

To: Lottery CEO's, IALS Members, Marketing Directors, PR/Communications Directors

Public Gaming Research Institute Inc.'s

**INTERNATIONAL**

# MORNING REPORT

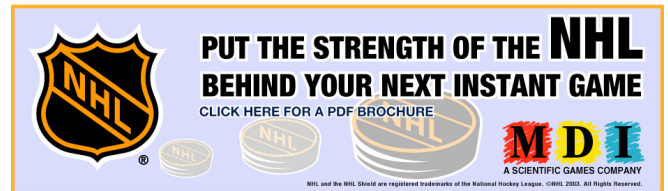
Your weekly supplement to  
*Public Gaming International Magazine*  
December 15, 2003

**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.

**ND SETS POWERBALL DATE.** As per Scientific Games' suggestion, the North Dakota Lottery will reportedly begin selling Powerball tickets on March 25. Later in 2004, the lottery will begin offering MUSL's Hot Lotto and Wild Card 2 tickets.

**TELC PICKS BANK.** The Tennessee Education Lottery Corporation named First Tennessee Bank as the winning bidder to handle millions in banking services for the Lottery. FTB was not only the lowest bidder, at \$51,000 over three years; it also scored highest in geographic coverage and service considerations. Under the contract, FTB will provide basic banking and weekly electronic sweeps of ticket sales from retailers. The TELC also approved the first authorized retailers. On Friday, Dec. 5, officials gave final approval to 26 independent retailers that now are authorized to sell lottery tickets when the games launch. The number of approved retailers is expected to grow daily and the Lottery will be working with GTECH to install terminals and satellite dishes as fast as retail locations are approved. Regional retailer training sessions are being planned for mid-January.

**MA LAUNCHES AD CAMPAIGN.** The Massachusetts State Lottery kicks off its first advertising campaign in seven years today (Monday, December 15) with a series of radio and print spots promoting instant tickets and season tickets as holiday presents. The two radio ads are spoofs of the movie "It's a Wonderful Life", with Jimmy Stewart and Donna Reed sound-a-likes starring in the skits. In one spot, the characters are making a run on George Bailey's bank, only they are looking for instant tickets instead of making withdrawals. The other spot is a takeoff of the film's climatic final scene



**PUT THE STRENGTH OF THE NHL  
BEHIND YOUR NEXT INSTANT GAME**  
CLICK HERE FOR A PDF BROCHURE

**M D I**  
A SCIENTIFIC GAMES COMPANY

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[Click Here for a PDF](#)

with characters bringing instant tickets to George's house instead of money. A print ad features a model with miniature holiday instant tickets as earrings and the tagline "This Gift's Got Potential". Created by Hill Holliday Connors Cosmopolous, the holiday advertisements are the lottery's first campaign under a \$5 million ad budget approved by the Legislature for FY04. A broader campaign featuring TV commercials, as well as radio and print, will debut in January.

**QUEBEC LAUNCHES CAMELEON.** Loto-Québec launched a brand-new CD-ROM lottery last week - Cameleon. This is the eighth multimedia game designed and developed by Ingenio, Loto-Québec's research and development subsidiary. It was made available at all of the Corporation's retailer locations starting Monday, December 8th. Like its predecessors, Cameleon combines the enjoyment of multimedia entertainment with the exciting possibility of winning cash prizes of up to \$25,000. The game is offered at a cost of \$4. Each Cameleon game invites players to explore an environment whose carefully ordered disorder conceals 12 objects to be uncovered. Players are challenged to use their observational skills to detect variations in color, texture, size and direction in order to pinpoint the camouflaged items. When three of the same item concealed in an image are uncovered, the player wins the prize corresponding to that object.

**IL LAUNCHES BOLETO GIGANTE.** The Illinois Lottery's "Boleto Gigante" promotion began December 8, 2003 and will award a holiday party for the winner and 20 guests at Rumba Restaurant in Chicago and \$4,000 in cash. To enter, a player must be at least 18 years old and submit a minimum of \$5 worth of current non-winning Illinois Lottery holiday instant tickets.

**TX COMPLETES FIRST MM DRAW.** Texans purchased more than 3.4 million tickets for their first Mega Millions draw. During the draw period, sales for the new game more than tripled those for Lotto Texas.

**M-GAMING REPORT SAYS MARKET MAY SOAR.** A new report, "Mobile Gambling: Casinos, Lotteries & Betting", available from Alexander Resources, has found that worldwide mobile gaming can reach \$16 billion by 2008, if it is able to overcome regulatory and legal hurdles. The report identified three segments that are expected to account for the majority of mobile gambling revenues: mobile casino style betting, mobile lotteries, and mobile sports and other betting.

**WI TO STOP BROADCASTS.** The Wisconsin Lottery will stop broadcasting its lottery game show and its live drawing on TV on Dec. 31. The drawings will be conducted off-the-air and will continue to be monitored

by the Capitol Police and an independent auditing firm.

#### **KS TO STUDY EXPANDED GAMBLING OPTIONS.**

Kansas officials have hired Christiansen Capital Advisors LLC to conduct a market research study on whether expanded gambling would be right for Kansas and how much money it could generate for the state. The consulting agency is expected to complete the study by late January or early February. The state is also looking for the research to determine whether Kansans support expanded gambling.

**OH VLT BALLOT PROPOSAL.** The Ohio Horse Racing Council, which includes members from all seven Ohio tracks, is considering a VLT ballot proposal that would put machines at Ohio tracks. The proposal, which would place the plan on the Nov. 2 ballot, requires a petition drive to gather 322,899 signatures.

**MI SENATE TO LOOK AT VLT BILL.** Michigan Senate Majority Leader Ken Sikkema said he won't stand in the way of legislation that would allow horse race tracks to install slot machines. The package has been awaiting a hearing from the Senate Commerce and Labor Committee since it won approval from the House in May. Committee Chairman Jason Allen doesn't expect to hold a hearing on the package before lawmakers begin their winter recess in two weeks. The main bill in the package would allow each of the state's seven horse race tracks to install at least 500 slot machines and other gaming devices which would be tied into the state lottery system. Each track could install up to 2,000 machines with approval from the state lottery. The new gaming machines could generate between \$197 million and \$400 million statewide if each of the tracks installs the maximum 2,000 terminals, according to the nonpartisan House Fiscal Agency. The money would be split between the race tracks, the state general and school aid funds, state agriculture needs and the city of Detroit.

**VLTs HELP WA TRIBES GAIN MAJORITY OF GAMBLING DOLLARS.** Tribal casinos in Washington state are taking in the lion's share of gambling dollars, and VLTs are being given the credit. The casinos, which take in 53% of the gambling dollars, take in more than all other forms of gambling the state allows (the State Lottery, pull-tabs, card rooms, bingo and horse racing). Washington's 27 tribes that have reached compacts with the state have more than 13,000 gaming machines. No other Washington gambling entity is currently allowed to offer the machines.

**TAIWAN INVOICE ODDS IMPROVE.** Taiwan's Ministry of Finance announced that the chance of winning the first prize in the bi-monthly Uniform-Invoice Lottery will increase from 0.3% to 0.4% for September and October, and to 0.5% for November and December. A representative stated that the government could afford to reward more winners of the lottery, which aims to encourage shoppers to ask for invoices while shopping.

#### **COMPANY ANNOUNCEMENTS**

**CHILE SIGNS INTRALOT.** Intralot de Chile, subsidiary of Intralot SA, has signed a 6-year contract with the

state lottery organization of Chile "Polla Chilena de Beneficencia" for the organization of Fixed Odds Betting games. The agreement has a renewal option and includes operational services, such as odds compiling, risk management and marketing, as well as consulting services on the promotion of the games. The launch is expected within the 1st half of 2004 and the games will be available through the already installed system and terminals of Polla's points-of-sale network, as well as via alternative sale channels (Internet, call centers and mobile phones). The fixed odds games offered will include football matches, tennis and Formula 1.

#### **EGET ENHANCES FINTOTO WITH MOBILE**

**INTERFACE.** EGET has successfully enhanced their delivery to the Finnish horse tote games organizer and vendor Fintoto Oy ([www.fintoto.fi](http://www.fintoto.fi)) with a Mobile Graphical User Interface (Mobile GUI). The Mobile GUI enables gaming with a cell phone or a handheld device provided with a XHTML browser (e.g. models Nokia 3660, 6600, 7650, SonyEricsson P800). This new service does not require additional software to be downloaded to the phone. The Mobile GUI gives the punter access to: results services; future start lists; scratches; tips; news; game history; customer profile; and possibility to play. While the navigation of the Mobile GUI resembles that of the Internet GUI as far as possible, it does not presently support money transfers or punters' registration.

**MDI SIGNS EL SANTO.** Scientific Games subsidiary MDI Entertainment has acquired licensing rights to EL SANTO®, the Mexican comic book, film and wrestling legend, for lottery games and promotions. The world-wide licensing agreement is MDI's first Latin-themed celebrity icon and includes rights to motion pictures, sound recordings, literary works, musical works, dramatic works, pictorial, graphic and sculptural works and other audio visual works. The Mexican-based lottery ticket supplier GAMES MART has contracted with MDI for the first EL SANTO instant lottery game. Three million EL SANTO tickets priced at 5 pesos each will be marketed in Mexico under the terms of the deal. Tickets for the game are being printed by Scientific Games Latino America.

**TX SIGNS ON FOR RADDs®.** The Texas Lottery signed a contract with TeleCom Game Factory to customize and install a Random Animated Digital Drawing System for the Texas Lottery's Megaplier add-on feature to the Mega Millions game. Texas will use RADDs computerized draws for the Lottery's Megaplier drawing.

#### **LOTTERY JOBS**

**SECURITY DIRECTOR** Tennessee Education Lottery Corporation, Lottery experience desired. For more information, please contact: Wanda Young Wilson, Executive Vice President; Phone: (615) 253-6881; E-mail: [wanda.young.wilson@tnlottery.gov](mailto:wanda.young.wilson@tnlottery.gov).

**Submit material for next week's Morning Report by  
Wednesday of this week to [Toddpr2@aol.com](mailto:Toddpr2@aol.com)**



SMART-Tech 2004  
Memphis, TN

# Low-Cost, High-Visibility Exposure!

With **Table-top** exhibits only \$495 and **Circles of Learning** reduced to \$1,495, **ALL** companies can now benefit from exhibiting at SMART-Tech!

Win Lottery Business **SMARTER**  
This Year With A **Circle of Learning**  
or **Table-top** Exhibit at SMART-Tech.

- ☛ Bring your **SMART** products, ideas and solutions to Memphis but leave your expensive booth behind.
- ☛ Display, demonstrate and receive feedback on your products and services, people and ideas, solutions and technologies **without shipping and building an elaborate booth.**

With the **Tennessee Education Lottery** just starting up, exhibiting at SMART-Tech is the **best** way to win business with this new lottery as well as other new lotteries.

Take advantage of this new business environment, which will be more conducive to interaction and education, by calling PGRI at **800-493-0527 / 425-765-4119** or visit us at [www.publicgaming.org](http://www.publicgaming.org).

## BONUS FOR EXHIBITORS!

Participation as a Speaker on the SMART-Tech Program is available to exhibitors! If your company has expertise in any of the following areas, contact PGRI for details on how to participate on the Program.

## SMART-TECH PROGRAM TOPICS

- Video Lottery
- Internet and eCommerce
- Instant Tickets
- On-line Games
- Maximizing Retailer Performance
- Instant Ticket Distribution
- SMART Ideas

**Extra Value for Exhibitors!** All companies that exhibit will receive a **FREE** 1/4 page SMART Product Showcase advertorial in the February show issue of **Public Gaming International**.

For more details on exhibiting at SMART-Tech, please call PGRI at **800-493-0527** or **425-765-4119**.

David Mello

Tel.: 425-985-3159

[davemello@earthlink.net](mailto:davemello@earthlink.net)

Susan Burke

Tel.: 800-493-0527 / 425-765-4119

[sburke@publicgaming.org](mailto:sburke@publicgaming.org)

Duane Burke

Tel.: 425-985-3157

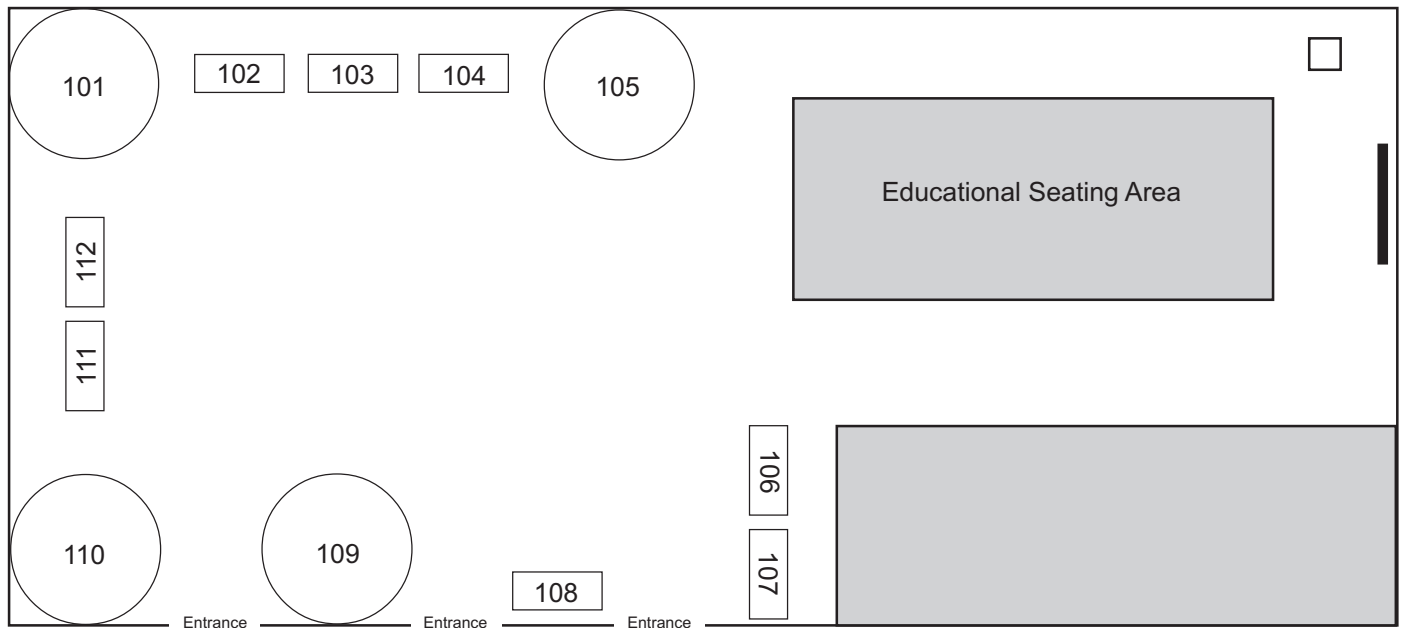
[duaneburke@aol.com](mailto:duaneburke@aol.com)



**SMART-Tech 2004**  
**Memphis, TN**

# SMART-Tech 2004

February 6-9, 2004 • Memphis, TN • The Peabody Hotel  
 Co-hosted by Public Gaming Research Institute, Inc.  
 and the Tennessee Education Lottery Corp.



### Important Exhibit Notes:

- All **Circles** have a diameter of 10'
- All **Table-tops** are 6' wide by 30" deep
- Located in the Hernando DeSoto Ballroom
- Ceiling height is 10'
- Ballroom is carpeted

### Tentative Agenda

#### February 6 (Friday)

8am-3pm Exhibit Set-Up  
 4pm-5:30pm Opening Session I  
 5:30pm-7:30pm Cocktail Reception in exhibit area

#### February 7 (Saturday)

8:30am-9am Coffee and Danish in exhibit area  
 9am-12:30pm General Session II  
 12:30pm-2:30pm Lunch in exhibit area  
 2:30pm-5:30pm General Session III  
 Evening Open

#### February 8 (Sunday)

8:30am-9am Coffee and Danish in exhibit area  
 9am-Noon General Session IV  
 Noon-2pm Lunch in exhibit area  
 2pm-4pm SMART Ideas Presentations  
 Evening Open

#### February 9 (Monday)

8:30am-9am Coffee and Danish in exhibit area  
 9am-11am General Session V and Awards  
 11am SMART-Tech Adjourned

**-Circle of Learning and Exhibit Booth Application and Contract-  
All locations are good, but space is limited! Reserve yours today!**

Please fill out this form and fax back to **800-657-9340**. Please mail original and payment to:

Public Gaming Research Institute  
218 Main St.  
Suite 203  
Kirkland, WA 98033, USA

Or charge to American Express, MasterCard, or Visa (see below).

Name / Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

**SMART-Tech Exhibit Options:**

- Circle of Learning \$1,495: includes space (78 sq. ft.), carpet, 4 chairs, and one badge/ registration
- Table-top Exhibit \$495: includes table (6' by 30") and two chairs

**SMART-Tech '04 Circle of Learning Location Choice:**

1<sup>st</sup> Choice #: \_\_\_\_\_

2<sup>nd</sup> Choice #: \_\_\_\_\_

3<sup>rd</sup> Choice #: \_\_\_\_\_

4<sup>th</sup> Choice #: \_\_\_\_\_

**SMART-Tech '04 Table-top Exhibit Location Choice::**

1<sup>st</sup> Choice #: \_\_\_\_\_

2<sup>nd</sup> Choice #: \_\_\_\_\_

3<sup>rd</sup> Choice #: \_\_\_\_\_

4<sup>th</sup> Choice #: \_\_\_\_\_

**Payment Terms and Options:**

- Please charge to my credit card
- Please invoice me

Amount: U.S.\$ \_\_\_\_\_ Date of Purchase: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**For assistance or  
more information,  
please contact:**

**Duane Burke**  
425-985-3157  
[duaneburke@aol.com](mailto:duaneburke@aol.com)

**Susan Burke**  
800-493-0527 / 425-765-4119  
[sburke@publicgaming.org](mailto:sburke@publicgaming.org)

**David Mello**  
425-985-3159  
[davemello@earthlink.net](mailto:davemello@earthlink.net)

**Fax back to 800-657-9340 or 425-415-2125**



SMART-TECH 2004  
Memphis, TN

## SMART-Tech 2004 Registration Form

Co-Sponsored by Public Gaming Research Institute and the Tennessee Education Lottery Corp.  
February 6-9, 2004 • Peabody Hotel • Memphis, TN

### Conference Registration Fees and Information:

Complete registration form below and return by fax to **800-657-9340** or **425-415-2125**. Alternatively, you may register via e-mail by providing the same information to the following e-mail address: [sburke@publicgaming.org](mailto:sburke@publicgaming.org). For more information and assistance, please call PGRI at **800-493-0527** or **425-765-4119**. Payment is accepted by check or credit card. Checks must be in U.S. funds made payable to Public Gaming Research Institute, 218 Main St., Suite 203, Kirkland, WA 98033.

**No refunds after January 6th.**

**Fax back to Public Gaming Research Institute at 800-657-9340 or 425-415-2125**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ First Name for Badge: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Spouse's Name, if attending: \_\_\_\_\_

### Category (check one):

Vendor \$895

Lottery/Government (No Charge)

Method of Payment:  Check

AMEX

MasterCard

Visa

Credit Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name (as it appears on card): \_\_\_\_\_

### Hotel Reservations:

Make room reservations directly with the Peabody at **901-543-5333**. Be sure to mention SMART-Tech for discounted room rates. **Deadline for discounted hotel rate is January 6, 2004.**

## Public Gaming Research Institute

Phone: 800-493-0527 / 425-765-4119 • Fax: 800-657-9340 / 425-415-2125

E-mail: [publicgam@aol.com](mailto:publicgam@aol.com) • Web site: [www.publicgaming.org](http://www.publicgaming.org)

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