

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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**HOT OFF THE PRESSES.** PGRI announces two industry conferences. Please mark your calendars now to attend and participate in the Institute's **SMART-Tech 2004** meeting at the Peabody Hotel, Memphis, Tennessee, Feb. 6-9; and our **combined ILAC Congress and Lottery Expo 2004**, June 28-July 2, Loews Miami Beach Hotel, Miami Beach, Florida.

**ILC TO CHANGE LOTTO 6/49.** The Interprovincial Lottery Corporation, which represents Canada's five government-run lottery corporations, announced changes to LOTTO 6/49, Canada's longest-running national lottery game. The changes will go into effect following the May 29, 2004 draw. The new LOTTO 6/49 will still be based on the match-six-of-49-numbers format but will offer: Bigger jackpots more often; Better overall odds of winning; and a new \$5 prize category. The ILC announced the game changes after consumer research across Canada indicated players wanted bigger jackpots more often. Under the new game, jackpots are expected to start around \$4 million and grow to \$10 million or more on about half of the draws annually. The jackpots are also expected to reach \$25 million during the year, a rare occurrence today. To support these changes to the prize structure, the cost of the new LOTTO 6/49 will be \$2 per selection.

**MD PLAYERS MAY BE FLYING IN STYLE.** The Maryland Lottery is considering the purchase of 100 pairs of round-trip, first-class tickets on British Airways for travel between Baltimore-Washington International Airport and London to offer as prizes on a January scratch ticket. The ticket not only benefits players and British Airways, it will also help BWI keep British Airways as a customer. The airline had been considering dropping the number of U.S. airports it serves, and BWI was among those being considered for termination. The airline felt BWI was a good market for coach and business-class travelers, but was low on first-class traffic. Players who win the tickets will also receive enough money to pay the taxes and cover the cost of the vacation. The complete package is worth approximately \$20,000.



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**D.C. LOTTERY HELPS PRODUCE A BOUNTIFUL PROJECT HARVEST.** D.C. Lottery Executive Director Jeanette Michael encouraged WHUR Adult Mix Morning Show listeners to come down to the Old Post Office Pavilion to participate in Project Harvest, which feeds needy families, primarily during Thanksgiving and throughout the holiday season. Michael presented \$1,000 to Project Harvest for the food drive, and Lottery employees contributed two bins of non-perishable items.

**ND MAY CHOOSE SUPPLIER.** The North Dakota Lottery may pick a supplier, and a new promotional logo for the game this week. No specific date for selling the first Powerball ticket has been set, although it is still expected to begin by April 1. Three companies that are bidding to supply the tickets, terminals and communications network were interviewed recently by a group of five state employees. Scientific Games, GTECH and Intralot USA have submitted proposals.

**PA LAUNCHES HOLIDAY PACK, BRINGS HOME THE BACON.** The Pennsylvania Lottery added a \$5 Holiday Surprise Package to its complement of holiday-themed instant games. Just for You - a pre-wrapped foil gift pack of five, \$1 instant tickets - goes on sale Tuesday, Dec. 2, 2003. The five tickets are designed with wrapped packages or gift bags and feature tree ornaments, bows, candy canes, snowflakes and holly leaves in the play area. The Lottery also launched Bring Home the Bacon, the Pennsylvania Lottery's 2004 Farm Show commemorative instant ticket. The game features a whimsical ticket design and a top prize of \$1,000.

**BILL COULD EXPAND GAMBLING IN MAINE.** A Maine legislative committee passed two bills that would significantly expand the state lottery and allow video lottery machines at many community-based organizations. The Bill, LD 1536, could also pave the way for Maine to join Powerball.

**KY KILLS KENO.** Kentucky Lottery President Arch Gleason stopped all efforts toward implementation of a Keno game. While Gleason did not rule out the possibility of a future Keno game, he made it clear that it is currently a moot point, since Gov.-elect Ernie Fletcher believes the game would be illegal under statutes that govern the Lottery.

**ALASKAN GOP PUSHES LOTTERY.** Republican leaders of the Alaskan House are using a recent poll to fuel their gambling-expansion agenda, stating that Alaskans want more gambling. The party is seeking video poker and a state lottery. The new poll shows 67 percent of Alaskans favor a lottery. The state projects that a lottery might bring in \$1.3 million to \$6.3 million each year. The poll was conducted via telephone and included 468 Alaskans from around the state.

**WLA SUPPORTS U.S. POSITION.** The World Lottery Association has agreed to give full support to the position of the United States in its dispute with Antigua and Barbuda at the World Trade Organization. The Association has allocated a substantial budget for activities connected to this case. In its August 2003 submission to the U.S. Trade Representative, the WLA argued in favor of the universal model whereby government-controlled lotteries uphold and support public order and morality and minimize the risk of illegal financial activities such as money laundering by operating authorized games strictly within their own borders. The government of Antigua and Barbuda claims that U.S. efforts to restrict cross-border gaming and betting services from the Caribbean island-state are in violation of the United States' obligations and commitments under the General Agreement on Trade in Services (GATS).

**SOUTH AFRICA TO SELL LOTTO TICKETS ONLINE.** Successful negotiations between the eBucks Rewards Programme and Uthingo Management, have resulted in the first online partnership for the Licensed Operator of the South African National Lottery. Members of the leading rewards program will now be able to use their eBucks rewards to purchase LOTTO tickets via the eBucks.com website.

**ISRAEL LAUNCHES SOCCER INSTANT.** On the eve of the soccer season opening in Israel, Mifal Hapayis launched the new "Goal" instant ticket. The price of the card is NIS 30, with the chance of winning up to NIS 30,000. On each ticket there are six different games from the world of soccer, with each game awarding the chance of an immediate win with prizes totaling up to NIS 300,000.

**ISRAEL'S BIG DRAW DRAWS NEAR.** Israel's Mifal Hapayis, is once again holding the NIS 50 million draw. The Big Draw will take place on December 15, 2003 at 11:30 pm and will be broadcast live on Public Channel 1 and – for the first time – on the more popular, commercial, Channel 2 as well.

#### COMPANY ANNOUNCEMENTS

**EGET DELIVERS TO SPEROSPEL.SE.** European Game & Entertainment Technology Ltd Ab, has delivered an Internet gaming system and three instant games to the newly established Swedish gaming operator Sperospel.se. Sperospel.se is the first Internet gaming operator to be licensed by the Swedish National Gaming Board (Lotteriinspektionen). Sperospel.se will initially offer three instant Internet games: Femman – Sweden's cheapest scratch card, the Sperolotten scratch card, and Casinolotto, a new product on the Swedish market. Casinolotto is an adaptation of Keno where the player can win up to 3 million SEK in an instant draw.

**INTRALOT'S LOTROM HONORED.** The Chamber of Commerce and Industry of Romania announced that Lotrom, Intralot's subsidiary, was awarded the 2nd place at the business competition among the best-performed companies for 2002. Lotrom received an

Honour Diploma for its outstanding financial results for 2002 and its exceptional performance in the IT industry.

**LOTTERYWEST SELECTS OGT.** Lotterywest has selected Oberthur Gaming as its exclusive supplier of instant tickets and related services. The contract term is for two years and includes three one-year extension options.

**SANGOMA SELECTED IN KOREA.** Sangoma Technologies Corporation has been selected by Korea-based Orion Worldwide to provide WAN router cards to support high-speed connectivity for Orion's Sports TOTO on-line gaming lottery terminals. Orion's Sports TOTO is a leisure game where spectators at a soccer match or basketball game place the expected results of the match on a ticket before the match starts.

#### LOTTERY PEOPLE

**Angela Young-Ja Kim**, the D.C. Lottery and Charitable Games Control Board's Deputy Director for Corporate Affairs was honored with a Corporate Diversity Award from the Minority Business Coalition (MBC), a regional trade association for more than 2,000 small and minority entrepreneurs. During her 17-year tenure at the D.C. Lottery, Kim has played an integral role in developing and overseeing multicultural affairs activities and has been recognized by many businesses and organizations for her commitment and dedication to many endeavors. MBC held its first annual Corporate Diversity Awards Banquet to honor individuals who have been committed to making diversity a number one priority within their organizations on October 30 at the Hyatt Regency, Capitol Hill.

California Gov. Arnold Schwarzenegger named former California Lottery Director **Chon Gutierrez** as the Department of Motor Vehicle's interim director.

**George Demaree, Jr.** was unanimously voted in as the new vice chairman of the KLC board. Demaree has served on the KLC board since 1999. He is in management with Clear Channel Communications. This follows the resignation of vice chairman Ted Colley from the KLC board of directors.

**Shaul Schneider** was nominated by the Board of Directors as the new Director General & CEO of The Israel Sports Betting Board. Schneider, 35, has successfully fulfilled significant jobs as Director General and VP of some of the leading telecommunication companies in Israel. He is also a Member of the Board of a number of public educational organizations. Schneider says that the main target of ISBB is to increase the annual turnover to one billion NIS and to maximize the revenues on behalf of the sports teams and organizations.

Sportech PLC, owner of Littlewoods Gaming, announced the appointment of **George Rushton** as Managing Director, taking over from **Colin McGill**. McGill decided to retire from the Company to return to Scotland.

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



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