

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*  
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## **WILSON REASSIGNED FROM CA LOTTERY.**

California Lottery CEO Joan Wilson has reportedly been reassigned to another state agency. Ms. Wilson has headed the Lottery for three years. Before joining the Lottery, Ms. Wilson worked in government affairs for 7-Eleven. Dennis Sequeira, chief deputy director, has reportedly taken charge until a new director is in place.

## **WA DIRECTOR TONY MOLICA TAKES OVER CA HELM.**

Washington Lottery Director Anthony S. Molica was appointed by California Governor Gray Davis the next director of the California Lottery. Molica was appointed Washington Lottery Director in June 2002 by Governor Gary Locke. Before coming to Washington, Molica was Director of Sales at the California Lottery and had worked at the agency for 17 years, since its inception in 1985. Molica also has held other positions at the California Lottery, including Chief of Key Accounts, Sales Planning Director, and District Sales Manager. Molica's last day in Washington Lottery offices will be August 29. He begins work in California on Tuesday, September 2.

**TEXAS JOINS MEGA MILLIONS.** The Texas Lottery Commission has voted to join the Mega Millions Consortium. Many factors went into the decision, including the fact that Mega Million's Tuesday and Friday drawings would not conflict with Lotto Texas' Wednesday and Saturday drawings. Texas could join the consortium as early as late October. The addition of Texas, the second most populous state in the nation, means a much larger player-base for the Mega Millions game, which will lead to faster-growing jackpots that can grow to new record levels. Mega Millions is currently played in Georgia, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Virginia and Washington.

**MORE RECORD SALES FIGURES FOR LOTTERIES.** The figures are in, and the **Kansas** Lottery is celebrating record sales for FY03. Sales topped \$202.9 million in FY03, an increase of \$12.9 million over FY02. The figures translated into a \$62.5 million transfer to the state.

The **West Virginia** Lottery sales figures are now official. The Lottery topped a record \$1 billion in sales by the end of the fiscal year June 30. Lottery sales for the fiscal year ending June 30 totaled \$1.1 billion for an increase of 27 percent over the previous year. It represented the 14<sup>th</sup> consecutive year that the West Virginia Lottery had double digit increases in sales. At \$411 million, the state's net profit from lottery sales set an all time record.

## **SENATE INTERNET BILL CUTS OUT**

**LOTTERIES.** A Senate committee approved legislation that would ban gambling on the Internet. The committee also eliminated language that would allow an exemption for state-sanctioned betting operations. The amendments would, however, allow wagers on horse and dog racing on secure "closed-loop" systems or private networks that require gamblers to subscribe to the system.

**TN TO MAKE VISITS.** The Tennessee Lottery Board is looking at the possibility of visiting seven states and a Canadian province during their search for information on how to launch and run a Lottery. Possible visitation sites are currently listed as Georgia, Kentucky, South Carolina, Louisiana, New Mexico, Texas, Florida and more. The Board is considering chartering a jet for the extensive traveling.

**TN LAUNCHES LOTTERY SITE.** The Tennessee Lottery's Web site (<http://www.tnlottery.gov/>) has been launched. The site has information for those applying to work at the Lottery, potential retailers, potential vendors, and information about obtaining a lottery scholarship. In addition to the website the lottery board is setting up temporary offices in Nashville.

**KY HAS TO LAUNCH AMBER ALERT EARLY.** With the state's first issue of an Amber Alert on July 30, the Kentucky Lottery utilized its communication resources across the Commonwealth in helping locate a missing child. The 16-year-old victim was returned to her family within hours of her kidnapping after the suspects saw the Alert with all of her information. The Lottery was in the process of becoming a member of the Amber Alert program but the first Amber Alert was issued before a formal announcement could be made. The Kentucky Lottery is the 18th of 39 US lotteries that participate in an Amber Alert program.

**NM PICKS NEW MASCOT.** An energetic, inner-tubing Las Cruces mother of 16 has been named the new mascot for the New Mexico Lottery's "Roadrunner Cash" game. Lady Fire, a five-year old longhaired miniature dachshund, will be featured in the Lottery's new "Roadrunner Cash" print and broadcast advertising campaign beginning this fall. Lady Fire was selected from among more than 400 contestants at 12 statewide "Rolling Roadrunner Roadshow" auditions. In addition to appearing in the advertising campaign, Lady Fire will receive \$250 in Purina-brand animal products from the Albertson's Food and Drug grocery chain, which co-sponsored the tryouts earlier this year. She will also receive a nominal fee for any additional photo sessions.

**MI HEAD SPREADS THE WORD.** Michigan Lottery Commissioner Gary Peters took to the streets, spreading the word about Club Keno, scheduled to launch in October. Peters was visiting potential venues for the game. So far the Lottery has received applications from 400 potential vendors.

**ID PROMOTES TO BSU FANS.** As a sponsor of BSU Broncos athletics, the Idaho Lottery has devised a hefty line-up of special promotions that will get the crowd fired up. At every home game this year, fans can buy \$5 in scratch tickets at the game and get a chance to win 2 sideline passes, or 2 of 12 reserved midfield seats for the next home game. There will be 7 drawings per game. Also at every home game, buy two \$7 scratch tickets at the BSU game get a chance to travel with the Broncos on an all expenses paid chartered trip to the Fresno State football game on November 21. The drawing will be held at the November 15th game. Additionally, each home game has extra promotions for fans to tackle!

**THAI LOTTERY LAUNCH RESULTS.** Thailand's Government Lottery Office is celebrating a fairly successful launch of its new two- and three-digit lotteries. The game sold Bt 1 billion for its first drawing, pulling a 30% share from the underground lottery that it is trying to snuff out. Unfortunately, the launch also cannibalized traditional ticket sales.

**GHANA IMPLEMENTS NEW PROGRAMS.** Ghana's Department of National Lotteries will be launching new programs. One, "Social Raffle," will launch next March. A specific amount of the revenue from each draw will be allocated to charities chosen by the winner. The Lottery will also start a program allowing a member of the public to choose the drawing machines and balls for every Saturday drawing.

**POLISH LOTTERIES MAY MERGE.** Poland's Ministry of Treasury is proposing to merge Poland's two lottery companies, the Polish Lottery Monopoly and

Totalizator Sportowy. The Ministry will further explore the possibility this week.

**ISRAEL GIVES AWAY CARS.** The subscribers program of **Mifal Hapais** (Israel National Lottery) is launching a unique campaign in which over a period of one month, September 2003, ninety cars will be won in five weekly draws over a five-week period. In each draw - 18 cars will be given away. The cars are French Citroen C3, each worth 90,000 NIS. In this campaign the odds of winning a car is 1:6000. In the subscribers' program of **Mifal Hapais** there are more than 500,000 subscriber cards. Each subscriber has a lucky number of 6 digits which participates weekly in a special draw for members of the program.

### COMPANY ANNOUNCEMENTS

**AZ SELECTS INTERLOTT.** Interlott has been named the "Successful Offerer" by the state of Arizona for a bid to supply new ITVMs to the Arizona Lottery. The Lottery currently uses 321 Interlott 12-bin TTS model ITVMs. Interlott will replace the TTS machines with its newest model EDS-Q ITVMs, upgrading the Arizona Lottery ITVM network. Installation of the new ITVMs should begin in October.

**GIGTOURS TEAMS LOTTERIES WITH ARTISTS.** Artists from all music genres could find their likeness on a scratch ticket due to an offering from Nashville-based Gigtours. Consumers who buy the tickets could get the chance to win the Grand Prize of a Gigtours ALL ACCESS Platinum Tour with that artist. Grand-prize winners will be awarded an all-inclusive 5-day/4-night excursion traveling in their very own luxury entertainer tour bus. The Gigtours ALL ACCESS Platinum Tour will take winners on the road shadowing nationally recognized recording artists and their caravans providing winners a true-to-life experience of a typical day in the life of an artist on tour. Find out more at <http://www.gigtours.com>

**RI SIGNS CGI.** Creative Games has been awarded a three-year contract to produce instant lottery tickets for the Rhode Island Lottery. During the six years since CGI began producing instant tickets for the Rhode Island Lottery, over 100 different games have been designed and produced.

### LOTTERY PEOPLE

GTECH Holdings Corp.'s Chairman **Emmett Paige Jr.**, retired at the company's annual shareholder's meeting. Paige was appointed chairman last October after Howard Cohen resigned. He held the position for less than a year. **Robert M. Dewey Jr.**, 71, has been elected to replace Paige.

**Submit material for next week's Morning Report by Wednesday of this week to [Toddpgr2@aol.com](mailto:Toddpgr2@aol.com)**