

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 19, 2004

**TELC READIES FOR POWERBALL, MAKES LARGE TRANSFER.** The Tennessee Lottery is launching Powerball today (Monday, April 19). Last week Lottery sales reps worked with retailers statewide to prepare for the launch, including training, and stocking stores with "How to Play" brochures, playslips and signage. In other exciting TELC news, Lottery officials transferred \$63,774,000 to the state for education scholarships. The total represents the profits since the first scratchoff tickets were sold Jan. 20. The Lottery expects to transfer another \$41.3 million at the close of the fiscal year on June 30, keeping the scholarship fund ahead of early projections.

**TEXAS SALES ARE UP.** Total Lottery sales in Texas are currently sitting at \$2.03 billion – up 5.3 percent over the same period last year. Mega Millions sales have reached \$97 million since the first tickets were sold in December, while Lotto Texas has experienced 26 percent decrease (much of which was expected), from \$330 million at this point last year to \$244 million.

**MA AD CAMPAIGN BOOSTING REVENUE.** Massachusetts Lottery revenues already have increased \$31 million compared to the same time last year, and the increase can be at least partially attributed to the launch of the first lottery advertising campaign since 1997. Other factors that have influenced the increase include the introduction of a second \$10 instant, and longer Keno hours. After ads touting Mega Millions were shown, Massachusetts share of the game's sales increased from 3 percent to 5 percent.

**VIRGINIA HAS LARGEST DAILY GAMES' PAYOUT EVER.** The Virginia Lottery announced its largest daily games' payout ever when 7-7-7-7 was drawn the afternoon of April 13. Almost 1,500 tickets won \$5.57 million on sales of \$211,526, a payout more than 26 times the amount taken in for the game. Approximately half of the tickets won \$2,500 on \$0.50 bets, and half won \$5,000 on \$1.00 bets. The largest previous daily games' payout was \$4.7 million on July 3, 2001 (7-7-7), while the largest previous Pick 4 payout was \$3.79 million on June 5, 2000, when the numbers 9-9-9-9 were drawn. Liability caps for Pick 3 & Pick 4 are \$8.0 million and \$6.0 million, respectively.



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**MI INTRODUCES DAILY 3 & 4 DAILY DOUBLE GAME.** The Michigan Lottery's Daily 3 and 4 games are very popular with players all across the state. In fact, combined, Daily 3 & 4 game sales comprise approximately 42 percent of the Lottery's total ticket sales each year! Now, with Daily Double, Michigan Lottery Daily 3 and 4 game players will have the chance to experience winning instantly while they wait for their special numbers to be drawn. Players who purchase a Daily 3 or Daily 4 straight, boxed or two-way ticket can ask for the Daily Double play for an additional dollar. When playing Daily Double, two sets of three-digit numbers (for Daily 3) or four-digit numbers (for Daily 4) are printed at the bottom of the player's ticket. The first set of numbers is the player's original wager for the

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regular drawing. The second set of numbers is that ticket's Daily Double number, randomly drawn through the Lottery terminal. If a player's Daily Double numbers match according to the bet type selected, they win instantly. Players can win up to \$600 instantly in the Daily 3 and \$6,000 instantly in the Daily 4 when they choose to play Daily Double. Prizes in the Daily Double game are an average of 20 percent more than those paid out for the regular Daily Games. The odds of winning in the Daily Double game are the same as for the Daily 3 & 4 Games. Players can redeem their Daily Double prize immediately and receive a reissue ticket good for their regular Daily 3 or Daily 4 drawing. Sales of Daily Double tickets will begin on Sunday, April 25, 2004.

**GA SAYS NO TO INTERNET PLAY.** The Georgia Senate voted down a bill that would have allowed the Georgia Lottery to set up a site where players could buy lottery tickets online.

**UK LAUNCHES INTERACTIVE TV PLAY.** UK National Lottery players can now buy Camelot's Lotto game from the sofa, as interactive TV service launched last week. To play via interactive TV, players must register for a National Lottery Account - providing a name, date of birth and home address and choose a user name and password. Players will be automatically informed if they win, and the service will either credit their National Lottery account or advise them to collect their prize at a regional prize payout center.

### **\*NEW\* RACINO NEWS**

**IA HOUSE APPROVES GAMING BILL.** The Iowa House voted 56-41 in favor of allowing the Iowa Racing and Gaming Commission to expand casino gambling. The House set no limits on the number of licenses that could be approved. The bill passed the Senate on a 39-8 vote, but two amendments added in the House must still be considered.

**MD HOUSE KILLS SLOTS BILL.** The Maryland House Ways and Means committee voted 21-0 in opposition to slots legislation supported by Gov. Robert L. Ehrlich Jr. Earlier in the year the legislation was passed by the Senate.

### **COMPANY ANNOUNCEMENTS**

**MD EXTENDS OGT.** Oberthur Gaming signed a two-year contract extension with the Maryland State Lottery for the printing of instant ticket lottery games and related marketing services. The contract, originally awarded to OGT in 1999, also includes the distribution of instant tickets to nearly 4,000 Maryland Lottery agent locations, as well as the supply and maintenance of automated instant ticket dispensing equipment used by these agents.

**NJ DEBUTS WINNING LEGENDS.** MDI Entertainment, a wholly-owned subsidiary of Scientific Games announced that the New Jersey Lottery's March

2004 launch of Winning Legends marks the debut of lottery tickets licensed by the Major League Baseball Players Alumni Association. The nine players featured in the new \$2 game - most of whom are members of Major League Baseball's Hall of Fame - include former Yankees Reggie Jackson, Yogi Berra and Whitey Ford; former Phillies Mike Schmidt, Steve Carlton and Robin Roberts; and former Mets Tom Seaver, Gary Carter and Rusty Staub. Each player left an indelible mark on the game and, for millions of baseball fans everywhere, evoke fond memories. The Winning Legends game represents the first time MDI Entertainment has produced customized merchandise for a licensed game. A Scientific Games artist illustrated the likenesses of the nine players on three different caricature portraits. Over 300 framed prints of each of the portraits, all individually signed by the players, will be awarded in ten second chance drawings. The game also features more than \$7 million in cash prizes and a top instant win cash prize of \$30,000, and gives players ten second chance Grand Prize opportunities to win trips for two to baseball's All-Star Game. To qualify for the drawings, players submit three non-winning Winning Legends tickets through the mail or via the Lottery's Internet-based second chance drawing service. When they enter, players designate which of the three prints they want - Yankees, Mets or Phillies - should their names be drawn. In each drawing, the first 33 valid entries per team will win the prints pre-selected by the lottery players.

**RECORD REVENUES FOR GTECH.** GTECH revenues for fiscal 2004 exceeded \$1.05 billion, a company record and a 7.4 percent increase over 2003.

### **LOTTERY PEOPLE**

The California Lottery is pleased to welcome **Staci Anderson** as the new SuperLotto Plus announcer! Anderson has worked in the television and radio industry for ten years. She is currently the Group Assistant Program Director, Music Director and Imaging Director for two Northern California radio stations, and the midday host for Flash 103.9.

Diversinet Corp. announced the appointment of **Charles Walton** as chief operating officer (COO). In his new role, Mr. Walton will be responsible for overseeing the company's global sales and marketing activities, as well as its professional services organization. Mr. Walton has more than 20 years of business and technical experience in the security and electronics payment industry, and has held senior positions with many of the pioneering firms in this sector that provide security technologies and solutions to major government agencies and leading private sector organizations.

**Submit material for next week's Morning Report by Wednesday of this week to [Toddpg2@aol.com](mailto:Toddpg2@aol.com)**