

To: Lottery, Video Gaming & Racino Executives
Interested in Growth, Expansion and Success
Public Gaming Research Institute Inc.'s

International Morning Report

Your weekly supplement to
Public Gaming International Magazine
April 12, 2004

NEWYORK BREAKS RECORDS

New York just ended Fiscal Year 03-04 with ticket sales totaling \$5.8 billion and revenues for education of \$1.9 billion – a new record for New York

TRUCKS AND BUCKS IN NEBRASKA

With the April 7 launch of Truck\$ & Buck\$ featuring the 2004 Ford F-150 SuperCrew 4x4 comes the annual second chance contest, which this year is entitled Tough Truck Giveaway. The Tough Truck Giveaway offers \$2 Scratch game players a second chance to win a new Ford F-150 SuperCrew truck.

BE A ROADEE: MDI LICENSES GIGTOURS

The new licensing agreement, the initial term of which runs through December 2006, will give the lottery players/music lovers once-in-a-lifetime opportunities to experience what life is like on the road with a recording artist or band. Winners of bonus Grand Prizes – the All Access™ Platinum package – will tour with big-name musical artists or bands, traveling from gig to gig over a five-day, four-night period. Each winner will be permitted to bring up to seven guests, all of whom will stay with the artist, band and crew in the same hotels, bunk together on Gigtours' luxury entertainer tour bus, share meals with one another, as well as have VIP access to production set up and sound checks and shows. After each event, the group will re-board the tour bus and head to the next venue and the next gig. Music stars Hank Williams, Jr., Lee Greenwood, Pat Benatar, Kenny Rogers, Loretta Lynn, Montgomery Gentry, Trick Pony, Bill Anderson, Travis Tritt, Tammy Cochran, Buddy Jewell, Rebecca Lynn Howard, and Gretchen Wilson are among the recording artists in the Gigtours lottery program.

FRESHENED WEBSITE + WIRELESS DELIVERY

improved content and services. The site still lists winning numbers on all ALC draw games but now it can also deliver winning numbers to players' wireless phones and hand-held wireless devices. A group play form as well as jackpot and winning numbers information can be printed from the site. ALC has also increased the responsible gaming content at its site. ALC's site is www.alc.ca.

ATLANTIC 49

To coincide with the launch of the new, enhanced Lotto 6/49 game across Canada, ALC is introducing a new name for its popular Atlantic 6/49 game as well as a new way to play. Effective May 30, Atlantic 49 can be played as a stand-alone game or as an add-on game with Lotto 6/49. Atlantic 49 will still offer two plays for \$1 and a \$1-million dollar top prize.

Plan to Attend
Public Gaming Research Institute's
Intern'l Lottery Expo
&
ILAC Congress 2004
June 28-July 2
Loews Miami Beach Hotel
AN EDUCATIONAL OPPORTUNITY
For Increasing Sales and Net Revenues
New Marketing to Increase Revenues
New Products to Increase Revenues
New Ideas to Increase Revenues
New Gaming Innovations
New Internet Uses to Increase Revenues
New Themes for Video Gaming
New Strategies for Racinos
New Licensed Properties
New Scratch Games
New On-line Games

TO REGISTER for the CONFERENCE
Please call 1-800-493-0537 or tel. 425-985-3159
FOR HOTEL RESERVATIONS
Please call Loews Hotel at Tel. 305-604-1601

*Additional conference details & registration form
available at www.publicgaming.org*

COUELLE TO HQ; COSINEAU TO HEAD OGT
Group François-Charles Oberthur (FCO), Oberthur Gaming Technologies' (OGT) unique shareholder, is proud to announce that Etienne Couelle, OGT's Chief Executive Officer, will return this summer to FCO's headquarters in France, where he will be promoted to a new strategic position. Emmanuèle Cousineau, OGT's Chairman and former Chief Executive Officer will replace him as CEO, while keeping her chair position.

TEXAS GOVERNOR PUSHES FOR RACINOS

Texas Gov. Ric Perry is proposing to allow video lottery terminals at the racetracks to help education. The proposal is being enthusiastically backed by the tracks. One track official is predicting passage of enabling legislation.

MAINE PLANS TO JOIN POWERBALL

The currently proposed budget would authorize Maine to join the multistate Powerball lottery, to raise an estimated \$9 million next year as part of a larger plan to increase state aid to local schools by \$15 million. Rebecca Wyke, Baldacci's finance commissioner, said Mainers should be able to buy Powerball tickets as soon as July.

RESPECTED TN LOTTERY COMMISSIONER DIES

Mr. Morris H. Fair died Wednesday night at Baptist Memorial Hospital-Memphis of complications from treatment for esophageal cancer. He was 74. Mr. Fair most recently served as a Tennessee lottery board member and public finance consultant for Duncan-Williams Inc.

MOLICA RESIGNS FROM CALIFORNIA LOTTERY

California Lottery chief executive officer and director Anthony Molica has resigned after only seven months, a lottery representative confirmed. Molica joined the California Lottery Sept. 2, 2003, after serving as executive director for the Washington Lottery. His last day was April 8. "He has chosen to resign and join his family back in Washington state," said lottery representative Rosa Escutia. Gov. Arnold Schwarzenegger will appoint Molica's replacement.

POWERBALL TO START IN TN ON APRIL 19

Powerball is rolling into Tennessee April 19. The multi-state lotto game gives players a chance to win one of nine different cash prizes, including a multimillion-dollar jackpot. Powerball is a proven favorite of Tennesseans who have been anticipating its arrival since a lottery was created in the state," said Rebecca Paul, CEO and president of the Tennessee Lottery.

NEW YORK RACINO NEWS

By: Capital News 9 web staff

Another of New York State's racinos is scheduled to open later this year. The Monticello Raceway harness track will reopen in July as Mighty M Gaming at Monticello Raceway. Work is under way at the 45-year-old Sullivan County track to make room for about 1,800 slot machine-like video lottery terminals. It's set to open on July 1 with a grand opening celebration on July 4 weekend.

The ground floor of the grandstand has already been gutted as part of the \$24 million project. The raceway will employ about 400 workers when it opens.

Three of up to eight of the state's racinos are currently up in running. Racinos opened earlier this year at Saratoga Raceway, Buffalo Raceway and Finger Lakes Race Tracks, near Rochester.

VLT gaming rooms are scheduled to open at Batavia Downs in mid-July. Racinos are also planned this year at the

Yonkers and Vernon Downs harness tracks and Aqueduct race track in Queens.

MICHIGAN TRACKS HOT FOR RACINOS

US Trotting Association

The pot of gold is bill that would authorize video lottery terminals -- up to 2000 -- at each of the state's racetracks, and the rush is from a number of applications to build and license new racetracks. Four racetrack applications are pending before the state racing commissioner, and others have made inquiries. The Detroit Free Press quotes the Senate Majority Leader as saying the racino bill will likely be voted out of committee following the Legislature's Easter break. The newspaper also reported that the measure apparently has enough support in the Senate to pass. Applications have reportedly come from real estate developers Trenton and Lansing, Mich., from Magna Entertainment, and a Detroit-based investment group who have suggested the revival of racing at the Michigan State Fairgrounds. Detroit's casinos oppose the measure, and are said to be readying a ballot drive to block the legalization of lottery terminals at the tracks.

RACINOS LIKELY IN MINNESOTA

Associated Press

Casino gambling in Minnesota remains a possibility this year. Senate Democrats have consistently opposed legislation that would allow competition with existing tribal casinos, but Majority Leader Dean Johnson said Thursday that some of his colleagues are willing to take another look. Johnson said polls showing support for using gambling money in the state budget influences his members. So does Gov. Tim Pawlenty's apparent shift toward gambling. It is an integral part of the House budget plan. A racino would belong to the racetrack owners, but the state would get more than \$30 million in the next.

UK LOTTERY PLAY ON INTERNET

WebUser UK Internet Magazine

National Lottery players can now play the main Lotto game from the comfort of their sofa with the launch of an interactive TV service. Player can buy tickets for both the Wednesday and Saturday Lotto draws with Sky Active. Access the service by pressing the interactive button on the Sky remote and selecting The National Lottery or by pressing the red button when it is featured in National Lottery advertising. Players have to register for a National Lottery Account - providing a name, date of birth and home address and choosing a user name and password.

CORRECTION FROM SC

The sales information sent on the High Price Point Survey, Cash Bonanza instant ticket, was partially incorrect. The sales for Cash Bonanza, \$10 instant ticket, exceeded \$2.95 million per week. Cash Bonanza launched 11/01/03, so it was only selling for 8 weeks in 2003. Gross sales for this 8 week period ending December 31, 2003 were \$27,245,950. A \$5 ticket, Cash Explosion, was actually the highest in gross sales. The gross sales for Cash Explosion for 2003 were \$45,387,270.



Public Gaming Research Institute's

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

Loews Miami Beach Hotel, Miami Beach, Florida

June 28-July 2

Dear Lottery Associate:

It is our pleasure to cordially invite you to participate in this year's combined 2004 ILAC & International Lottery EXPO being held June 28 - July 2 at the beautiful Loews Miami Beach Hotel in Miami Beach, Florida.

The Theme for 2004 ILAC/EXPO is "Revenue Growth Through Innovation and Expansion of Products." Presentations and panel discussions will focus on new developments that lotteries can use to bring more money to the bottom line for the good causes of the lotteries. Every person attending should expect to go home at the end of the conference with new information and ideas that will help grow lottery revenues.

A key part of the program will be presentations by lottery and suppliers representatives showing the best of their new products and services and benefits to the lotteries. In addition, there will be the added benefit of participation from lotteries from outside of North America which will offer other perspectives and success stories. At this time of great need for more revenues by each lottery jurisdiction, what better investment could there be for your time than finding new ways to increase those revenues?

A form is enclosed to solicit your interests and possible participation on the program. Please complete and return the form or just email your comments to me.

With best regards,

Duane Burke

CEO

Public Gaming Research Institute, Inc.

Email: duaneburke@aol.com, cell-Tel: 425-985-3157

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Ph: 800-493-0527, 425-985-3159 FAX: 800-657-9340, 206-232-2564



Public Gaming Research Institute's

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

Loews Miami Beach Hotel, Miami Beach, Florida

June 28-July 2

INVITATION TO PARTICIPATE

Theme: Revenue Growth Through Innovation & Expansion of Products

Please check (✓) the subjects of interest and indicate those which you would like to actively participate.

Note any date or time constraints regarding your program participation. Thank you.

Fax completed form to PGRI @ 1-800-657-9340 or 206-232-2564. Tel: 425-985-3157

PARTICIPATION PREFERENCE (Please Check)

TOPICS	SPEAKER	PANELIST	OBSERVER
New Products			
New Innovations			
New Licensed Properties			
New Strategies for Video Gaming			
New Scratch-Off Game Innovations			
New On-Line Game Innovations			
New Internet –Uses for Lotteries			
New Wireless Delivery Systems			
New Innovations in Marketing			
New Innovations in Advertising			
New Innovations in Public Relations			
	Suggested	Topics	

CONFERENCE REGISTRATION FORM

Public Gaming Research Institute's INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

June 28-July 2, 2004

Loews Miami Beach Hotel, Miami Beach, Florida

Loews Hotel Tel. 305-604-1601 Fax 305-604-3999

PGRI Tel. 425-985-3159 or 800-493-0527; Fax 206-232-2564 or 800-657-9340

Name & Title: _____

First Name to use on badge: _____; Spouse, if attending _____

Organization: _____

Street Address: _____ City: _____

State/Province: _____ Zip Code _____ Country _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

INDIVIDUAL REGISTRATION FEES (check one):

Non-government US\$895; Extra Exhibitor: US\$795; Government: No charge*

*Note: confirmation of government employment status required

PAYMENT:

All payments are due in advance. Space is confirmed when payment is received.

Refunds are available until May 27 but not after that date.

Credit card authorization for US\$ _____ Date of purchase _____

Please circle credit card type: American Express Visa Master Card

Card Number: _____ Expiration Date _____

Cardholder's name if different than above: _____

Signature: _____

Alternative payment methods available upon request

Call Susan Burke Jason at PGRI for assistance: 425-985-3157 or 800-493-0527

HOTEL RESERVATIONS

Please call directly to the Loews Miami Beach Hotel for room reservations.

Discounted room rates for Expo/ILAC attendees: US\$199 single or double

Telephone: 305-604-1601 or 877-563-9762 Fax: 305-535-5218

BE SURE TO MENTION NAME OF THE CONFERENCE

Loews Hotels Web Site: www.loewshotels.com

FAX COMPLETED FORM TO PGRI AT: Fax 206-232-2564 or 800-657-9340