

To: Lottery CEO's, IALS Members, Marketing Directors, PR/Communications Directors

Public Gaming Research Institute Inc.'s

# INTERNATIONAL MORNING REPORT

Your weekly supplement to  
*Public Gaming International Magazine*  
February 18, 2002

## **WINCOR NIXDORF ENTERS U.S. MARKET.**

Wincor Nixdorf has successfully entered the US lottery business market – the first non-American company to do so. The Delaware Lottery has given an order for 506 Xion /Mtop lottery terminals and 180 Xiprint thermal printers to Automated Wagering International thereby going with a Wincor Nixdorf terminal solution. In addition, this order will mark the first time that Wincor Nixdorf will use Linux as the operating system on its terminals. As the main contractor, AWI will assume overall responsibility for the project including development of the terminal application.

## **A LITTLE SOMETHING EXTRA.**

For the next three weeks, Michigan Lottery players who shop at Felpausch stores get an extra chance to win the Michigan Millions game. Through March 9, players who buy a ticket at Felpausch with five wagers or more will get an extra "easy pick" free. Those who buy a 10 wager card will get two easy picks.

## **NEW BRUNSWICK VLT CHANGE.**

The ALC was asked by its New Brunswick shareholders to manage the Video Lottery program in the province. Up until now the ALC's role in the VL program in N.B. was the approval of manufacturers and distributors of VLTs, and the monitoring of VLTs for financial information through ALC's central computer system. An RFP for video lottery, issued in November 2001, has closed and the evaluation process has begun. A final decision is anticipated for March 2002.

## **OHIO APPLIES FOR THE BIG GAME.**

Ohio will apply to join the Big Game multistate Lottery. A lottery spokesperson said that the Big Game is a better fit for the state because other Big Game members have similar demographics to Ohio. Ohio decision makers felt the Big Game had the highest jackpot possibilities. The fact that Ohio is

surrounded by Powerball states also played heavily in their thinking.

## **OREGON SELECTS INTERLOTT.**

Interlott Technologies, Inc. was selected by the Oregon Lottery to provide Instant Ticket Vending Machines (ITVMs). Interlott anticipates a purchase order for a minimum of 225 16-bin ITVMs. Interlott supplies ITVMs to 29 of the 38 domestic lottery jurisdictions.

## **NEW HAMPSHIRE RFP.**

The New Hampshire Lottery has an RFP available for Instant Ticket Printing. This is a two year contract with one, two year extension. Interested parties may receive a copy of the RFP by sending a written request on company letterhead to: NH Lottery, 14 Integra Drive, Concord, NH 03301 Attn: Betsy Carignan, Games Manager. Requests may be sent via fax: 603-271-1160.

## **BCLC ORDERS MORE BINGO.**

British Columbia ordered an addition \$1 million worth of electronic bingo systems from Jenosys Enterprises Inc. The systems are to be shipped before March 31, 2002.

## **SUPERLOTTO JACKPOT REACHES RECORD LEVEL.**

The California Lottery's SuperLotto Jackpot reached \$170 million on Thursday, February 14, making it the second largest single state jackpot in U.S. lottery history. California schools will receive more than \$102 million from this jackpot's sale alone. One psychologist gave a warning that jackpots of this size give rise to a sensation called "lottery fantasy syndrome," a form of depression that can occur when players think they'll win and they don't. Personally, I think jackpots of this size give rise to a phenomenon called "lottery fantasy come true syndrome," where one or more winner's lives are forever altered.

## **TEXAS INCREASES MINORITY SPENDING.**

The Texas Lottery increased direct spending and subcontracting to minority-owned businesses by \$6 million in FY 2001. The result was an increase in minority owned businesses selling lottery products. Minority locations now represent 31.79 percent of the Lottery's retailer base – the goal was to have that number reach 20 percent. Good job!

## **IRLMEIER RESIGNS.**

After 12-1/2 years with the company, Mike Irlmeier has resigned as VP of Marketing and New Product Development at Schafer Systems Inc. Mike's replacement in research and development will be Tim Caltrider who has been with the company for eight years.

## **GTECH GAINS EXTENSIONS.**

Late January to early February has been very good to GTECH this year. New Mexico and Kentucky each approved five-year contract extensions for online games; TIPOS a.s., in the Slovak Republic, extended its contract – meaning GTECH will replace 1,650 terminals; and the WCLC selected the Company to supply Saskatchewan with an upgrade to the video lottery central system. GTECH is expecting these contracts to generate approximately \$115 million.

## **REVENGE OF THE PINK PANTHER.**

Okay, maybe that title is a little melodramatic, but MDI received some good news concerning their Pink Panther licensing. MGM has extended its licensing agreement with MDI allowing it to market the rights to the cartoon through 2004. In addition, MGM expanded the licensing rights to worldwide – until now it was limited to North America.

## **FLORIDA LOTTERY TO BOOST TOURISM.**

Florida's newest \$2 Instant looks like a good one. It offers more than \$10 million in cash prizes and 90 vacation packages. Play FLA USA is geared to boost Florida's Tourism industry by not only offering tour packages for the state's many attractions, but non-winning tickets can be used for discounts at more than 300 Florida hotels and attractions. If anybody wants to donate their winning cruise ticket to the deserving people at PGRI...

## **NEW MEXICO RFP.**

The New Mexico Lottery Authority has issued an RFP for advertising agencies. Based on a five-year agreement and two optional one-year extensions, the new contract may total \$15 million, including media buys, production costs and agency commissions. In conjunction with the Lottery's ad and marketing staffs, the agency is responsible for the development and placement of print, broadcast and outdoor advertising. The New Mexico Lottery's advertising has received numerous industry awards. For more information, phone (505) 342-7623

## **NEW JERSEY GAME CHANGE.**

On Feb. 24, the New Jersey Lottery will introduce an enhanced LOTZEE game, which makes the game easier to play and creates more winners. Changes include an additional Wednesday drawing, and a matrix decrease from 99 numbers to 76, to name a few. In addition to this game change the Lottery has added a new VIP Club to its Player Web Site. Players who log on and register for the club by Feb. 21 will be entered into a drawing to win a trip to San Francisco and Napa Valley, CA.

## **NEW PROMO-TRAVEL SITE.**

Promo-Travel has a new website. Lottery's can use it to use to check out the latest new products as well as sample tickets, results and point of sale from past programs. Also, check out their new online 2<sup>nd</sup> chance opportunities. There is a sample site attached to the Elvira® Monster Money page. Of course, you'll find them at [www.promo-travel.com](http://www.promo-travel.com).

## **SOUTH DAKOTA SALES RISE.**

Instant sales were up by 34 percent in South Dakota during the December Doubler promotion, which doubled Merry Money and Reindeer Games prizes of \$100 or more.

## **NEW KENTUCKY \$10.**

Kentucky launched its newest \$10 ticket – WIN DOUGH 2002. It boasts 20 different ways to win and seven different games per ticket. Top prize is \$202,000, and a second chance promo offers a trip to Treasure Island in Vegas, a home computer, or a one-year subscription to AOL.

## **INSTANT POSTCARDS?**

USPS Account Manager Pamela Simms has created a new way for players to enter second chance drawings. It's still through the mail, but now the players can use the tickets as postcards. Quality control and anthrax safety issues were the catalyst behind the idea, which is currently being employed by the Kentucky Lottery. The back of the tickets contain a pre-printed Kentucky Lottery address, complete with FIM and barcode. All players have to do is fill out the requested information on back, slap on a stamp and stuff it in the mailbox. The design, along with vendor scanning technology, allows for the collection of a database of active lottery players to be created through the Second Chance entries. Look for this idea to catch on!

## **NEW JERSEY SIGNS WITH OBERTHUR.**

The New Jersey Lottery signed a five-year contract with options for two 1-year renewals with OGT to produce unique instant proprietary games, pouch games, and specially packaged games offered exclusively by OGT.

## **Mark Your Calendars!**

### **ILAC Congress 2002**

April 6-9 at the Hilton Cancun & Golf Resort  
Cancun, Mexico

*Co-hosted by the National Lottery of Mexico*

### **International Lottery Expo 2002**

August 1-4 at the Loews Miami Beach  
Miami Beach, FL

*Co-hosted by the Florida Lottery*

**[www.PublicGaming.org](http://www.PublicGaming.org)**



18 de febrero del 2002

February 18, 2002

Estimado colega:

Dear Colleague:

Es un placer ver que esta cerca la fecha de reunirnos otra vez para el Congreso anual del Instituto de las Loterías de Norteamérica y del Caribe - ILAC 2002. El tema para el Congreso de este año es "*Más Juegos, Más Ganancias, Más Beneficios*" y será co-patrocinado por la Lotería Nacional de México.

It is exciting to see that it almost time for us to gather together again for **ILAC 2002**, the annual Congress of the Institute of Lotteries of the Americas and the Caribbean. The theme for this year's Congress is "*More Games, More Revenues, More Benefits*" and will be co-hosted by the National Lottery of Mexico.

Le enviaremos muy pronto más detalles adicionales sobre el Congreso ILAC, pero queremos usar esta oportunidad para recordarle y anticiparle que las fechas del Congreso de este año serán del **6 al 9 de Abril**, del 2002 en el fabuloso hotel Hilton Cancun Beach and Golf Resort.

Additional details on the ILAC Congress will be available shortly, but we want to take this opportunity to encourage you to mark your calendar with the dates for this year's Congress: **April 6-9, 2002** at the fabulous Hilton Cancun Beach and Golf Resort.

Mientras tanto usted puede comunicarse con Raquel Orbeago al 425-821-8361 (Tel/Fax) o por via e-mail [rorbeago@hotmail.com](mailto:rorbeago@hotmail.com) para cualquier pregunta o comentario referente al evento de este año. Para más información sobre el hotel visite su sitio de Web [www.hiltoncancun.com](http://www.hiltoncancun.com)

In the meantime, you may contact Raquel Orbeago or myself with any questions or comments regarding this year's event. Raquel can be reached at 425-821-8361 (Tel./Fax) or via e-mail at [rorbeago@hotmail.com](mailto:rorbeago@hotmail.com).

Le agradecemos anticipadamente su grata presencia en el Congreso ILAC 2002 en Cancún. Por favor, recuerde que los empleados de las loterías nacionales o de gobierno no pagan derechos de admisión para participar en la conferencia.

For more information on the hotel, you can also visit their Web site: [www.hiltoncancun.com](http://www.hiltoncancun.com).

We certainly look forward to seeing you in Cancun for the 2002 ILAC Congress, and please remember, there is no registration fee for the employees of government sponsored lotteries.

Me despido atentamente,

Best Regards,

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