.2	110.9	17.73%			
MO*	316.4	395.7	25.06%	51.8	53.6	3.47%	15.3	16.2	5.88%	22.7	22.7	0.00%	27	28.7	5.92%	121.5	125.5	3.29%	3.1	42.6	1274.19%
MT*	9.7	10.1	4.12%							4.4	4	-9.09%				15.7	16	1.91%			
NE*	36.8	40.5	10.05%							5.9	8.5	44.07%				29.8	29.5	-1.01%			
NH*	140.4	151	7.55%				10.9	11	0.92%				11.7	11	-6.36%	44.5	43.1	-3.15%			
NJ*	773.7	901.2	16.48%	456.3	467.6	2.48%	256	282.2	10.23%	75.1	68.2	-9.19%	189.9	127.2	-49.29%	293.9	229.3	-21.98%			
NM*	81.2	80.2	-1.23%	1.5	1.9	26.67%				8.2	7.4	-9.76%				43.2	47.8	10.65%			
NY	1,966.5	2,389	21.48%	736.5	754	2.38%	523.8	579	10.54%	434.9	381	-12.39%	565.3	392	-44.21%		373		488.8	476	-2.62%
OH*	1,001.1	1,077.8	7.66%	409.2	401.8	-1.81%	154.6	154.2	-0.26%	63.3	68.8	8.69%	298	160.7	-85.44%		176.2				
OLGC	620.70	571.90	-7.86%	56.4	57.8	2.48%										911.3	1,096.3	20.30%	74.4	65.9	-11.42%
OR*	130.7	133.1	1.84%				2.2	1.6	-27.27%				33.2	44.5	25.39%	44.3	45.1	1.81%	106.7	111.1	4.12%
PA*	721	796.6	10.49%	492	475.9	-3.27%	252	256.8	1.90%	244	223.9	-8.24%	225	87.5	-157.14%		292.3				
Queb	651.00	596	-8.45%										64.6	62.3	-3.69%	645.2	714.2	10.69%	124.6	121.6	-2.41%
RI*	78	75.8	-2.82%				29	29.6	2.07%				3.5	3.7	5.41%	46.3	44.3	-4.32%	78.8	85.6	8.63%
SC	306.3	426.3	39.18%	27.8	99.1	256.47%		19.5		1.4	25.6	1728.57%					153.8				
SD*	12.4	13.29	7.18%										1.4	1.77	20.90%	10.8	11.45	6.02%			
TX***	1,927	2,111.90	9.60%	231.7	259.4	11.96%	85.1	73.1	-14.10%	118.1	143	21.08%	613.1	538.8	-13.79%						
VT*	68.6	67.2	-2.04%	1.5	1.6	6.67%	1.2	1.3	8.33%				8.3	9.6	13.54%						
VA*	492.5	543.4	10.34%	243.1	240.4	-1.11%	141.2	146.9	4.04%	27.3	28.4	4.03%	86.8	71.6	-21.23%	117.3	105	-10.49%			
WA*	242.4	241.9	-0.21%	18.1	18.2	0.55%	19.2	15.8	-17.71%	30	26.3	-12.33%	120.8	105	-15.05%		46		8.1	7.2	-11.11%
WV*	94.3	105.4	11.77%	10.1	9.9	-1.98%	4.7	4.7	0.00%				6.6	6.2	-6.45%	75.9	51.1	-32.67%	13.8	11.9	-13.77%
WCLC	176.2	175.1	-0.62%	14.3	15.9	11.19%							32.2	36.4	11.54%	308.8	388.6	25.84%	0.7	0.7	0.00%
WI*	233.6	245.2	4.97%	25.5	24.6	-3.53%	9.6	9.6	0.00%	2.3	11.5	400.00%	60.7	50.8	-19.49%	86.5	89	2.89%			
Total	20,490.1	21,885.99	6.81%	5,475.3	5,136.2	-6.19%	3,082.3	3,070.8	-0.37%	1,835.7	1,783.5	-2.84%	5,310.1	4,571.12	-16.17%	4,933.4	6,060.75	22.85%	2,224.8	1,983	-10.87%
% for reporting lotteries	20,191.1	21,885.99	8.39%	5,168.4	5,136.2	-0.62%	2,880.9	3,070.8	6.59%	1,835.7	1,783.5	-2.84%	5,272.2	4,571.12	-15.34%	4,855.5	6,060.75	24.82%	1,869.1	1,983	6.09%

*Unaudited

**Estimates

***Constitutes 12 months of sales (8/02-7/03), but not FY03 sales (10/03-9/03)

Pull Tabs			Other			Total Sales			Per Capita Population			Total Sales Profit to		Profit (millions)	State/jurisdiction	as a % of Sales
FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03	% Change	FY'02	FY'03			
						10.9			294.9	322.3	9.29%	55.64	60.81	5.3	92.4	28.67%
399.6	435.9	9.08%	121.9	123.8	1.56%	0	20.7		963.8	1,033	7.18%	419.04	449.13	2.3	396.9	38.42%
			113	94.5	-16.37%	31.1	40.5	30.23%	962.7	969	0.65%	399.85	241.04	4.02	293.5	30.29%
						194.6	192.4	-1.13%	2,916	2,764.28	-5.20%	84.52	80.12	34.5	1,020	36.90%
									408	391.5	-4.04%	92.73	88.98	4.4	104.8	26.77%
									907.8	865.3	-4.68%	267	254.50	3.4	256.8	29.68%
565.3	525.7	-7.01%				1,001	0	-100.00%	682.6	628.1	-7.98%	853.25	785.13	0.8	213	33.91%
						2.5	1.2	-52.00%	214	241.1	12.66%	356.67	401.83	0.6	70.4	29.20%
						98.3	95.9	-2.44%	2,422.4	2,868	18.39%	147.71	174.88	16.4	1,035.20	36.09%
						6.8			2,449.4	2,604.4	6.33%	291.6	310.05	8.4	751.6	28.86%
			1.1	1.3	18.18%	0.5		-100.00%	93	98	5.38%	71.54	75.38	1.3	20.5	20.92%
						12.9			1,590	1,585.8	-0.26%	127.2	126.86	12.5	340.6	21.48%
			0.7	19.3	2657.14%	3.5		-100.00%	626.6	673.9	7.55%	102.72	110.48	6.1	184.6	27.39%
			27.6	28.4	2.90%	2.5	6.5	160.00%	180.8	187.8	3.87%	62.34	64.76	2.9	48.1	25.61%
			4.4	4.8	9.09%	2	2.2	10.00%	200.2	202.9	1.35%	74.15	75.15	2.7	62.5	30.80%
			32	31.4	-1.88%				638.6	671.6	5.17%	155.76	163.80	4.1	180.8	26.92%
						6.1	4.4	-27.87%	311.5	311.4	-0.03%	69.22	69.20	4.5	110.8	35.58%
									157.9	164.6	4.24%	121.46	126.62	1.3	40.3	24.48%
						28.5	N/A	N/A	1,307.3	1,322	1.12%	242.09	244.81	5.4	444.4	33.62%
			2.6			13			4,211.4	4,204	-0.18%	658.03	656.88	6.4	N/A	N/A
						37	13.4	-63.78%	1,674.7	1,672.4	-0.14%	167.47	167.24	10	585	34.98%
						5.6	0	-100.00%	377.10	351.8	-6.71%	75.42	70.36	5	79.4	22.57%
			27.4	25.1	-8.39%				585.20	710	21.33%	104.5	126.79	5.6	193.9	27.31%
						3.7	4.6	24.32%	33.50	34.7	3.58%	37.22	38.56	0.9	7.5	21.61%
						1.5	2.5	66.67%	74.00	80.9	9.32%	43.53	47.59	1.7	20.1	24.85%
						5.4	5.2	-3.70%	212.90	221.3	3.95%	163.77	170.23	1.3	66	29.82%
						23.7	32.4	36.71%	2,068.6	2,106	1.83%	243.36	247.81	8.5	764.2	36.28%
						134.10	137.3	2.39%	74.5	76.28	1.8	33.1				24.11%
						37.8	52	37.57%	4,753.6	5,416	13.93%	250.19	285.05	19	1,820	33.60%
						45	27.3	-39.33%	1,987.7	2,067	3.99%	174.36	181.32	11.4	641.4	31.03%
						449	416.7	-7.19%	2,111.7	2,208	4.56%	186.22	194.71	11.34	N/A	N/A
480.2	498.7	3.85%	3.8	3.3	-13.16%	15.9	15.9	0.00%	817.00	853.3	4.44%	233.43	243.80	3.5	387.1	45.37%
									1,934	2,133	10.29%	157.24	173.41	12.3	787.7	36.93%
1,068	1,077	0.84%				347.60	377.80	8.69%	2,301	2,951	28.24%	394.86	403.10	7.32	125.7	4.26%
935.2	1,051.4	12.43%	0.2	0.2	0.00%				1,171	1,290.6	10.21%	1,064.55	1173.27	1.1	236.6	18.33%
									335.50	724	115.89%	81.83	176.66	4.1	220.6	30.46%
603.6	618.25	2.43%				1.7	2.19	28.82%	629.90	646.9	2.70%	787.38	808.63	0.8	111.3	17.21%
									2,975	3,126.3	5.09%	139.67	146.77	21.3	885.8	28.33%
						2.5		-100.00%	82	79.7	-2.92%	136.83	132.83	0.6	15.6	19.57%
									1,108.2	1,135.7	2.48%	153.92	157.74	7.2	375.2	33.04%
						438.60	460.3	4.95%	73.1	76.72	6	96.6				20.99%
641.7	1,081.9	68.60%	1.5		-100.00%				848.6	1,275	50.25%	471.44	708.33	1.8	465	36.47%
						101.6	199.9	96.75%	701.00	822	17.28%	133.52	156.59	5.25	N/A	N/A
			4.6	4.3	-6.52%	4.7	0		427.50	435	1.75%	79.17	80.56	5.4	135	31.03%
4693.6	5288.85	12.68%	338.2	339	0.24%	1453.301	1557.29	7.16%	49321.4	53047.68	7.56%	10080	189.10	280.53	13720	29.42%
4693.6	5288.85	12.68%	338.2	339	0.24%	1424.801	1557.29	9.30%	49,321.40	53047.68	7.56%	10080	189.1	280.53	13720	29.42%

****These figures are estimates. The fiscal year of the Government of the District of Columbia is October 1, 2002 through September 30, 2003. The year-to-date sales as of June 30, 2003 were \$176.7 million.

U.S. Lotteries

Arizona Lottery

4740 E. University Drive; Phoenix, AZ 85034

Tel: 480.921.4400 Fax: 480.921.4488

www.arizonalottery.com (User ID)@lottery.state.az.us

Kathleen Pushor, Exec. Director 480.921.4505 katiep@
 Karen Emery, Dep. Director 480.921.4472 Karen@
 Ivy Gilio, Instant Ticket Prod. Mgr. 480.921.4527 Ivy@
 Barbara Anderson, Online Prod. Mgr. 480.921.4470 Barbara@
 John Hogg, Dir. Mktg & Sales 480.921.4448 JohnH@
 John Beal, Sales Director 480.921.4524 John@
 Kevan Kaighn, Dir. Comm. 480.921.4435 Kevan@

of employees: 50 # of retailers: 5,000

Games-Vendors: *Instant- Scientific Games, Oberthur Gaming Technologies, Pollard Banknote, and Creative Games International; Online- GTECH*

California Lottery

600 N. 10th St.; Sacramento, CA 95814

Tel: 916.323.7095 Fax: 916.323.7087

www.calottery.com (User ID)@calottery.com

Anthony Molica, CEO 916.323.0403 amolica@
 Dennis Sequeira, Chief Dep. Director 916.323.0403 dsequeira@
 Jim Hasegawa, Dir. Sls. & Mktg. 916.327.1295 jhasegawa@
 Liz Furtado, Instant Ticket Specialist 916.327.5007 lfurtado@
 Ed Fong, Product Manager 916.323.3888 efong@
 Norma Minas, PR Mgr. 916.327.6090 nminas@

of employees: 600 # of retailers: 19,000

Games-Vendors: *Instant- Oberthur Gaming Technologies, Pollard; Online-GTECH*

Colorado Lottery

201 W. 8th St, Ste 600; Pueblo, CO 81003

Tel: (719) 546-2400 Fax: (719) 546-5208

www.coloradolottery.com (User ID)@state.co.us

Mark Zamarripa, Director 719.548.5206 mark.zamarripa@
 Tom Kitts, Dep. Director 303.759.6812 tom.kitts@
 Dan Noreen, Mktg. Director 303.759.6826 dan.noreen@
 Duane Rollins, Sales Mgr. 303.759.6819 duane.rollins@
 Lee Burnett, Prod. Mgr. 303.759.6809 lee.burnett@
 Todd Greco, Media Rel. Mgr. 303.759.6834 todd.greco@

of employees: 128 # of retailers: 2,900

Games-Vendors: *Instant- Scientific Games; Online- GTECH*

Connecticut Lottery Corporation

270 John Downey Dr., New Britain, CT 06051

Ph: 860.348.4000 Fax: 860.348.4015

www.ctlottery.org (User ID)@po.state.ct.us

James J. Vance, President & CEO 860.348.4001 james.vance@
 Barbara Porto, VP, Oper. & Admin. 860.348.4001 barbara.porto@
 John Ramadei, CFO 860.348.4001 john.ramadei@
 Dennis Chapman, VP, Mktg & Sales 860.348.4001 dennis.chapman@
 Gloria Donnelly, Dir. Sales 860.348.4086 gloria.donnelly@
 Peter Donahue, Games Mgr. 860.348.4111 peter.donahue@
 Diane Patterson, Dir. Comm. & PR 860.348.4126 diane.patterson@

of employees: 130 # of retailers: 2,812

Games-Vendors: *Instant- Creative Games, Pollard Banknote, Oberthur Gaming Technologies, Scientific Games International; Online- Scientific Games International*

DC Lottery & Charitable Games Control Board

2101 Martin Luther King, Jr. Ave, SE; Washington, DC 20020

Tel: (202) 645-7900 Fax: (202) 645-7914

www.lottery.dc.gov (User ID)@dc.gov

Jeanette Michael, Exec. Director 202.645.9244 jeanette.michael@
 William Robinson, CFO 202.645.8064 william.robinson@
 Kevin Johnson, Dir. Mktg 202.645.8014 kevin.johnson@
 Deloris Ford, Instant Ticket Mgr. 202.645.8968 deloris.ford@
 Bob Hainey, Comm. Mgr. 202.645.7900 bob.hainey@

Delaware Lottery

1575 McKee Rd., Ste 102; Dover, DE 19904

Tel: 302.739.5291 Fax: 302.739.6706

www.delottery.com (User ID)@state.de.us

Wayne Lemons, Director 302.744.1600 wayne.lemons@
 Vernon Kirk, Principal Deputy 302.744.1604
 Don Johnson, Dep. Dir. Video Lot. 302.744.1615 don.johnson@
 Brian Peters, Dep. Dir. Mktg. & Sales 302.744.1620 brian.peters@
 Barbara Hutchins, Sales Dev. Mgr. 302.744.1622 barbara.hutchins@
 # of employees: 26 # of retailers: 446

Games-Vendors: *Instant- Scientific Games; Online- IGT-OES; Video- IGT; WMS; Spielo; Bally*

Florida Lottery

250 Marriott Dr.; Tallahassee, FL 32301-4002

Tel: 850.487.7777 Fax: 850.487.7709

www.flalottery.com (User ID)@flalottery.com

Rebecca Mattingly, Secretary 850.487.7728 mattinglyr@
 Mike Frick, Deputy Secretary 850-487-7728 frickm@
 Walter Gaddy, Instant Prod. Mgr. 850.487.7736 gaddyw@
 Vicki Munroe, Online Prod. Mgr. 850.487.7736 munroev@
 Wesley Hall, Dir. of Sales 850.487.7740 hallw@
 Sheila Griffin, Dir. Communications 850.487.7727 griffins@

of employees: 446 # of retailers: 11,500 +

Games-Vendors: *Instant- Scientific Games; Online-International Gaming Technologies - Online Entertainment Systems (IGT-OES)*

Georgia Lottery Corporation

Inforum, Ste 3000; 250 Williams St.; Atlanta, GA 30303-1032

Tel: (404) 215-5000 Fax: (404) 215-8871

www.galottery.com (User ID)@galottery.com

Rebecca Paul, President & CEO 404.215.5020 rpaul@
 Sidney Chambers, Sr. VP Sales 404.215.5000 schambers@
 Carey Mackesey, Dir, PR 404.215.5000 cmackesey@
 Kelley Cavalier, Ex. Office Coord. 404.215.5000 kcavelier@

of employees: 266 # of retailers: 7,576

Games-Vendors: *Instant- Scientific Games; Online-GTECH*

Hoosier Lottery

201 S. Capitol Ave.; Ste. 1100; Indianapolis, IN 46225

Tel: 317.264.4800 Fax: 317.264.4908

www.hoosierlottery.com (User ID)@hoosierlottery.com

John Ross, Director 317.264.4800 jross@
 Chuck O'Hara, Dir. Mktg. 317.264.4822 cohara@
 Gary Catey, Dir. Sales 317.264.4930 gcatey@
 Anita Flagle, Product Mgr. 317.264.4824 aflagle@
 Andrew Reed, Dir. PR 317.264.4829 areed@

of employees: 213 # of retailers: 4,200

Games-Vendors: *Instant- Scientific Games and Pollard; Online- IGT-OES; Pull-tab- Scientific Games*

Idaho Lottery

PO Box 6537; 1199 Shorelien Ln, Ste 100; Boise, ID 83707-6537

DIRECTORY OF NORTH AMERICAN LOTTIERS AND SUPPLIERS

Tel: (208) 334-2600 Fax: (208) 334-2610
www.idaholottery.com (User ID)@isl.state.id.us
Roger Simmons, Director 208.334.2600 rsimmons@
Steve Woodall, Chief Deputy 208.334.2600 swoodall@
Mike Helppie, Dep Dir, Sales & Mktg 208.334.2600 mhelppie@
Becky Arte-Howell, Prod. Mgt 208.334.2600 barte-howell@

Illinois Lottery

100 West Randolph, Ste 7-274; Chicago, IL 60601
Tel: (312) 793-3026 Fax: (312) 793-5514
www.illinoislottery.com (User ID)@isl.state.il.us
Carolyn Adams, Superintendent 217.524.5243 carolyn.adams@
Kurt Freedlund, Legal Council 217.524.5243 kurt.freedlund@
Cathy Beres, Dep. Dir. Mktg. 312.793.4738 cathy.beres@
Kris Hanlon, Sales Mgr. 312.793.5245 kris.hanlon@
Anne Plohr Rayhill, PR Dir. 217.524.5157 anne.plohr@

Iowa Lottery Authority

2015 Grand Ave; Des Moines, IA 50312
Tel: (515) 281-7900 Fax: (515) 281-7882
www.ialottery.com (User ID)@ialottery.com
Dr. Ed Stanek, CEO 515.281.7879 estanek@
Kenneth Brickman, Exec. VP 515.281.7870 ken.brickman@
Steven King, CFO 515.281.7862 steve.king@
Joe Hrdlicka, VP Mktg. 515.281.7847 joe.hrdlicka@
Larry Loss, VP Sales 515.281.7907 larry.loss@
Kelli Nelsen, Instant Games Mgr. 515.281.7922 kelli.nelsen@
Evelyn Halterman, Online Mgr. 515.281.7950 evelyn.halterman@
of employees: 109 full-time # of retailers: approximately 2,400

Games-Vendors: *Instant- Pollard; Online- Scientific Games; Pull-tab - American Games*

Kansas Lottery

128 North Kansas Ave; Topeka, KS 66603
Tel: 785.296.5700 Fax: 785.296.5712
www.kslottery.com (userid)@kslottery.com
Ed Van Petten, Exec. Director 785.296.5703 ed.vanpetten@
Colleen O'Neil, Dir. Mktg. 7 785.296.5700
Pat Scott, Dir. Sales 785.296.5700
J.O. Walker, Product Dev Mngr 785.296.5700
Jane Elliott, Sr. Pub. Info. Officer 785.296.5700
of employees: 87 positions/ 80 positions filled # of retailers: 1,809

Games-Vendors: *Instant- Pollard; Creative Games is the secondary printer; Online- GTECH; Pull-tab - Pollard*

Kentucky Lottery Corporation

1011 West Main St.; Louisville, KY 40202-2623
Tel: (502) 560-1500 Fax: (502) 560-1534
www.kylottery.com (User ID)@kylottery.com
Arch Gleason, President & CEO 502.560.1551 arch.gleason@
Marty Gibbs, Exec. VP & COO 502.560.1552 marty.gibbs@
Steve Casebeer, Sr VP Sales & Mktg. 502.560.1661 steve.casebeer@
Betsy Paulley, VP Mktg. 502.560.1620 betsy.paulley@
Bob Little, VP Sales 502.560.1600 bob.little@
Rhonda Goodwin, Product Mgr. 502.560.1622 rhonda.goodwin@
of employees: 206 # of retailers: 2950

Games-Vendors: *Instant- Scientific Games; Online- GTECH; Pull-tab- Scientific Games*

Louisiana Lottery Corporation

555 Laurel St.; Baton Rouge, LA 70801

Tel: 225.297.2000 Fax: 225.297.2005
www.louisianalottery.com (User ID)@louisianalottery.com
Charles "Randy" Davis, President 225.297.2002 randy.davis@
Keith Shuford, SVP, Mktg. & Sales 225.297.2008 keith.shuford@
Bonny Botts, VP Mktg. 225.297.2206 bonny.botts@
Susan Clayton, Products Director 225.297.2228 susan.clayton@
Dudley Lehew, Dir. Comm. 225.297.2084 dudley.lehew@
Kimberly Chopin, Pub. Info. Mgr. 225.297.2209 kimberly.chopin@
Dwain Richard, Graphics Mgr. 225.297.2085 dwain.richard@
of employees: approx. 140 # of retailers: approx. 3,000

Games-Vendors: *Instant- GTECH; Online- Oberthur Gaming Technologies*

Maine Lottery

#8 State House Station; Augusta, ME 04333-0008
Tel: 207.287.3721 Fax: 207.287.6769
www.maineottery.com (User ID)@state.me.us
Pam Coutts, Director 207.287.6762 pam.f.coutts@
Rich Sperlazzi, Mktg. Mgr. 207.287.6750 rich.sperlazzi@
Lisa Rodrigue, Mktg. Specialist 207.287.6757 lisa.rodrigue@
of employees: 25 # of retailers: 1424

Games-Vendors: *Instant- Scientific Games; Online- Scientific Games*

Maryland Lottery

1800 Washington Blvd, Ste 330; Baltimore, MD 21230
Tel: (410) 230-8790 Fax: (410) 230-8727
www.mdlottery.com (User ID)@msla.state.md.us
Buddy Roogow, Exec. Director 410.230.8790 broogow@
Gina Smith, Asst. Dir. & CFO 410.230.8763 gmsmith@
Joseph Jason, Dep. Dir. Sales 410.230-8966 jjason@
Gary Smith, Instant Prod. Mgr. 410.230.8799 gsmith@
Frank Hemberger, Sales Mgr. 410.230.8910 fhemberger@

Massachusetts Lottery

60 Columbian St.; Braintree, MA 02184
Tel: (781) 849-5555 Fax: (781) 849-5546
www.masslottery.com (User ID)@masslottery.com
Joseph Sullivan, Exec. Director 781.849.5500 jsullivan@
Timothy McMahon, COO 781.849.5545 tmcMahon@
Terry McGann, Instant Prod. Mgr. 781.849.5564 tmcgann@
Owen Doherty, Keno & Vending Mgr. 781.849.5571 odoherty@
Amy Morris, PR Coordinator 781.849.5600 amorris@

Michigan Lottery

P.O. Box 30023; 101 East Hillsdale; Lansing, MI 48909
Tel: 517.335.5600 Fax: 517.335.5651
www.michigan.gov/lottery (User ID)@michigan.gov
Gary Peters, Commissioner 517.335.5608 petersg@
Terry Bunting, Sales Mgr. 517.335.6832 buntingt@
Tom Weber, Dep. Dir. Mktg 517.335.6832 webert@
Glenn Strong, Instant Prod. Mgr. 517.335.5621 strongge@
Stepheni Schlinker, PR Dir. 517.373.1237 schlinkers@
of employees: 150 # of retailers: 9,200

Games-Vendors: *Instant- Pollard; Online- GTECH*

Minnesota Lottery

2645 Long Lake Rd; Roseville, MN 55113-2533
Tel: (651) 635-8100 Fax: (651) 297-7496
www.mnlottery.com (User ID)@mnlottery.com
George Andersen, Director 651.635.8211 andege@winternet.com
John Mellein, Dir. Mktg. 651.635.8230 johnm@

DIRECTORY OF NORTH AMERICAN LOTTIERES AND SUPPLIERS

Joe Pahl, CFO 651.635.8139 joep@
Jenny Canfield, Games Control Mgr. 651.635.8156 jennyc@
Michael Keyser, Num. Games Mgr. 651.635.8218 michaelk@
Amy Jaeger, Sales Mgr. 651.635.8233 amyj@
Don Feeny, Research & Plan. Dir. 651.635.8239 donf@
of employees: 190 # of retailers: 3,000

Games-Vendors: *Instant vendors- Oberthur Gaming Technologies (primary), Scientific Games (secondary) and Pollard (secondary); Online-GTECH*

Missouri Lottery

Box 1603; 1823 Southridge Dr.; Jefferson City, MO 65102

Tel: 573.751.4050 Fax: 573.751.5188

www.molottery.com (User ID)@molottery.com

James Scroggins, Exec. Director 573.751.4050 scrogj@
Adam Hall, Dir. Mktg 573.751.4050 halla@
Matt Stockard, Sales Mgr. 573.751.4050 stockm@
Bill Burton, Instant Prod. Mgr. 573.751.4050 burtob@
Scott White, Online Prod. Mgr. 573.751.4050 whites@
Shay Shoemaker, Pull-Tab Mgr. 573.751.4050 shoems@

of retailers: 5,023

Games-Vendors: *Instant- Scientific Games International; Online- GTECH; Pull-tab- American Games*

Montana Lottery

2525 North Montana Ave.; Helena, MT 59601-0542

Tel: 406.444.5825 Fax: 406.444.5830

www.montanalottery.com (User ID)@state.mt.us

Gerald LaChere, Director 406.444.5800 jlachere@
Steve Foster, Sales Mgr. 406.444.5809 sfoster@
Laurie Felch, Instant Prod. Mgr. 406.444.7090 ljfelch@
Jeff Kirkland, Online Prod. Mgr. 406.444.5806 jkirkland@
Jo Berg, PR Specialist 406.444.5836 joberg@

of employees: 31 # of retailers: 600

Games-Vendors: *Instant- Oberthur Gaming Technologies; Online- Scientific Games*

Nebraska Lottery

P.O. Box 98901; 301 Centennial Mall South; Lincoln, NE 68509-8901

Tel: 402.471.6100 Fax: (402.471.6108

www.nelottery.com (User ID)@notes.state.ne.us

James Quinn, Director 402.471.5629 jquinn@
Tom Harre, Finance Administrator 402.471.6106 tharre@
Kathleen Hubertus, Systems Mgr. 402.471.6117 khubertu@
Heidi Weaklend, Mktg. Dir. 402.471.6120 hweaklen@
Angela Hoback-Petersen, Prod. Mgr. 402.471.6121 apeterse@
Jill Marshall, Key Accts. Mgr. 402.471.6122 jmarshal@

of employees: 20 # of retailers: 1,200 (approximately)

Games-Vendors: *Instant-GTECH/Oberthur Gaming Technologies; Online-GTECH...will become IntralotUSA on July 1, 2004*

New Hampshire Lottery

P.O. Box 1208; 14 Integra Dr.; Concord, NH 03301

Tel: 603.271.3391 Fax: 603.271.1160

www.nhlottery.org (User ID)@lottery.state.nh.us

Rick Wisler, Exec. Dire. 603.271.3391 Rwisler@
George Roy, Finance Manager x304 Groy@
Maura McCann, Dir. Mktg. x308 mmcann@
Betsy Carignan, Games Mgr. x305 bcarignan@
Cynthia Murphy, Sales Rep. Super. x339 cmurphy@

of employees: 54 (full-time permanent) # of retailers: 1,200

Games-Vendors: *Instant- Creative Games; Online- Scientific Games*

New Jersey Lottery

P.O. Box 041; One Lawrence Park Complex; Brunswick Circle; Lawrenceville, NJ 08648

Tel: (609) 599-5800 Fax: (609) 599-5935

www.njlottery.net (User ID)@lottery.state.nj.us

Virginia Bauer, Exec. Director 609.599.5900 Virginia.bauer@
Howard Fitch, Sales Mgr. 609.599.5839 howard.fitch@
Foster Krupa, Mktg/Inst. Prod. Mgr. 609.599.5878 foster.krupa@
Cathy Scangarella, Res./Online Mgr. 609.599.5903 cathy.scangarella@
Jaimee Gilmartin, Public Info. Off. 609.599.5875 jaimee.gilmartin@

New Mexico Lottery Authority

P.O. Box 93130; 4511 Osuna Road NE; Albuquerque, NM 87109

Tel: 505.342.7600 Fax: 505.342.7512

www.nmlottery.com (User ID)@nmlottery.com

Tom Shaheen, CEO 505.342.7611 tshaheen@
Tom Romero, Exec. VP of Security 505.342.7651 tromero@
Ron Miguel, VP Sales/Mktg. 505.342.7631 rmiguel@
Karla Wilkinson, Instant Prod. Mgr. 505.342.7637 kwilkinson@
Lance Ross, Communications 505.342.7616 lross@

of employees: 64 # of retailers: 1170

Games-Vendors: *Instant-Scientific Games, Oberthur Gaming Technologies-U.S.A (backup printer); Online-GTECH*

New York Lottery

P.O. Box 7500; One Broadway Center; Shenectady, NY 12301-7500

Tel: (518) 388-3300 Fax: (518) 388-3403

www.nylottery.org (User ID)@lottery.state.ny.us

Margaret DeFrancisco, Director 518.388.3400 mdefrancisco@
Susan Miller, Dep. Director 518.388.3404 smiller@
Connie Laverty, Dir. Mktg/Sales 518.388.3430 claverty@
Frank Kilinski, Dir. Research/Dev. 518.388.3425 fkilinski@
Randall Lex, VLT Proj. Dir. 518.388.3411 rlex@
Joseph Seeley, Mgr. Lottery Games 518.388.3500 jseeley@

Ohio Lottery

615 West Superior Ave.; Cleveland, OH 44113-9885

Tel: (216) 787-3200 Fax: (216) 787-3765

www.ohiolottery.com (User ID)@olc.state.oh.us

Dennis Kennedy, Exec. Director 216.787.4333 dennis.kennedy@
Constance Miller, Asst. Exec. Dir. 216.787.4568 constance.miller@
Mark Rickel, Dep. Dir. Mktg. 216.787.3990 mark.rickel@
Patricia Vasil, Dep. Dir. Prod. R&D 216.787.4335 patricia.vasil@
Ronald Fornaro, Instant Prod. Mgr. 216.787.4846 ron.fornaro@
Sharon Murray, Online Prod. Mgr. 216.787.3578 sharon.murray@
Dan Metelsky, Dep. Dir. Sales 216.787.5022 dan.metelsky@

of employees: 340 # of retailers: 8,894

Games-Vendors: *Instant- Scientific Games (primary), Pollard (secondary and second contract for Bingo extended play games); Online-GTECH*

Oregon Lottery

P.O. Box 12649; 500 Airport Rd. SE; Salem, OR 97301

Tel: (503) 540-1000 Fax: (503) 540-1001

www.oregonlottery.org (User ID)@state.or.us

Brenda Rocklin, Director 503.540.1017 brenda.rocklin@
Kathy Ortega, CFO 503.540.1308 kathy.ortega@
Carole Bono, Mktg. Mgr. 503.540.1030 carole.bono@
Art Kiuttu, Product Mgr. 503.540.1075 art.kiuttu@
Don Robison, Video Prod. Mgr. 503.540.1078 don.robison@

Pennsylvania Lottery

2850 Turnpike Industrial Dr.; Middletown, PA 17057

Tel: 717.986.4699 Fax: 717.986.4767

www.palottery.com (User ID)@state.pa.us

Edward Mahlman, Exec. Director 717.986.4759 emahlman@

Edward Trees, Dp Ex Dir Mktg 717.986.4762 etrees@

Kara Sparks, Mktg Dir. 717.986.4765 ksparks@

Judith Tyler, Acting Games Cont. Dir. 717.986.4720 jtyler@

Pat Palakovic, Instant Ticket Liaison 717.986.4779 ppalakovic@

of employees: 183 # of retailers: 7320

Games-Vendors: *Instant- Scientific Games; Online- GTECH*

Rhode Island Lottery

1425 Pontiac Avenue; Cranston, RI 02920

Ph: 401.463.6500 Fax: 401.463.5669

www.rilot.com (User ID) @rilot.state.ri.us

Gerald Aubin, Executive Director gaubin@

Raymond Grimes, Deputy Director

Peg Rose, Administration Manager prose@

Dennis Tripodi, Finance Admin. dtripodi@

Sandra Lee, Controller slee@

Robert Matteson, Mktg Mngr rmatteson@

David Kwetkowski, Inst. Tic. Dev. Sup, dkwetkowski@

Joseph DeOrsey, VLT Supervisor jdeorsey@

John Harty, Sales Rep/Keno Manager

#Employees: 55 #Retailers: 1,100

Games-Vendors: *Instant- Creative Games, Oberthur Gaming Technologies; On-Line- GTECH; Video Central System- GTECH; Video Technology Providers- GTECH, IGT, Spielo, WMS; Pull Tabs- Bazaar Et Novelty*

South Carolina Education Lottery

1333 Main St., Suite 400 Columbia, SC 2920

Tel: 803.737.2002 Fax: 803.737.2005

www.sceducationlottery.com (User ID)@sclot.com

Ernie Passailaigue, Exec. Director 803.737.2048 ernie.passailaigue@

Tony Cooper, COO 803.737.2082 tony.cooper@

Pat Koop, Dir. Mktg Et Sales 803.737.2113 pat.koop@

Kevin McCarthy, Prod. Mgr. 803.737.2418 kevin.mccarthy@

Ann Scott, Dep. Sales Dir. 803.737.2234 ann.scott@

of employees: 140 # of retailers: 3100 +

Games-Vendors: *Instant-Scientific Games; Online-Scientific Games*

South Dakota Lottery

P.O. Box 7107; 207 East Capitol, Ste 200; Pierre, SD 57501

Tel: 605.773.5770 Fax: 605.773.5786

www.sdlottery.org (User ID)@state.sd.us

Clint Harris, Exec. Director 605.773.5789 clint.harris@

Joe Willingham, Dir. Sales 605.773.5770 joe.willingham@

Mary Jo Bibby, Info/Research Spec. 605.773.5775 maryjo.bibby@

of employees: 32 # of retailers: 579 traditional (of that 239 are instant-only), 1415 video lottery

Games-Vendors: *Instant- Scientific Games; Online- IGT; Video- IGT*

Texas Lottery

P.O. Box 16630, Austin, TX 78761; 611 East Sixth St; Austin, TX 78701

Tel: 512.344.5000 Fax: 512.344.5490

www.txlottery.org (User ID)@lottery.state.tx.us

Reagan E. Greer, Exec. Director 512.344.5195 reagan.greer@

Frank Coniglio, Sales Mgr. 512.344.5266 frank.coniglio@

Toni Smith, Mktg. Dir. 512.344.5275 toni.smith@

Stephanie Goertz, Inst. Prod. Mgr. 512.344.5255 stephanie.goertz@

Robert Tirloni, Online Prod. Mgr. 512.344.5406 robert.tirloni@

of employees: 312 # of retailers: 16,375

Vermont Lottery

P.O. Box 420; 379 South Barre Rd; South Barre, VT 05670-0420

Tel: (802) 479-5686 Fax: (802) 479-4294

www.vtlottery.com (User ID)@vtlottery.com

Alan Yandow, Exec. Director 802.476.0100 ayandow@

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Mark Cayia, Mktg. Et Sales Super. 802.476.0110 mcayia@

Sylvia Buzzell, Products Specialist 802.476.0110 sylviab@

Elaine Welch, Dir., Bus. Operations 802.476.0109 elaine.welch@

of employees: 20

of retailers: 750

Games-Vendors: *Instant- Oberthur Gaming Technologies; Online - Scientific Games*

Virginia Lottery

900 E. Main St.; Richmond, VA 23219

Tel: 804.692.7000 Fax: 804.692.7102

www.valottery.com (User ID)@valottery.state.va.us

Penelope Kyle, Executive Director 804.692.7100 pkyle@

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John Shiffer, Prod. Dev. Mgr. 804.692.7503 jshiffer@

Shirley Taylor, Instant Prod. Mgr. 804.692.7533 staylor@

of employees: 300 # of retailers: 4,899

Games-Vendors: *Instant- Oberthur Gaming Technologies Pollard, Scientific Games*

Washington State Lottery

P.O. Box 43000; 814 4th Ave E.; Olympia, WA 98506

Phone: 360.753.1412 Fax: 360.586.1039

www.walottery.com (User ID)@walottery.com

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Gaylene Gray, Inst. Prod. Mngr. 360.664.4802 ggray@

Maureen Greeley, Communications Director 360.664.4730 mgreeley@

of employees: 147 # of retailers: 3,520

Games-Vendors: *Instant-Scientific Games; Online-GTECH*

West Virginia Lottery

P.O. Box 2067, Charleston, WV 25327

Tel: 304.558.0500 Fax: 304.558.3321

www.wvlottery.com (User ID)@wvlottery.com

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John Melton, Counsel x274 jmelton@

Eliza Hall, Dep. Dir. Video Lottery x261 ehall@

Lizabeth White, Dep. Dir. Mktg x239 lwhite@

Alvin Rose, Dep. Dir. Vid. Lot. Sec. x248 arose@

of employees: 90 # of retailers: (traditional - 1,642)

Games-Vendors: *Instant-SGI; Online-IGT-OES; Video Central System-IGT-OES*

Wisconsin Lottery

P.O. Box 8941; 2135 Rimrock Rd #231; Madison, WI 53708-8941

Tel: (608) 261-8800 Fax: (608) 264-6644

www.wilottery.com (User ID)@dor.state.wi.us

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Steve Sonnenberg, TV & Draw Mgr. 414.229.0795 ssonnenb@

Canadian Lotteries

Atlantic Lottery Corporation

PO Box 5500, 922 Main St; Moncton, New Brunswick E1C 8W6

Tel: 506.867.5800 Fax: 506.867.5881

www.alc.ca (User ID)@alc.ca

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Bruce Jones, Dir. Corp. Mktg 506.867.5669 bruce.jones@
Cynthia Goodwin, Mngr, Comm. 506.867.5079 cynthia.goodwin@
of employees: 550 # of retailers: 5,800

Games-Vendors: *Instant- Oberthur Gaming Technologies; Video/slot-Spielo and IGT; Pull-tab- British Bazaar*

British Columbia Lottery Corporation

74 West Seymour St; Kamloops, BC V2C 1E2 Canada

Tel: (250) 828-5500 Fax: (250) 828-5631

www.bclbc.com (User ID)@bclbc.com

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Dave Myers, VP Sales & Service 416.224.7095 dmyers@
John Wisternoff, VP Mktg Services 705.946.6489 jwisternoff@
of employees: 20,015 # of retailers: 10,632

Games-Vendors: *Instant- primary vendor - Pollard, secondary vendor - Oberthur Gaming Technologies*

Western Canada Lottery Corporation

125 Garry St, 10th Floor; Winnipeg, Manitoba R3C 4J1 Canada

Tel: 204.942.8217 Fax: 204.946.1442

www.wclc.com (User ID)@wclc.com

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Brad Wiebe, Dir. Reg. Prod & Mktg 403.742.7154 wiebeb@
Cindy Lemire, Mgr. VLT Sys. Dev. 306.933.6864 lemirec@
Ginger Novakowski, Mgr. Inst. Prod. 403.742.7151 novakowskig@

of employees: 241

of retailers: 3,892 - 3,811 online and 81 offline (instant); Video/slot retailers: 690 sites

Lottery Suppliers

American Games, Inc. (a Pollard Banknote Company)

504 34th Ave; Council Bluffs, IA 51501 USA

Ph: 712.366.9553 / 800.874.2637 Fax: 712.366.5017

www.americangamesinc.com

Guy Peters, President
Steve Fingold, Director of Sales
Timm Hess, Director of Marketing & Product Development
Jack Hargrave, Director of Machine Product Management
Lee Calvin, Director of Lottery Services

American Games, Inc. (a Pollard Banknote Company) is a quality manufacturer of Lottery and charitable gaming products, including: Pull-Tabs, Bingo Paper and Electronics, Pull-Tab Vending Machines (PTVM's), Instant Ticket Vending Machines (ITVM's) and AccuCounter ticket counters.

Appleton

825 E. Wisconsin Ave; PO Box 359; Appleton, WI 54912-0359, USA

Ph: 920.734.9841 Fax: 920.991.8266

www.appletonideas.com (userID)@appletonideas.com

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Mike Cove, Sr. Marketing Mngr 920.991.8438 mcove@

Since inventing direct thermal media, Appleton has continued to bring better ideas to ever-widening markets. Today, label customers in diverse industries profit from the reliability, durability, strength and efficiencies of our direct thermal products. Appleton's coating and encapsulation technology expertise has resulted in leadership positions in carbonless, security, digital and performance packaging products.

BENCHMARC Lottery Merchandising

1001 Woodlands Parkway; Vernon Hills, IL 60061-3181

Ph: 847-353-6225 Fax: 847-541-4742

ggratta@benchmarc.com

Glenn Gratta, Executive Director

Benchmarc Lottery Merchandising designs and produces exciting and effective lottery-specific P-O-P materials and merchandising solutions. We are a division of Benchmarc Display, Incorporated, serving our lottery customers with an exciting lineup of stock and custom items to meet the demands of securing an effective and penetrating retail presence.

From exciting plasma "lightning illumination-animation", illuminated signage, playcenters, jackpot communication, and outdoor signs... To counter mats, store hours signs, store gondola lottery headers, and more... Benchmarc will help you to strengthen your retail agent presence.

Benchmarc conducts a regularly scheduled training seminar, "The Nuts & Bolts Of P-O-P". It provides lotteries with an opportunity to sharpen the merchandising skills of key P-O-P development and market-

ing personnel.

Contact Glenn Gratta for information on the next scheduled program.

Black & White Paper Mfg. AB

Mats.hansson@bwpaper.com

Cadillac Jack, Inc.

2420 Meadowbrook Pkwy; Duluth, GA 35096
Ph: 770.908.2094 Fax: 770.908.1790
www.cadillacjack.com lottery@cadillacjack.com

Contact: Wilmer Montes

Design of video games and VLT systems, back-office platforms and equipment manufacture.

Chadwick Group, Inc.

365 McCully Street; Pittsburgh, PA 15216
Ph: 412.344.5012 Fax: 412.344.1113 Mobile: 412.596.1537
www.scorebingo.com fgruden@att.net

Contact: Fran Gruden

The Chadwick Group provides games to the gaming, sports & entertainment industry.

Change Game® from Bersch Gaming, LLC

55 Kellers Farm Road; Easton, CT 06612
Ph: 203-459-1188 Fax: 203-459-0230
www.thechangegame.com pcongello@berschgaming.com

Contact name: Phil Congello

Change Game® (Change Play®) is a patented online game that lets people use their change after any purchase to buy lottery tickets in denominations from 25¢ to 99¢.

Electronic Game Card Ltd

www.egcltd.com

eLottery, Inc.

One Stamford Landing; Stamford, CT 06902
Ph: 203.487.0115
www.elottery.com emcguinn@elottery.com

Ed McGuinn, President & CEO

Patented turnkey systems for facilitating on-line lottery games on the Internet via direct, subscription or prepaid card sales.

ELSYM Consulting

1200 Chastain Rd, Ste 306; Kennesaw, GA 30144
Ph: 770.590.7400 Fax: 770.590.4949
www.elsym.com

Len Simonis, General Manager, len.simonis@elsym.com
Brad Parker, Technology Manager
Ken Wyman, ICS Manager

ELSYM Consulting provides a complete range of lottery technology software and products including on-line lottery systems, facility management and terminals, instant ticket administration and terminals, lottery administrative systems and Internal Control Systems of existing systems.

Evaluations, Inc.

754 Greencrest Dr.; Westerville, OH 43081-2837
Ph: 614.794.4367 Fax: 614.794.4381
SLongEVAL@aol.com

Gordon E. Pickett, President/CEO, EVLCEO@aol.com

Sandra D. Long, Exec. VP/COO, SLongEVAL@aol.com

Evaluations, Inc. (EVAL) has been providing technical expertise in the evaluation of instant lottery ticket security/quality since 1995. Experienced staff (up to 18 years) have gained an international reputation in instant game security and integrity, security audits relevant to drawing procedures, ball set/drawing equipment certification, and RFP preparation assistance.

Garron Lottery Products Inc.

5420 Pulaski Hwy; Baltimore, Maryland 21205
Ph: 410.485.6886 Fax: 410.485.9969

Michael Ruane, CEO

Manufacturer of number drawing equipment, calibrated ball sets raffle drums, prize wheels.

GTECH Corporation

55 Technology Way
West Greenwich, RI 02817 USA
Ph: 401-392-1000 Fax: 401-392-1234

GTECH Poland

UL. Ks. 1 Kłopotowskiego 5; Warsaw, 03-718; Poland
Ph: 011.48.22.618.6060 Fax: 011.48.22.618.8900

Hazen Paper Company

240 South Water Street; Holyoke, MA 01041-1420 USA
Ph: 413-538-8204 Fax: 413-533-1420

Robert E. Hazen, Vice President Sales reh@hazen.com
Judy Getto, Customer Service Manager

Hazen Paper Company is a global paper converter specializing in the manufacturing of security foilboard and holographic laminations for instant scratch-off lottery tickets. Hazen supplies product around the world.

HCL Technologies

D-12 & 12B; 3rd South Street; Ambattur, Chennai; Tamilnadu, India
Ph: (91-11) 91-520977 Fax: (91-11) 91-550923
www.hcltech.com rpsingh@corp.hcltech.com

Shiv Nadar, Chairman, President & CEO

Ashok Jain, Executive VP - Sales

Dennis Ing, Executive VP & Chief Financial Officer

Sujit Baksi, Executive VP - Human Resources

S. Raman, Executive VP & Chief Technical Officer

HCL Technologies is a global Software Led IT Services company offering a range of services to global IT companies, software product companies and large/medium end user organizations. Strategically, HCL Technologies has developed its core strengths to address specific market needs and offers a complete repertoire of services. These include: Technology Development Services, Application Engineering Services, and Networking Services.

HKC, Inc

www.hendersonkessinger.com

IGT Online Entertainment Systems, Inc.

1255 Broad Street, Suite 200; Clifton, NJ 07013
Ph: 973-594-5000 Fax: 973-594-0561
www.igtoes.com (userID)@igt.com

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Joe Sutkowski, Dir, Cust. Sup. 973.594.5151 joe.sutkowski@

Andrzej Surmacz, Dir, Internat. Ops. 973.594.5017 andrzej.surmacz@

IGT Online Entertainment Systems, Inc., (IGT OES) is a subsidiary of International Game Technology, a world leader in the design and manufacture of gaming products. IGT OES is an established leader in the Lottery Industry's technology and services sector with over thirty years experience. The company develops, installs and operates online, instant and video lottery systems for customers worldwide.

IGT OES commits significant resources to the design and development of new game concepts. We can provide you with alternatives to slow-growing traditional and jackpot-driven lotto games. Your revenues can increase by offering our entertaining and interactive games to your lottery players.

Our systems are built on standards-based technologies and deliver superior performance, flexibility, reliability and complete data integrity and security at a reasonable cost. This design allows your growing business to take advantage of future changes and enhancements.

Our goal is to provide our customers with innovative and creative solutions that will help them to increase lottery sales, thereby providing greater income for the Lottery's beneficiaries.

International Lottery & Totalizator Systems (ILTS)

2131 Faraday Avenue; Carlsbad, CA 92008 USA

Ph: 760-931-4000 Fax: 760-931-1789

www.ilts.com mktg@ilts.com firstinitiallastname@ilts.com

M. Mark Michalko, President

Chuck Bullard, Sales Manager Latin America

Robert McPhail, VP Sales & Marketing

Ted Bowman, North American Sales Manager

Jim Snow, Marketing Manager

International Lottery & Totalizator Systems is a leading supplier of on-line lottery systems, with installations worldwide. ILTS offers the entire spectrum of lottery products and services including gaming system software, instant ticket management, agent terminals, data communications, consulting, training, facilities management and maintenance support.

International Game Technology

1085 Palms Airport Dr., Las Vegas, NV 89119

Ph: 702.896.8500 Fax: 702.896.5922

www.igt.com

Jerome Young, VP of Public Gaming jerome.young@igt.com

IGT is the world's leading designer and manufacturer of electric gaming devices.

Interlott Technologies, Inc.

7697 Innovation Way

Ph: (513) 701-7000; Fax: (513) 701-0272

www.interlott.com sales@interlott.com

David Nichols, President & CEO

Thomas Stokes, COO

Dennis Blazer, CFO

Mark Marraccini, VP Sales

Interlott is the leading manufacturer of instant ticket vending machines (ITVMs) and other lottery ticket dispensing systems. Interlott's product line consists of ITVMs with 16, 20 and 24 bin capacity, pulltab vending machines, countertop dispensing systems and wall mount dispensing units.

INTRALOT S.A.

64, Kifissias Avenue & 3 Premetis Street; 151 25 Athens, Greece

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www.intralot.com info@intralot.com

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Constantinos Antonopoulos, Vice Chairman & CEO - axarli@intralot.com

John Katakis, Deputy General Director

George Tsaknakis, Business Development Director

INTRALOT, INC.

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Thomas F. Little, President & CEO

Wilson K. Cunningham, Vice President, Systems

Lynn A. Becker, Vice President & CFO

John Pittman, Vice President, Marketing

Intralot Inc. is an affiliate of The Intracom Group, one of the largest telecommunications, electronics and information technology organizations in Europe. Originating in 1988, Intracom founded Intralot S.A. in 1992 for the purpose of addressing the expanding market needs for automated wagering systems worldwide.

Following its immediate successes in providing integrated lottery systems and solutions in various world markets, Intralot S.A. founded Intralot Inc. (USA) in December, 2001. Intralot Inc. is a multi-dimensional, full-service lottery gaming information systems provider, and was awarded its first U.S. online lottery contract in July, 2003 by the Nebraska Lottery.

The multiple successes of Intralot and its affiliates have made it the fastest growing company in the gaming sector, and the third largest supplier of gaming information systems and equipment worldwide. Intralot provides high-end systems and solutions including its LOTOS™ gaming system and the Coronis family of modular and versatile high quality online terminals. Featuring the industry's largest TFT color touchscreen technology, the Coronis terminals are multi-functional and ergonomically designed for optimum performance.

Intralot's management and staff have extensive Lottery experience and are backed by significant financial resources to successfully undertake projects of any size and complexity. Through our cost-effective Partner Plus program, lotteries can take advantage of Intralot's combination of world-class technology and state-of-the-art marketing. This provides maximum reliability and revenue potential for both scratch and online products, as well as operations.

Ipsos-Reid

600, 635 8th Avenue SW; Calgary, Alberta T2P 3M3 Canada

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Canada - Ph: 403-237-0066 Fax: 403-294-1535

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www.ipsos-reid.com (firstname.lastname@ipsos-reid.com)

Ipsos-Reid Corporation is an international public marketing research organization with a specialized lotteries and gaming division in Canada and the U.S. Custom qualitative and quantitative research is conducted on behalf of both lottery vendors and numerous lotteries worldwide. Customized lottery market segmentation is conducted in a range of jurisdictions, including Louisiana, Maryland, Nebraska, Oregon, Texas and Connecticut. As well, numerous focus groups, mini-labs, and market simulations have been conducted to test new game concepts and communications-promotions strategies.

JCM American

www.jcm-american.com

Jonathan Goodson Productions

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Jonathan M. Goodson, President - Jonathan_Goodson@goodsonstv.com
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Jonathan Goodson Productions has distinguished itself as the 'Tiffany' of television program production companies. Its personnel has produced such classics as The Price is Right, To Tell the Truth, What's My Line, Password, Concentration, Match Game and Family Feud. Jonathan Goodson Productions has actively formed groundbreaking associations with government lotteries throughout the United States and individual countries worldwide. Its television game shows are proven to drive sales of lottery tickets. Jonathan Goodson Productions has worked with more than 25 lotteries worldwide, including Powerball: The Game Show, California's Big Spin, Illinois' Luckiest, New York Wired, Pennsylvania's 25th Anniversary Special, Win CEN Spin and Zama Zama in South Africa, and shows for the countries of Brazil, Estonia, Hungary and Lithuania.

Laniel Canada Inc.

www.laniel.com

Lottery Technologies Enterprises

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Leonard Manning, CEO

A minority-controlled joint venture, Lottery Technologies Enterprises is the on-line vendor to the D.C. Lottery and Charitable Games Control Board.

Lottotron Inc.

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www.lottotron.com jfiscella@lottotron.com

Joseph A. Fiscella, President

Lottotron holds five U.S. Patents covering all types of Automated Interactive Wagering utilizing every conceivable medium for transmission, including telephone, computer, cellular, satellite, and fiber optic. Lottotron welcomes inquiries regarding licensing and partnering proposals.

MDI Entertainment

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Tel: 800.572.7082 Fax: 770.772.7674
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Steve Saferin, President & CEO

Don Walsh, SVP-Sales

Bev Opie, Regional Sales, North America

Greg Hoelk, Regional Sales, North America

Evelyn Yenson, International Sales

Bob Kowalczyk, SVP & General Manager

Licensed lottery games: Harley-Davidson; NBA; NHL; Wheel of Fortune; Jeopardy; Hollywood Squares; Pink Panther; Popeye; Betty Boop; NASCAR Drivers Dale Earnhardt, Jr., Bill Elliott, Mark Martin, Matt Kenseth, others; Corvette; Ford Motor Company; Magic 8 Ball, TABASCO; SPAM; Mandalay Bay Casino; Palms Casino Resort; Excalibur Casino; Circus Circus Casino; Monte Carlo Casino; Super Clubs; Louisville Slugger; Major League Baseball Alumni Association; Motorsports Legends; Elvis Presley; I Love Lucy; The Honeymooners; Othello; The Hulk; Jacks Or Better; Hold-Em Poker; Hollywood Sign; Hollywood Walk of Fame; Marilyn Monroe; James Dean; Lionel; Ray Charles; TV Guide Crosswords; Universal Studios Monsters.

Mirabella Smith & McKinnon, Inc.

521 North Adams St.; Waukegan, IL 60085 USA
Ph: 850.222.1877 Fax: 850.561.6395
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Pamela P. McKinnon, Vice President

Damon Smith, Executive Vice President

Mirabella Smith & McKinnon, Inc. is a full-service public and governmental relations consulting firm based in Tallahassee, Florida. Areas of specialty include lobbying before the legislature, the executive branch, and administrative and regulatory agencies, as well as strategic planning and support for political campaigns, and strong public relations support and counseling.

Nter Technologies

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Hélène Gey, Dir, Mktg/Prod Mgmt 514.987.2012 helene.hey@

Thierry Abel, Account Executive 514.987.2002 thierry.abel@

Nter Technologies is totally dedicated to the gaming industry and operates on a global scale providing value-added services ranging from the design and implementation of technological solutions to total business process outsourcing. Nter Technologies is a proud supplier of products and services to a number of international gaming organizations seeking creative original solutions and a high level of technological expertise.

Oberthur Gaming Technologies

USA - Ph: 210.509.9999 Fax: 210.509.2930
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John Connelly, SVP Sales & Mktg, USA - john.connelly@sa.oberthurgt.com

OGT is a world leading integrated supplier of instant lottery tickets and related services, and currently serves 100 clients in some 50 countries. OGT is focused on growing its customers' sales by providing exceptional, innovative and revenue-generating products and services that incorporate the highest levels of security, technology and quality.

Pollard Banknote Limited

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Don Sawatzky, Vice President Marketing, US - sawatzky@pbl.ca

Pollard Banknote Limited is one of the world's leading suppliers of lottery products and related services.

Printpool Honsel GmbH

www.printpool-honsel.de

Pro-Lite, Inc.

www.pro-lite.com

PTI

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Charlie Mintz, Managing Partner
 David Alpert, Managing Partner
 Sharon Adams, Executive Assistant

PTI is a promotional marketing services provider to the Lottery industry. Our products and services are focused on providing "added value" for both lottery players as well as retailers. Our promotional programs focus on both Instant as well as Online games.

Our integrated marketing approach provides lotteries with a fully supported program which usually includes: Marketing dollars; Retailer Incentive program; Complete fulfillment service; 2nd Chance promotions
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For a complete overview of our products and services please see our website or contact David Alpert or Charles Mintz at 800-341-1884.

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Public Gaming Research Institute, Inc. publishes Public Gaming International magazine and the Morning Report, both being professional guides to the worldwide lottery industry, as well as several industry reference publications: PGRI also organizes annual lottery industry conferences and trade shows: PGRI's International Lottery Expo and Trade Show, SMART-TECH and ILAC Congress & Trade Show.

Drawing on PGRI's experience from nearly three decades in the lottery industry, the International Association of Lottery Suppliers (IALS) is specifically equipped to address the needs of the lottery industry).

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QLot Consulting AB provides independent lottery consulting world wide to Lotteries, Lottery Suppliers, Governments and Investors in all technical and commercial areas, especially where computerized systems and/or agent networks are used. The Group consists of European and U.S.-based principal consultants coming directly from managerial positions with leading lotter-

ies and lottery suppliers. QLot's services include business development, on-line or instant ticket product development, on-line system procurement, marketing and sales, quality reviews, system tests, lottery operations, etc.

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RedSiren's Lottery Consulting Practice provides management, technical, and security consulting services for domestic and international lotteries. Our team draws on its current knowledge of the lottery industry to provide a range of services, including: Comprehensive operational security reviews; Security analysis and design of networks; Security benchmarking; Technical penetration testing; Preparation and support for technical and management RFPs; Evaluation of systems and vendor proposal; Review of on-line systems and system readiness; Acceptance testing; Review and development of business recovery plans; and Consulting on game strategy.

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Schafer Systems Inc. was founded in 1986 and manufactures point of purchase displays including dispensers for scratch-off tickets and Play Centers® to display gaming information for the lottery industry. We currently sell to 39 U.S. states, 47 foreign countries and 10 territories.

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Scientific Games - a global technology leader in the pari-mutuel and lottery industries - provides customers with an unparalleled range of products, technologies and capabilities for comprehensive, end-to-end gaming solutions.

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David Michaud, President david@smartplay.com
Linda Turner, Vice President, Sales linda@smartplay.com
Thomas Markert, Exec. Vice President tom@smartplay.com

President David Michaud has been designing, and engineering drawing equipment since 1978. As former chief engineer of Beitel Lottery Products, he developed the well-known Beitel product line.

In 1993, Mr. Michaud founded Smartplay International Inc. Four years later, Smartplay expanded their offerings by acquiring manufacturing rights to the Beitel line.

Along with the Beitel products, Linda Turner joined Smartplay as Vice President Sales. She had served as Sales Director of Beitel Lottery Products for the previous four years. Experienced in the area of client relations, Ms. Turner will ensure your satisfaction with Smartplay's product and service; she has handled over \$21,000,000 in lottery contracts.

Executive Vice President, Thomas Markert also hails from Beitel Lottery Products, and has served the industry since 1987. Mr. Markert oversees the manufacturing operation, and serves as the main technical contact for the client base.

In addition, Smartplay employs twelve full-time employees to support its core business of traditional drawing equipment and new products, the Solution™ number recognition and Origin™ random number generation systems.

Spielo

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Guy Lines

You had it tough? When I was young... by Guy Simonis

Do you ever have the startling feeling that when you refer to a "recent" incident it turns out to be much farther in the past than you thought?

Here I am sitting and thinking that I haven't really spent that long in the lottery business. After all, thirty-odd years - and they were odd - is not that long in the scheme of things. But then realize how much has changed. In the early seventies we did not have the use of computers to administer the lottery. What we did was efficient for its day but would be laughable today.

Just as the early New Hampshire lottery in the 1960's, your columnist had to survive administering the lottery manually. Every lottery buyer was obliged to fill in name address and phone number on each ticket stub that went into the draw drum. The principle features of the system had not changed since its introduction in 1726.

The drawing of winners' names from the big draw drum filled with millions of ticket stubs was a great event that took a day or more to complete.

Any thought that my career would eventually come to a close conducting lottery draws every five minutes, would have been the stuff of science fiction.

But efficiency took hold. Bearer tickets with sequential numbers were introduced. No more names and addresses. The player could no longer sit around and wait to be phoned that he was a winner, but had to personally check the winning numbers and come forward to claim the prize.

The great innovation was that as soon as the winning numbers were known, the Canadian ticket printer BABN (now Oberthur) would print the prize-checks corresponding to all winning tickets whether those tickets were sold or not.

The prize payout office was adorned with numerous racks of the type that display postcards at the drugstore counter, you know, the carousel type of thing. The office looked like a giant Coutts-Hallmark exhibition without rhymes. Nobody had even remotely considered that retailers could pay prizes so every prize - no matter how small - was issued a check. Talk about unclaimed prizes! Here was a living up-to-the-minute display!

The progression to the lotto matrix used for sports betting that was introduced in 1971 was also a nightmare of administration. The player made his prediction on a bet slip that created an original and two carbon copies. Names and addresses were to be entered on the slip. The player kept a

copy; the lottery kept a copy and original went in the closed bank vault before the draw.

There was the small matter of validating the entry to prove the correct amount of the bet was paid. You may not believe this but special twin-perforated stamps were printed, not unlike postage stamps, with a left half and a right half, each bearing the same serial number. The players' copy of the bet slip bore the left half of the stamp and the other was licked onto the entry in the vault. The accounting was based on the amount of stamps sold. The West German lottery under fabled leadership of Lothar Lammers introduced a mechanized system that consisted of a validating terminal at the point of sale and a huge optical reader that photographed all bet slips before putting them in the vault.

The great moment came when the time-lock allowed the vault doors to open after the draw. Once the winning numbers were known, an army of 'checkers' entered after duly having left their purses and bags in the cloakroom and wearing aprons sans pockets. No smuggling in of winning entries after the draw, please. Some of the bigger lotto companies had up to 500 part-time workers as checkers after a draw.

The checkers, supervised by Argus-eyed auditors, were supplied with templates upon which an exact replica of the matrix was printed with all squares blacked out, except for the winning numbers. What was left was a black page with six or seven correctly placed holes. By placing the prepared template on the original of a valid bet slip, the checker could quickly determine the winners of 3, 4, 5 or 6 correct lotto predictions or win, loss or tie in a sports bet.

But it wasn't over yet. Now the task became to prepare to prepare and mail the winners' checks.

Sometimes when I hear the debate about networks, sophisticated terminals and other technical newspeak, I remind myself that the basic lottery hasn't changed. The game is still the game. The player is still the player and I am fearful that many of us are focusing on the way to administer the game instead of maintaining and perhaps increasing the play value.

In such misplaced priorities the road will lead to sagging revenues, no matter how sophisticated your new Super-Duper-Electra-Vortex Mark XVII system works. ■

Please respond to Guy Simonis at gsimonis@telus.net.

Atlantic

ALC players who purchased an OVER/UNDER ticket from August 1 to 29 were eligible to win a trip for two to any regular-season baseball game in North America by entering the ticket's validation code at the Atlantic Lottery Corporation's (ALC) eClub Rewards site (www.alc.ca).

Some sweepstakes entrants received an eClub Rewards-generated coupon for a \$2 OVER/UNDER Free Play that must be redeemed at a retail location. Some sweepstakes entrants also received an OVER/UNDER prize pack, redeemed through ALC. Players who signed up for eClub Rewards were also offered one free sweepstakes entry and were eligible to win a Free Play coupon or an OVER/UNDER prize pack. The sweepstakes was supported through radio advertising, live radio remotes, and on-site visits to a number of retailers throughout Atlantic Canada.

Connecticut

The CT Lottery has become the first lottery nationwide to join the CowParade fun! Capturing the hearts and imaginations of millions of people worldwide, CowParade, a "moo-ving" display of life-sized fiberglass cows and also the world's largest art event, stampedes into Connecticut (also known as "The Constitution State") next month. The Lottery's sponsored cow, created by local artist Margo Sappern, is being painted to resemble antique parchment paper and will bear a painted replica of the United States Constitution on its side. A bovine brigade of more than 50 sponsored cows will be on display for two months on the streets of West Hartford, CT. After the event, each of the life-sized fiberglass cows is herded up and auctioned for charity in CowParade's "udderly-unique" sales event. Plans are in the works for the Lottery's cow to be used for promotional and community outreach opportunities. Proceeds from the sale of the CT Lottery's cow will benefit the Connecticut Children's Medical Center as well as a host of other local charities.

Delaware

Last year, Delaware Lottery introduced a revamped brand with a new logo and tag line, designed to update its image and appeal to a younger audience.

This fall the new brand will be taken to the next level. A new campaign will be launching in September 2003. The campaign is designed to capitalize on the "fun and entertaining" aspect of playing Delaware Lottery games.

The unusual theme "games to go WILD over" definitely plays into the fun aspect of Delaware Lottery's new brand image. The lead character throughout the campaign is a chimp, who features on all elements of the campaign, television, outdoor, print and point-of-sale material. Naturally all premium give-aways complement the theme.

A fun consumer/player promotion will also be conducted at key locations throughout the state. Live events will be held during the first two weeks of the campaign. This too will include our chimp character (talent in a chimp suit) distributing bananas and other premium items to passersby during lunchtime, extending the theme from the campaign.

Another individual will distribute Instant Game tickets to incent product sampling. A large mobile billboard complemented with audio will be used to create an exciting lively event and to support the talent duo.

Furthermore the Delaware Lottery has revamped and launched a new website, delottery.com

Idaho

As a sponsor of BSU Broncos athletics, the Idaho Lottery has devised a hefty line-up of special promotions that will get the crowd fired up. At every home game this year, fans can buy \$5 in scratch tickets at the game and get a chance to win 2 sideline passes, or 2 of 12 reserved midfield seats for the next home game. There will be 7 drawings per game. Also at every home game, buy two \$7 scratch tickets at the BSU game get a chance to travel with the Broncos on an all expenses paid chartered trip to the Fresno State football game on November 21, 2003. The drawing will be held at the November 15th game. Additionally, each home game has extra promotions for fans to tackle!

Illinois

The Illinois Lottery launched its new \$2 "Elvis" instant in high fashion - or, to be more precise, in "high-flying fashion." The famous "Flying Elvi™" skydiving team parachuted into the Illinois State Fairgrounds on August 13 to help the Lottery introduce the new game. To add to the festivities, Illinois Governor Rod Blagojevich (an Elvis fan) and Lottery Superintendent Carolyn Adams unveiled the new instant game for the assembled crowd.

Iowa

The Iowa Lottery is working hard to find a \$100,000 Powerball winner. The winner's prize expires on September 15th, and the Lottery doesn't want that to happen. They've held a news conference, and posted signs in the Larsen's Food Pride grocery in Osage, where the winning ticket was sold for the September 14, 2002, Powerball drawing.

Michigan

Beginning September 8 and running through September 28, 2003, the Michigan Lottery will be offering the "Front Pair Payout" promotion to its Daily 4 game players. Daily 4 game players will receive a \$10 prize when their \$1 straight bet matches the first two numbers drawn.

Instant games debuting in September include: the \$1 "Lucky U" with a \$5,000 top prize; the \$2 "Harvest Gold" with a \$30,000 top prize; the \$2 "Betty Boop" with a \$20,000 top prize; the \$5 "Life in the Cash Lane" with a \$250,000 top prize; and the \$2 "Monster Cash" with a \$31,000 top prize.

**Michigan Lottery Commissioner Gary Peters took to the streets, spreading the word about Club Keno, scheduled to launch in October. Peters was visiting potential venues for the game. So far the Lottery has received applications from 400 potential vendors.

Beginning Monday, August 4, 2003 until the close of Michigan's WINFALL sales on Saturday, August 30, 2003, "WINFALL Days of Thunder" entry coupons will be issued by Michigan Lottery terminals following every \$3 or more single-ticket WINFALL purchase. These coupons can be entered for a chance to win a 2003 Ford Thunderbird Convertible. One 2003 Ford Thunderbird Convertible winner will be selected weekly. Entries are good for only one weekly drawing. Entries received by the Michigan Lottery on or before September 8, 2003 will be included in one of four weekly drawings. Players can enter by mailing in entry coupons,

or via the Lottery's Web site.

The Michigan Lottery launched its newest \$20 instant game, "\$2,000,000 Fortune." The game is different in that its \$2,000,000 top prize will be awarded through a drawing. The top-prize winning ticket will be drawn from the pool of players who claim one of the 1,100 \$1,000 prizes in the "\$2,000,000 Fortune" game.

Missouri

Club Keno players in Missouri will be on the mark with the Lottery's new Bulls-Eye play option, which officially started in mid-August. The new feature gives Club Keno players three ways to win prizes, instead of one: win by matching the Club Keno numbers, win even more by matching the Club Keno numbers and the Bulls-Eye number and win by matching just the Bulls-Eye itself! To access the feature players need only to make their regular Club Keno play and select "Bulls-Eye." The total cost of the transaction will double, but the winnings could be multiplied as much as six times. Top prize for matching all 10 numbers plus the Bulls-Eye is \$300,000.

Nebraska

The Nebraska Lottery will hold its 10th Anniversary Party on September 20 at Pershing Auditorium in downtown Lincoln. The party is open to the public with a \$2 admission donation to the Nebraska Jaycees, who will be helping to staff the event. The event runs from 5 until midnight. Food and refreshments will be available throughout the evening, and door prize drawings will take place every 30 minutes.

At 7 p.m., the 10 Years of Fun Second Chance Game Show will take place. During the show, a field of 50 semi-finalists selected in preliminary drawings on May 30, June 27, July 18, August 8 and September 5 will be narrowed to six finalists. The winner of the grand prize will receive \$100,000. The second place winner will receive a 2003 Ford F-150 SuperCrew-Lariat edition truck valued at \$42,000 (the Nebraska Lottery pays withholding taxes and provides \$1,909 for costs incurred with ownership). Other finalists receive between \$500 and \$2,000. At 9:59 p.m., the Powerball drawing will be conducted live at the event, and the nationwide broadcast of the drawing will originate from Pershing Auditorium.

New Jersey

The New Jersey Lottery saw a staggering 68 percent redemption rate of its recent electronic "Pick 6 Lotto Coupon" pilot program. Traditionally, Internet coupon promotions average only a 10 to 15 percent redemption rate.

In May, the Lottery launched a Pick 6 Lotto promotion through the VIP Club section of its website (www.njlottery.net), whereby approximately 48,000 members who were registered with the VIP Club and indicated an interest in coupons and promotions, received a free coupon via email. Players simply had to click on the coupon icon and print it. The coupon, good for one free Pick 6 Lotto play, could be redeemed at any of New Jersey's 6,000 retailer locations and VIP Club members had four weeks to redeem the coupon. Of those coupons printed by players, 68 percent were redeemed. The Lottery is planning to take this concept to another level, incorporating the popular VIP Club section of its website and emailing coupons directly to players.

New Mexico

An energetic, inner-tubing Las Cruces mother of 16 has been named the new mascot for the New Mexico Lottery's "Roadrunner Cash" game. Lady Fire, a five-year old longhaired miniature dachshund, will be featured in the Lottery's new "Roadrunner Cash" print and broadcast advertising campaign beginning this fall.

Lady Fire was selected from among more than 400 contestants at 12 statewide "Rolling Roadrunner Roadshow" auditions. In addition to appearing in the advertising campaign, Lady Fire will receive \$250 in Purina-brand animal products from the Albertson's Food and Drug grocery chain, which co-sponsored the tryouts earlier this year. She will also receive a nominal fee for any additional photo sessions. Another part of the contest asked Lottery website visitors to select a People's Choice winner from among the contestants. A miniature Australian Shepherd named Megan received that honor. Megan belongs to Margie Billau of Albuquerque, and will also receive Purina products.

Pennsylvania

The world's first licensed instant lottery game based on the classic pop culture icon Magic 8 Ball® was launched by the Pennsylvania Lottery. The \$2 Pennsylvania game, printed by Scientific Games, features 4 million tickets and gives lottery players the opportunity to win cash prizes of up to \$8,888. The Magic 8 Ball® brand and related imagery are offered exclusively by MDI to lotteries in the United States.

Washington

The Washington Lottery and Seattle Mariners are stepping up to the plate for a fifth season of collecting children's books and supporting literacy. Continuing the success of the Lottery's Home Runs for Reading program, the Mariners Wives and Lottery staff were outside SAFECO Field collecting children's books and cash donations before Sunday's Mariners game against the divisional rival Texas Rangers. The first 2,000 fans age 18 or older who donated a new children's book received a \$1 "Cash Celebration" Scratch ticket for a chance to win \$1,776. Limit 10 tickets per person while supplies last. Books collected benefit the Page Ahead Children's Literacy Program, a 13-year-old, non-profit agency dedicated to putting books in the hands of at-risk children who have none in their homes. ■

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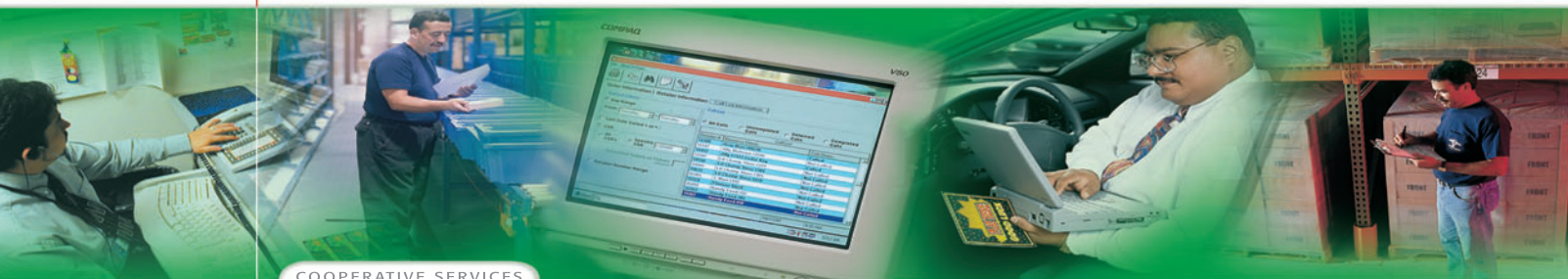
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