

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 26, 2004

POWERBALL LAUNCHES IN TN. Powerball launched in Tennessee last Monday. Sales were reportedly brisk in most areas, with a reported \$654,000 being sold on the first day, and an extra \$536,000 as of 5pm on Tuesday. Through the first five days of sales, nearly \$1 million was raised for Education programs in the state.

WI SALES UP. (AP) Wisconsin Lottery sales are up 12 percent during the first nine months of the fiscal year. Total lottery sales between July 1 and March 31 were \$367.3 million, compared with \$328 million during the same period last year. Betting on computerized online games increased 16 percent to \$163.7 million, and bets on scratch-off games 10 percent to \$201 million. The remaining \$2.6 million in sales came from pull-tab games. Powerball sales were up 19 percent to \$84.5 million during the nine-month period, due largely to large jackpots, Edmonds said. Megabucks sales increased 11 percent to \$15.2 million.

MA LAUNCHES NEW BINGO PROGRAM. State Treasurer Tim Cahill and New England Patriots player Troy Brown announced the Lottery's new one-day bingo license program. The Lottery's new bingo program enables qualified charities statewide the chance to raise money by conducting one-time only bingo nights. The new bingo program will kick off with the Troy Brown Celebrity Bingo Night on May 13 at Gillette Stadium.

CT HOUSE VOTES TO PAY LATE CLAIM. The Connecticut House voted to give nearly \$6 million to Clarence Jackson, the man who turned in his winning ticket for a 1995 jackpot one day after the deadline. However, the issue has been sent back to the Appropriations Committee because there is no money in this year's budget to pay Jackson the money.

RECORD DAILY 4 PAYOUT IN MI. The Michigan Lottery paid out more than \$13,965,844 on its April 15 Daily 4 night-time drawing, leading to the biggest percentage prize payout in the game's more than 30-year history! With 5,269 winning tickets splitting a \$13,965,844 prize pool, the game experienced a 2,600 percent payout.



[Please click here for more information](#)

MN CELEBRATES 14 YEARS. April 17, 2004 marked yet another milestone for the Minnesota State Lottery – 14 years of Lottery sales and contributions to the state. Since the first ticket, Match 3, went on sale on April 17, 1990 through March 31, 2004: Lottery sales total more than \$4.9 billion, retailers have earned \$296.8 million in commissions and incentives; over \$2.9 billion in prizes has been paid to players; 644,926,586 winning tickets have been sold in Minnesota; and state beneficiaries have received over \$1.1 billion.

KLC TURNS 15. Fifteen years after its launch, the Kentucky Lottery Corporation has provided a tangible benefit to the Commonwealth in excess of two billion

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New Gaming Innovations
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New Themes for Video Gaming
New Strategies for Racinos
New Licensed Properties
New Scratch Games
New On-line Games

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dollars. Proceeds have gone to a variety of causes since Lottery tickets were first sold in Kentucky. They include: \$1,362,400,000 to the state's General Fund. A majority of revenue in the General Fund is spent on primary and secondary education in Kentucky; \$214 million in 1992-1994 to the SEEK Program, a school funding program established to provide money to support elementary and secondary education in the state; \$21 million to the Kentucky Affordable Housing Trust Fund, building nearly 2770 housing units for some of the state's neediest citizens; \$32 million in recognition bonuses paid to Vietnam Veterans from 1989-91.

UK MAY RAISE LOTTO AGE. The UK Government is considering raising the minimum age for buying pools and Lotto tickets from 16 to 18. The minimum age for all other forms of gambling is 18.

CAMELOT LAUNCHES ON SKY ACTIVE. UK players can now play Lotto from the comfort of their sofa at the touch of their Sky digital TV remote. Registration is quick and easy: players supply their name, date of birth and home address and choose a user name and password. Once their National Lottery account is set up players can pick their own lucky numbers or select a Lucky Dip® for any Lotto draw up to eight weeks in advance. Players will be automatically informed if they have won a prize and the service will credit their National Lottery account with any winnings or advise them to collect their prize at a regional prize payout centre, depending on the size of their Lotto win.

SVENSKA SPEL GOES MOBILE. Trisslotten, Sweden's biggest gambling product, is entering the mobile age. Starting with Trisslotten, Svenska Spel and Boss Media will now be offering mobile gambling to the Swedish market. Bettors will be able to use the same account from their home computer and mobile telephone. The new gambling channel will strengthen the relationship between the gambler and his gaming card.

ZIMBABWE GUARANTEES LUCKY 13th DRAW. Zimbabwe's Lotto Board has voted to stop jackpot rollover after twelve weeks. On the thirteenth draw, jackpot money will be distributed evenly among players who correctly pick five of six winning numbers.

***NEW* RACINO NEWS**

NY VLT UPDATE. New York VLT revenue figures have begun surfacing for the three racinos currently in operation - Saratoga Raceway, Finger Lakes Gaming and Racetrack, and Buffalo Raceway. While the racinos have generated \$18.9 million in revenues as of April 20th, Governor Pataki has predicted that gaming machine revenue could reach \$325 million next year. On June 30 Monticello Raceway will open in the Hudson Valley, featuring 1,746 VLTs, Batavia Downs is scheduled to launch at the end of the summer with nearly 760 machines. The two largest racinos currently planned Yonkers Raceway (5,500 machines) and the Aqueduct (4,500 machines) aren't likely to open in 2004.

IA GAMBLING EXPANSION BILL HEADS TO GOV.

The Iowa Senate voted 37-11 in favor of getting rid of limits on the number of licenses that can be approved, allowing the Iowa Racing and Gaming Commission to expand casino gambling in the state. The bill now goes to Gov. Tom Vilsack.

ME BILL DEFEATED IN SENATE. (AP) The Maine State Senate voted 26 to 7 to kill a measure that would legalize VLTs in Maine clubs. The bill will now go back to the House. The bill is separate from a measure, also working its way through the Legislature, that would create a Gambling Control Board to regulate gaming machines at Maine harness racing tracks and set a formula under which gaming revenues would be distributed.

KS STUDY POINTS TO WICHITA. (AP) A report from a Christiansen Capital Advisors concludes that a destination casino and resort would be more successful in Wichita than anywhere else in Kansas because the city has no nearby competition. Also, Kansans who said they would visit casinos picked Wichita as their top choice for a gambling destination. The study estimated annual revenues at \$303.3 million a year for a Wichita casino, compared with \$288.4 million for a Wyandotte County casino. However, if slot machines are allowed at tracks and other locations, the revenue estimates drop to \$235 million for Wyandotte and \$193 million for Wichita.

CAESARS WANTS CASINO NEAR MALL OF AMERICA. Caesars Entertainment has hired a lobbying firm in Bloomington, Minnesota to poll locals to find out how they feel about the prospect of having a 160,000-square-foot casino with 5,000 slot machines and 150 gaming tables built near the Mall of America. Building a casino at the mall would require a constitutional amendment, but if it passes, Caesars has projected it will bring in at least \$1.1 billion in annual revenue and generate \$213-\$253 million a year in state gambling taxes.

ARISTOCRAT CHOSEN FOR COLORADO CASINO. Aristocrat Technologies has been awarded a contract to provide its OASIS(TM) Casino Management System and over 100 gaming machines for the opening of the new Wild Horse Casino in Cripple Creek, Colorado. As part of the contract, Aristocrat will provide its OASIS Quickets(TM) ticket-in/ticket-out technology for cashless wagering to the Wild Horse Casino which, when it opens in May 2004, will be Colorado's first casino set up to eventually provide its guests a cashless gaming environment.

COMPANY ANNOUNCEMENTS

ACCESS ONLINE IN FRANCE. Access Gaming Systems Europe is pleased to announce the successful launch of Internet Loto and Euromillions at the French State Lottery, La Française des Jeux (LFDJ). LFDJ already offer several innovative instant lotto games on the Internet, as well as "Cote et Match" a fixed odds football betting game. "Loto" is the core 6/49 product offered in France and "Euromillions" is the new pan-European lottery game currently available in France, The UK and Spain.

CODERE SEEKS U.S. INVESTMENT. Codere, a private Spanish gaming company, is looking to raise \$250 million from U.S. investors to back its Latin American bingo parlors, off-track betting sites, and gaming machines. The Company will try raising \$150

million by selling 30 percent of Codere America, its Latin American holding company, and is hoping to sell \$100 million in debt as well.

EGET DELIVERS A SPORTS BETTING SOLUTION TO ESTONIA. EGET successfully delivered an Internet sports betting solution to the subsidiary of the Estonian Olympic Committee called Spordiennustus. The delivery has been done in a close cooperation with Ålands Penningautomatförening (PAF). The site launched last week with the classical 1x2 betting on sports events as football, ice hockey and basketball. Later on, up to 14 additional new betting types - such as betting on correct score or on half time results - will be added to the system.

GLOBAL REACH FOR PINK PANTHER. Over the next two months, almost at the precise moment he turns 40, Pink Panther™ will begin turning up on millions of instant scratch game tickets at thousands of lottery retail locations in Australia, Poland and Ireland. MDI Entertainment, a wholly-owned subsidiary of Scientific Games (NASDAQ: SGMS), announced today that the New South Wales Lotteries, in Australia, and Totalizator Sportowy, in Poland, each will introduce an instant scratch game featuring images of the world-famous animated character in mid-April; Ireland's AnPost National Lottery will begin selling a licensed Pink Panther™ instant game at the end of May. These latest launches follow closely De Lotto's February rollout of a Pink Panther™ instant game, which sold out quickly. The De Lotto launch marked the cartoon icon's lottery debut outside the United States.

VIEW SIGNS WITH BCLC. iView Systems announced that its iTrak Incident Reporting and Risk Management System is the successful vendor for a multi-phase deployment by British Columbia Lottery Corporation (BCLC). This contract will provide a centralized incident reporting and self-exclusion management system for existing casinos and gaming centres, as well as for future installations across the province. The iTrak deployment will allow BCLC to maintain and share self-exclusion information in real time across its gaming sites in B.C.

NSL NIGERIA SIGNS WITH TATTSNET. TattsNet – a joint venture company of Tattersall's and EssNet's - has signed its first supply, implementation and operational support contract in Nigeria with National Sports Lottery (NSL). The contract requires TattsNet to provide an ELOS On-line lottery system including implementation and operational support for lotteries and sports pool games in Nigeria for the next 10 years. The on-line lottery will launch later this year with around 1,000 outlets in three principal cities. As Africa's second richest country, Nigeria has a population estimated at 130 million, and under its exclusive national licence NSL aims to offer on line lottery products to all major cities within two years.

OGT SIGNS WITH MD. 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.

SURVEY SAYS...OGT. Oberthur Gaming Technologies (OGT) added Family Feud™ to its licensed games portfolio last week. One of the most popular TV game shows of all time, OGT is expecting the immense popularity and broad appeal of Family Feud™ to translate perfectly to all lottery tickets for instant success.

SVENSKA SPEL CHOOSES BOSS MEDIA. Boss Media has been contracted by Svenska Spel to develop more gaming products for its Internet gaming center. In autumn 2003, Svenska Spel launched the popular scratch card games knowned in Sweden as Triss, Tia, Skrap-Bingo and Skrap-Pyramid, along with three new bingo games. The scratch card games Dubbel-Triss, Tia med Stjämvinst, Skrap-Labyrinten and a gaming engine that creates options for completely new types of game will now also be added to the range available at www.svenskaspel.se. Anyone who holds a gaming card issued by Svenska Spel is allowed to play. The gaming card is free and all Swedish citizens over the age of 18 with a permanent address in Sweden can apply for one.

WI CHOOSES POLLARD. The Wisconsin Lottery has selected Pollard Banknote for Pull-Tab Plus® and Double Play® laminated games. The Lottery has awarded the company separate contracts to supply validation-coded pull-tab games and combination scratch-off/pull-tab games. The Pull-Tab Plus® game includes variable-imaged data (just like a scratch-off game) for truly random play, and Double Play® combines scratch-off games on the ticket front and a pull tab game on the ticket back. The Wisconsin Lottery estimates that it will include up to six validation-coded pull tab games and four combination instant scratch/pull tab games in its annual instant game lineup. Under an additional contract award, Pollard also remains the Lottery's sole supplier of standard pull tab tickets. The company has supplied the Lottery with pull-tab tickets since 1999.

LOTTERY PEOPLE

Philippine Charity Sweepstakes Office Chairman **Maria Livia Singson-De Leon** suffered a mild stroke while delivering a speech and was rushed to Baguio City General Hospital last week. She was later airlifted to Manila after her condition improved following a nine-hour brain surgery.

Clyde Bevan has been appointed the new chairman of Lotterywest. Mr Bevan is a restaurateur who has launched the Dear Friends and Friends eateries. He replaces **Kevin Campbell**, whose contract expired on March 25. Under the guidance of Mr Campbell and chief executive Jan Stewart, Lotterywest raised more than \$1.4 billion in revenue and provided a record-breaking \$413 million in funding for hospitals, sports, the arts and community organisations between 2001 and 2004.

Washington Governor Gary Locke announced that **Evelyn Yenson**, the former director of the state Department of Licensing and the Washington State Lottery, has been appointed to the Executive Ethics Board for a term ending September 30, 2008. The Executive Ethics Board enforces state ethics legislation with respect to statewide elected officials and all other officers and employees in the executive branch, boards and commissions, and institutions of higher education.

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS
CONFERENCE BULLETIN

April 23, 2004

**FLORIDA LOTTERY TO CO-HOST
*EXPO/ILAC CONFERENCE IN MIAMI***

Public Gaming Research Institute and the Florida Lottery are pleased to announce that the Florida Lottery will co-host *the International Lottery Expo & ILAC Congress 2004* at Loews Miami Beach Hotel, June 28 through July 2.

“We at PGRI are very pleased and appreciative that **Rebecca Mattingly**, Secretary of the Florida Lottery, has arranged for the Lottery to co-host the *Expo/ILAC* conference this year,” said Duane Burke, CEO of PGRI.

The Florida Lottery has previously co-hosted both the International Lottery Expo and the ILAC Congress in past years. The combining of these two annual PGRI meetings is unique this year.

Mrs. Mattingly has designated **Michael Frick**, Deputy Secretary of the Lottery and respected lottery veteran, as the Lottery’s spokesperson in her place at this meeting.

Other key representatives of the Florida Lottery have also been invited to be on the Conference program.

Details for conference registration and hotel reservations are attached to this Bulletin. Information is also on the PGRI website: ***www.publicgaming.org***.

June 28-July 2, 2004

Loews Miami Beach Hotel, Miami Beach, Florida

*For room reservations, please call Loews at -
tel. 305-604-1601 fax 305-604-3999*

*For conference registrations, please call PGRI at -
tel. 425-985-3159 or 800-493-0527 fax 206-232-2564 or 800-657-9340*



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: _____

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State/Province: _____ Zip Code _____ Country _____

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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.

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Please circle credit card type: American Express Visa Master Card

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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