

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*  
April 28, 2003

**RI INSTANT TICKET RFP.** The Rhode Island Lottery has issued an RFP for instant tickets. The contract will be for three years with three one-year extension options. For further information, contact Gerald S. Aubin, Executive Director, 401-463-6500

**NEBRASKA LOTTERY RFP.** The Nebraska Lottery is requesting proposals to provide On-line Gaming System, Equipment, and Related Services to the Nebraska Lottery. The Request for Proposals will be issued April 25, 2003. Deadline for written or oral questions on this RFP is 4:00 pm C.T., May 7, 2003. Please submit questions to Thomas G. Harre, Finance Director, Nebraska Lottery, 301 Centennial Mall South, PO Box 98901, Lincoln, NE 68509-8901, (402) 471-6100, FAX (402) 471-6108. Interested Vendors should respond with written proposals by 3:00 pm C.T., June 16, 2003 to the Nebraska Lottery, 301 Centennial Mall South, PO Box 98901, Lincoln, NE 68509-8901.

**MD PAYING TOLLS.** For one Friday night in June, the Maryland Lottery will pay tolls for commuters that use the Bay Bridge. The promotion is part of a new corporate sponsorship program announced by the Maryland Transportation Authority. The \$2.50 toll will be paid for all vehicles using the bridge between 7 p.m. June 7 and 7 a.m. June 8. The MTA is hoping the promotion will reduce traffic jams by attracting more drivers to the bridge during off-peak hours. The Lottery will receive advertising and promotional benefits in exchange for paying the tolls.

**NJ LAUNCHES THIRD PROGRESSIVE.** The New Jersey Lottery's "Progressive Blackjack©" launched Monday, April 21. Tickets sell for \$10 each, and players can win up to \$163,760. The Lottery has already introduced two other games with the "progressive" play style, including "Progressive Blackjack©" and "Progressive Poker©." Price points are \$20 and \$5, respectively.

**KANSAS CELEBRATES 100 YEAR ANNIVERSARY OF TWO FAVORITES.** Ford and Harley-Davidson™, both strong symbols of America and its people, reached a 100-year milestone in 2003. As part of the celebration, the Kansas Lottery launched a \$5 Ford Harley-Davidson™ F150 instant scratch game. Players have a chance to win a \$15,000 top prize in the game, and a chance to win one of two special edition Ford Harley-Davidson™ F150 trucks in two second-chance drawings. The Lottery conducted the first of two second-chance drawings to give away a special edition 2003 Ford Harley-Davidson™ F-150 Supercrew truck on April 18. Any non-winning Ford Harley-Davidson™ F150 instant ticket can be entered in the drawing.

**NH JOINS AMBER ALERT.** The New Hampshire Lottery will be involved in the state's new AMBER Alert system. Police will send an announcement for the Lottery to print on tickets that will provide a brief description of what police are seeking.

**LONESTAR MAY JOIN A CROWD.** The Texas Legislature hasn't approved a multi-state game, and Governor Rick Perry doesn't really approve of the idea, but that hasn't stopped Mega Millions and Powerball from starting their campaigns to lure the Lonestar state to join their game. While not a fan of the idea, Gov. Perry has indicated that he would probably allow the idea of joining a multi-state if it was included in the bill needed to keep the Texas Lottery in business. It's been estimated that Texans would spend \$436 million a year on a multi-state, generating \$147 million in state revenue. Due to cannibalization, others expect the gain for the Lottery to be approximately \$64 million a year.

**KENO WAITING.** Pennsylvania Gov. Ed Rendell is saving keno for when Lottery proceeds need a boost. The Governor agrees with past opinions that legislative approval is not required to initiate keno, but also said he isn't planning on launching the game this year unless Lottery proceeds can't support programs for the elderly.

**SCEL ON PACE TO MEET GOAL.** On Monday, April 14, 2003, the South Carolina Education Lottery (SCEL) transferred **\$18 million** into the Education Lottery Account (ELA). To date, the SCEL has transferred nearly \$163 million this fiscal year. The transfer means that the Lottery has met over 91% of its goal to education, and is on track to achieve 100% of the goal.

**GLC LOOKS FOR STORIES.** The WTOC - TV in Savannah and the Georgia Lottery are running a promotion to promote personal lottery stories. The site asks winners and people who've been beneficiaries of the education money the lottery generates to share their story. Some will be featured on WTOC, and others may be featured in Lottery advertisements.

**LOTTERY ON THE RISE IN HUNGARY.** Hungarians spent HUF 164.16bn on games of chance in 2002, 28.8% more than in 2001. The most popular numbers

lottery, the 5/90 lottery, yielded the state revenue of HUF 41.46bn, an increase of 58.0 percent. Number lotteries as a whole generated HUF 83.44bn, an increase of 44.1% over 2001.

## LOTTERY PEOPLE

**Ted Manno**, a former executive with the Delaware, Louisiana and Connecticut lotteries, and a 24-year industry veteran, has joined the growing marketing staff of Creative Games International, Inc. (CGI) as a Project Manager. For the last two years, Manno has been employed by Qlot Consulting, Inc.

**Mr. Doron Engel** has been appointed to the office of Vice President of Marketing and Advertising at Mifal Hapayis, Israel National Lottery, to replace Dr. Israel Peleg. Over the last twenty years, Engel (48) has held a variety of offices in the fields of marketing, sales and management. Among his last positions, Engel was a member of the team that established Pepsi-Cola in Romania, serving as the Vice President of Marketing and Sales.

## COMPANY ANNOUNCEMENTS

**INTRALOT ANNOUNCES DIVIDEND OF 0.76 AND INCREASES IN REVENUE AND PROFIT.** During Intralot's annual shareholder's meeting, shareholders approved a dividend of 0.76 per share, an increase of 18% compared to 2001. Revenues reached 319,3 million compared to 281,9 million in the same period last year, a 13,3% increase mainly driven by the fixed odds betting operation as well as the increase of system sales due to the implementation of projects in Chile, Romania and Bulgaria. Profits before taxes recorded an increase of 20,3% by reaching 75,0 million compared to 62,4 million for 2001. According to Constantinos Antonopoulos, CEO of Intralot, for the second consecutive year, Intralot is ranked 2<sup>nd</sup> based on sales and 3<sup>rd</sup> based on pre tax profits among lottery suppliers worldwide. Furthermore, he added that pre-tax profits in 2003 are expected to exceed 90 million, a 20% increase.

**MULTIMEDIA SYSTEM RECEIVES GLI CERTIFICATION.** Multimedia Games, Inc. announced that Gaming Laboratories International, Inc. has approved GameOps<sup>4</sup>, Multimedia's fourth generation gaming system. This redesigned, state-of-the-art gaming system is a result of the Company's long-term experience developing and operating central determinant systems. Multimedia's GameOps<sup>4</sup> system is the core of the central determinant system for the New York State video lottery, which is now nearing completion. Multimedia also reported that GameOps<sup>4</sup> is currently undergoing pre-release review in the Washington State Gaming Laboratory with approval expected in the near future.

**CADILLAC JACK STARTING CJ LOTTERY.** Cadillac Jack is entering the Lottery industry and becoming a

vendor of technological solutions of video lottery to lotteries worldwide. The company designs video games and class II bingo games, provides back office platforms, manufactures machines/devices and amusement equipment. Cadillac Jack provides terminals and games to 25+ countries throughout Europe and Latin America and is a manufacturer and service provider to Indian gaming businesses in the USA. The company is now offering its gaming solutions to lotteries and racetracks, with its first appearance in a lottery event at the Latin American and Caribbean Congress, ILAC 2003, to take place in Cancun on April 27-30th, 2003.

**AMGEN WON'T BUY GTECH SITE.** GTECH announced that negotiations with Amgen Inc., for the sale of GTECH's World Headquarters campus in West Greenwich, RI, have ended without agreement. GTECH has been notified that Amgen no longer has an interest in purchasing the campus. In addition, GTECH announced plans to upgrade its existing manufacturing facility in West Greenwich so that it can handle the Company's growing manufacturing operations. The availability of the West Greenwich facility will eliminate the need for a new manufacturing facility in Rhode Island that had been previously proposed for a site in West Warwick, Rhode Island.

**GAMES INC UNLEASHES INTERNET INSTANTS.** Games, Inc. has announced (and filed a patent for) Internet Instants. This product allows for an in store purchase of "instant" games that can be played at the customer's convenience over the Internet. This allows for several key features like ticket animation, sound and music, variable price points and higher play value.

**HNS SIGNS TWO CONTRACTS WITH GTECH.** Hughes Network Systems has signed two new technology and service contracts valued at \$24 million with GTECH. Under a seven-year technology contract, HNS will expand upon GTECH's two dedicated satellite hubs to support more than 9,300 new units of its DIRECWAY® 4020 satellite terminals. The addition of these units brings the total count of HNS-equipped GTECH terminals to more than 16,300 since December 2002. Along with the technology contract, GTECH signed a new ten-year services agreement with HNS.

**PLC TO USE FUNDS TO START ONLINE IN VIETNAM.** Genting International Plc has completed the acquisition of private placement of 18 million new units of Canada-based Pacific Lottery Corp Bhd at C\$0.25 per unit. PLC is expected to use the funds from the private placement to buy equipment and associated services required to fulfill its contract to implement a modern online lottery program in Ho Chi Minh City, Vietnam.

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



# Make Plans to Participate in PGRI's 2003 Events!



## ILAC Congress 2003

*Co-hosted by the National Lottery of Mexico*

April 27-30, 2003

*Hilton Cancun Beach and Golf Resort in Cancun, Mexico*



## International Lottery Expo 2003

*Co-hosted by the Florida Lottery*

July 18-21, 2003

*Sonesta Beach Resort in Key Biscayne, FL*

For more information, please contact Public Gaming Research Institute, Inc. at 425-803-2900, fax 425-803-6830, e-mail [publicgam@aol.com](mailto:publicgam@aol.com), or visit us on the Web at [www.publicgaming.org](http://www.publicgaming.org)