

PUBLIC

GAMING

I N T E R N A T I O N A L

World's most widely read Lottery-Racino-Gaming magazine • Video, Racino, Casino, Internet, Wireless, Online, Scratch-Off

To: Lottery, Video Gaming & Racino Executives
Interested in Growth, Expansion & Added Success

Public Gaming Research Institute Inc.'s
International

MORNING REPORT

Your weekly supplement to
Public GAMING International Magazine
February 21, 2005

SMART-TECH 2005

JERRY YOUNG CHOSEN FOR PGRI's LIFETIME ACHIEVEMENT AWARD

Public Gaming Research Institute is pleased to announce the selection of lottery and gaming industry veteran and IGT executive **Jerome Young** to receive the Major Peter J. O'Connell Lottery Lifetime Achievement Award for 2005. Presentation of the Award is scheduled for the opening session of SMART-Tech on the afternoon of February 28 at the Bellagio Hotel in Las Vegas.

65 ORGANIZATIONS REGISTERED

65 organizations have registered for SMART-Tech 2005 in Las Vegas at the Bellagio Hotel, February 28 to March 3. Of the 65 organizations confirmed to date, 27 are lotteries and 38 are key companies that supply to or work with the lotteries and other government gaming.

PARTICIPATING LOTTERIES: Bolivia National Lottery, Bulgarian Sports Totalizator, District of Columbia Lottery and Charitable Games Board, Delaware Lottery, Florida Lottery, a Guatemala

Lottery, Hoosier Lottery, Idaho Lottery, Illinois Lottery, a Lottery of India, Iowa Lottery Authority, Kentucky Lottery Corporation, Louisiana Lottery Corporation, Massachusetts Lottery, Missouri Lottery, Montana Lottery, Multi-State Lottery Association, New Mexico Lottery, Ontario Lottery, Pennsylvania Lottery, South Carolina Education Lottery, Spanish National Lottery, Tennessee Education Lottery Corporation, Vermont Lottery, Virginia Lottery, West Virginia Lottery and Washington State Lottery.

PARTICIPATING COMPANIES: A. Rifkin Co., Aristocrat Technology, Inc., Bally Gaming & Systems, BMM Test Labs, Creative Games, Cyberview Technology, Ernest & Young, GamCare, Gaming Laboratories International, Global Gaming, GTECH Corporation, Guy Simonis-At-Large, I2Corporation, International Game Technology (IGT), International Gameco, INTRALOT USA, JCM-American Corporation, Kopel Research Group, Law Offices of Martin D. Owens, Lottery Technology Enterprises, Inc. (LTE), MDI – A Scientific Games Company, MTR Gaming Group, Inc., New Tech Games, Inc., Oberthur Gaming Technologies, Old West Gaming, Pollard Bank Note, Promo-Travel, Public Gaming Research Institute, Inc. Sande Stewart Television, Inc., Schafer Systems, Scientific Games, Smartplay International, Subscription Club Services, LLC., Sunshine Electronic Display Corp., Szrek2Solutions, Ticker Communications, Vegas Games, Inc. and WinWin Corporation.

PROGRAM SCHEDULE

Monday, February 28

10 AM Registration
2 PM Orientation for new people
3 PM Welcome
Keynote Speech
Leadership Forum
5:30 PM Reception
7:30 PM Evening Open

Tuesday, March 1

8 AM Coffee & Danish
9 AM Keynote Speech
Panel Discussions
1 PM Luncheon
3 PM Panel Discussions
5 PM Evening Open

Wednesday, March 2

8 AM Coffee & Danish
9 AM Panel Discussions
12AM Smart Idea Presentations
1 PM Luncheon
2:30 PM Technology Tour
5:30 PM Evening Open

Thursday, March 3

8 AM Coffee & Danish
9 AM Smart Idea Awards
Closing Discussion
Suggestions for Meetings
11 AM Conference Adjourned

SPONSORS FOR SMART-TECH

Gold Sponsors:



JCM-American Corporation,



Scientific Games,



Silver Sponsor: International Game Technology (IGT);



Bronze Sponsor:

GTECH Corporation;

Listing Sponsors:



Bally Gaming & Systems;



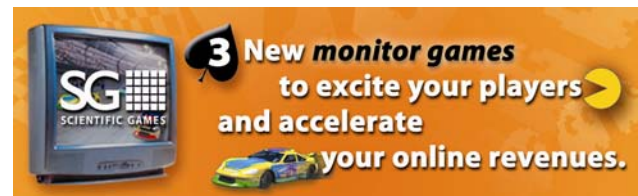
Cyberview Technologies, Inc.

ADDITIONAL SMART-TECH DETAILS

For additional details on SMART-Tech, including Keynote Speakers, Special Guest Speakers, Conference Sponsors and other information see the PRELIMINARY PROGRAM attached to this MORNING REPORT, see www.publicgaming.org Or call 425-985-3159.

COMPANY ANNOUNCEMENTS

IGT CREATES ASIAN DIVISION IN MACAU. IGT has announced the formation of a new company division to service the Asian gaming markets. The new division, IGT-Asia, will be located in Macau and will be headed by Managing Director Scott Winzeler, formerly IGT's Director of International Markets.



BALLY EXPANDS QUARTERMILLIONS. Bally Gaming and Systems announced that the new Pamela Anderson Playboy slot machine has gone live at the Palms Casino Resort in Las Vegas as the first game expansion of the successful QuarterMillion\$ wide-area progressive link. Originally introduced in April 2004, the QuarterMillion\$ link has grown to include 85 casino locations across four separate links -- Nevada, Mississippi, New Jersey and Native American. The Pamela Anderson Playboy slot joins initial game releases Lucky Wheel™, Tower of Power™, In The Money™ and QuarterMillion\$ Frenzy™ on the link.

MN AWARDS OGT. Oberthur Gaming has been awarded the primary vendor contract for the manufacturing of instant tickets of the Minnesota State Lottery. The contract period is for two years with the option to extend for three additional years.



YOUBET.COM TO LAUNCH CHINESE SITE.

Youbet.com plans to launch a horse racing entertainment website in March of this year exclusively for access by customers in Mainland China. The new site, which will mirror aspects of the Company's highly successful U.S. web platform in Simplified Chinese, is intended to extend Youbet's brand awareness by exposing the world's most rapidly growing Internet population to the excitement of U.S. horse racing. It will feature live feeds from U.S. tracks selected primarily because their races run at times that align with daylight time zones in China. Initially, Youbet will broadcast signals and program information in Chinese from the Meadowlands Race Track and Monmouth Park Racetrack in New Jersey; from Sam Houston Race Park in Texas; and from Delta Downs and Evangeline Downs Race Tracks in Louisiana. Construction of the new URL also will produce the architecture needed to launch fully functional Spanish and Chinese language sites in the U.S., programs that Youbet is pursuing to respond to changing demographics in many of the country's racing centers.

The Spanish and Chinese versions of Youbet.com will go live before the end of the second quarter of 2005. There is evidence of substantial investment in horse race track development and equestrian centers on the Mainland China. There is a new \$50 million track operating in Beijing and another \$180 million has been committed for a racing complex in populous Hubei Province (pop. 60.3 million) in east central China.



SA EXTENDS OGT. Oberthur Gaming announced the extension of its contract with the Lotteries Commission of South Australia (“SA Lotteries”). The original contract was signed in 2000 and includes the printing of the total volume of the SA Lotteries’ Instant Scratchies tickets.

PEOPLE

Virginia Lottery Executive Director **Penelope W. Kyle** has been named to the new advisory council of the National Center for Responsible Gaming (NCRG). The NCRG is the only national organization devoted exclusively to educating the public about gambling disorders and funding peer-reviewed research on the issue. The advisory council will provide tactical and financial support to the NCRG.



Rose Hudson, senior vice president of human resources, legislative relations and community events for the Louisiana Lottery Corporation, recently earned certification as a Professional in Human Resources (SPHR). The certification, awarded by the Human Resources Certification Institute (HRCI), signifies that Hudson possesses the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the body of knowledge in the field. To become certified, an applicant must pass a comprehensive examination and demonstrate a strong background of professional human resource experience.

SA EXTENDS OGT. Oberthur Gaming announced the extension of its contract with the Lotteries Commission of

South Australia (“SA Lotteries”). The original contract was signed in 2000 and includes the printing of the total volume of the SA Lotteries’ Instant Scratchies tickets.

IGT announced several promotions as part of a reorganization of its North American gaming group, under its subsidiary, IGT. **Steve Morro**, vice president of eastern region sales, has been promoted to the position of president, and **Ron Rivera**, vice president of sales, was promoted to the position of senior vice president of sales. Morro has been with IGT since 1988 and has served in various sales and management roles including vice president of North American marketing in Reno and director of Atlantic City Progressive Systems, a position he held through 2004, when he was promoted to the position of vice president of eastern region sales. Rivera has been with IGT for more than 18 years in various sales-related positions, starting as an account executive in 1986 in Reno and working his way up to the position of vice president of sales in 1995, working out of the Las Vegas sales headquarters.

Other organizational changes included the naming of three regional vice presidents of sales for the gaming group. **Toni Martinez** was named vice president of western region sales, **Mike Walsh** will become vice president of central region sales, and **Tim Shortall** will replace Morro as vice president of eastern region sales. All three have been serving as regional sales directors prior to their promotions.

Lottery Dynamics LLC announced the appointment of **Stephan J. Egli** to the newly-created position of President. Egli, a marketing executive with 20 years of experience in senior level positions, was most recently Senior VP Global Marketing for LSG Sky Chefs in Dallas. In his four-year tenure at LSG, Egli was directly responsible for all the company’s marketing and product initiatives worldwide. Previously Egli has worked in executive management positions in private banking, aviation and the pharmaceutical industry.



Ainsworth Game Technology (AGT) announced the appointment of former Aristocrat executive **David Creary** as its new chief executive yesterday. His appointment at AGT helps fill a position, which has been through two previous incumbents over the last 18 months, not including Mr Ainsworth himself.

EssNet AB announced that **Sten Nygaard-Andersen** (47) has joined the Company as Senior VP, Technology and Operations. Mr Nygaard-Andersen most recently held the position as Associate Partner at Accenture, one of the leading international consulting firms, where he served as an expert in operating strategy and delivery of large and complex IT solutions.



Wireless Information Solutions...

Youbet.com, Inc. has added to the responsibilities of Eastern Region General Manager **David B. Bonfield** by naming the former newspaper advertising executive and publisher Vice President of Advertising and Strategic Media Alliances. In his added role, Bonfield has been charged with exposing potential advertisers and media partners to the innovative, dynamic sales environment provided by Youbet's exclusive closed loop horse racing network.

VIDEO GAMING/RACINOS

OR RECOMMENDS 15% FOR SLOT RETAILERS.

(AP) Lottery Director Dale Penn recommended that commission payments for new slot-machine style video games be about one-half the rates now paid to bars and taverns with video poker. Lottery retailers get an average of 28.8 percent of net revenue from video poker machines. Penn proposed a 15 percent rate for revenue from slot-type games when they are added in a few months. A final rate decision is up to the state Lottery Commission. Penn said he expects the panel may take that action in April, following a hearing on his recommendation that is set for March 25 in Salem.

BLB SEEKS ACQUISITION OF LINCOLN PARK.

BLB Investors recently announced plans to buy Rhode Island's Lincoln Park from its British parent company, Wembley plc, for \$435 million. As part of the sale, BLB is trying to obtain an 18-year agreement from the state that would specify the exact percentage of VLT revenue payable to the state. If that agreement is solidified, BLB would spend \$125 million upgrading the track, and would seek approval for 1,750 additional machines, which would bring the tracks total number of machines to 4,752.



SCS designs and implements everything a State Lottery needs to offer its Players a comprehensive, flexible and state-of-the-art subscription services program.



FTC APPROVES MEGA MERGER. The Federal Trade Commission approved letting MGM Mirage buy rival Mandalay Resort Group, creating one of the largest gambling

companies in the world and giving the casino operator control of 12 resorts on the famed Las Vegas Strip. The commission voted 5-0 to close its investigation and put no conditions on the transaction. MGM Mirage still needs Nevada and other state gambling regulators to approve the blockbuster deal, which executives expect will come soon. In June, MGM Mirage agreed to purchase Mandalay for \$4.8 billion in cash, \$2.5 billion in debt and \$600 million convertible debentures. The company has already secured financing for the merger. The combined companies will give MGM Mirage revenues of about \$6.5 billion and control of 28 properties in Nevada, New Jersey, Michigan and Mississippi. The companies would claim half of the 74,424 hotel rooms and approximately 40 percent of the slot machines on the Strip. But those numbers will slide slightly when the 2,700-room Wynn Las Vegas and the 949-room tower at Caesars Palace open later this year.

VLTs IN BARS PROPOSED FOR MN. (AP) Sen. David Tomassoni introduced a bill Monday that would allow for up to five video lottery machines in every bar in Minnesota - a proposal that could add more than \$350 million annually to the state's general fund. Last year, the Minnesota Lottery conducted research based on Oregon's model to determine the financial impact that video lottery machines could have on Minnesota. The results: Machines would generate an estimated \$853 million each year. Of that amount, the state would receive about \$352 million into its general fund. Additional proceeds would go toward operating expenses and Minnesota's Environmental Trust Fund.

LOTTERY NEWS

GLC HAS HIGHEST SALES WEEK EVER. The Georgia Lottery Corporation announced that its week ending Feb. 12 was the highest sales week in GLC history. Sales for the week ending Feb. 12 were \$77,515,639. Georgia Lottery sales were comprehensively strong for online and instant games. Instant games performed particularly well, led by the new game \$100 Million Cash Spectacular.

lotterygifts.com

SPECIALIZING IN PRODUCTS
TO HELP ADVERTISE YOUR GAMES
301-317-5874

ALC BREAKS WORLD RECORD. Guinness World Records™ has awarded the Atlantic Lottery Corporation the title of Largest Scratch Card in the World for their "Big Scratch" ticket, created in 2004 for the Big Scratch Event. Measuring 25 feet one and a half inches tall by 15 feet four and a half inches wide, the Big Scratch ticket is almost as tall as a street light and is approximately 185 times bigger than a typical Scratch'n Win ticket. The Big Scratch Event took place in Halifax last May. Ten lucky Atlantic Canadians scratched the record-setting world's largest Scratch'n Win ticket to win a prize ranging from \$5,000 to \$100,000. Big Scratch will be

back again later this year, with a whole new set of contestants winning the opportunity to scratch the world's largest Scratch'n Win ticket for cash prizes. More details will soon be available. Atlantic Lottery has also issued a challenge to other North American lotteries to try and beat its Guinness World Record for the largest Scratch'n Win ticket.



VIRGINIA LOTTERY RETAILERS ARE WORRY FREE.

Here is an attractive tradeoff for retailers: the Lottery supplies the product, and in return, retailers hand over the worry. That is the idea behind the Virginia Lottery's Worry Free retailer incentive program, which began January 3 and continues through the end of February. During that time, Virginia Lottery retailers earn an extra \$2 for each ticket pack they receive by auto-shipment and activate. This utilizes the Virginia Lottery's inventory management program in which packs of tickets are automatically shipped to retailers without the retailer ever having to take time to talk to Lottery representatives. With this retailer incentive program, the Virginia Lottery tells its retailers: "Let us do the worrying for you."



DC NEGRO LEAGUE INSTANT SCRATCH TICKET SPONSORS EXHIBITION. John Jordan "Buck" O'Neil, Negro American League All-Star, will officially open "*Discover Greatness: An Illustrated History of the Negro Baseball Leagues*" a touring exhibit from the Negro Leagues Baseball Museum, Kansas City, MO, on Feb. 23 at 10 a.m., in Union Station's West Hall, 40 Massachusetts Ave., NE. The exhibit is sponsored by the D.C. Lottery's new Negro League Instant Scratch ticket in honor of Black History Month. At the end of February, the D.C. Lottery will introduce its Negro League Instant Scratch ticket, a four-part collectible series featuring photographs of the Homestead Grays, the Indianapolis Clowns, the Kansas City Monarchs and the New York Black Yankees. Players can win up to \$50,000 instantly. The ticket also will include a range of "2nd Chance" prizes. For more information visit the D.C. Lottery online at: <http://www.dclottery.com>.

MT TO DEVELOP RFP FOR OPERATING SYSTEM.

[The Montana Lottery](http://www.montanalottery.com) will be developing a Request for Proposal (RFP) for its Lottery Operating System. The first step in the process is a report prepared by the Battelle consulting firm of Columbus, Ohio. Battelle analyzed the



Lottery's current Operating System to determine its useful life and to make a recommendation as to whether the Lottery should keep its current system for a new contract period or go out for bid for an entirely new system. Battelle's recommendation is to go out for bid for a new operating system. Battelle's rationale is contained in the document 'Evaluation of Present Lottery Operation Systems.' You can view the Battelle recommendation by clicking the following link: http://www.montanalottery.com/about_us/rfp.asp

INSTANT REPLAY. The Massachusetts Lottery continued its efforts to eliminate instant ticket litter from neighborhoods and streets by bringing the successful "*Instant Replay*" anti-litter program to the Boston Home Show at the Bayside Expo Center on January 28-30th, 2005. The Lottery's "*Instant Replay*" program gives players that hand in 20 non-winning instant tickets a free \$1.00 instant ticket in return. There is no limit on the number of tickets a person can redeem. Lottery employees worked steadily throughout the weekend collecting 159,000 pounds of non-winning instant tickets from players at the Home Show. By collecting the eight tons of recyclables, the Massachusetts Lottery and its players helped to save or conserve the equivalent of: 135 adult size trees; 55,650 gallons of water; 3,101 gallons of oil; 32,595 kilowatt hours of electricity; 24 cubic feet of land fill space; 477 pounds of effluents from polluting our air. Since its inception in the summer of 2004, the "*Instant Replay*" initiative has collected more than **25 tons** of instant tickets that will be recycled into other useful paper products. This year, the Lottery will bring the program to fairs and other highly visible locations across the state.

AZ & RATTLERS TEAM UP FOR POWERBALL

PROMO. During timeouts at Arizona Rattlers games, two pre-selected contestants will compete in the Arizona Lottery Powerball Power Play by racing while inside two giant powerballs! While the crowd cheers them, the contestants start at the south goal line and race to the north goal line and back. The victor wins \$50 worth of Arizona Lottery Scratchers tickets!

Please submit material for next week's Morning Report by Wednesday of this week to Toddpgr2@aol.com

SMART-Tech 2005

Bellagio Las Vegas

February 28–March 3, 2005

Theme

***BUILDING REVENUES THROUGH
SMART TECHNOLOGY & INNOVATION***

SMART-Tech is the conference for government, private operators on behalf of government and suppliers charged with maximizing revenues for lotteries, racinos and other gaming enterprises. The focus will be on the latest and smartest technologies and innovations for dramatically increasing sales and profits.

PRELIMINARY PROGRAM

Please Note: There will be changes in the final program

February 27 - Sunday

8am-Midnight – Exhibit Set-up

FEBRUARY 28 –MONDAY

8am – 2pm – Exhibit Set up

10am – 7pm Registration Open

2pm – 3pm

ORIENTATION FOR THOSE NEW TO THE GAMING & LOTTERY INDUSTRY

3pm – 5:30pm – General Session I

WELCOME TO SMART-TECH 2005

DUANE BURKE, CEO

Public Gaming Research Institute, Inc. & Publisher, Public Gaming International Magazine

KEYNOTE ADDRESS

RISKY BUSINESS: A SIGN OF THE TIMES

Speaker: DR. EDWARD STANEK, CEO, Iowa Lottery Authority

Lottery Leader, Pioneer and Innovator

GUY SIMONIS AT-LARGE

Speaker:

GUY SIMONIS, CEO, Guy Simonis At-Large

Founding President of the World Lottery Association and Industry Statesman

LEADERSHIP FORUM

Moderator:

REBECCA PAUL, President and CEO, Tennessee Lottery Authority

Panelists will be from among the following leaders present for this session who care to participate:

TED ARNEAULT, President & CEO, MTR Gaming Group, Inc.; DAN BOWER, Chairman, Telecon Game Factory; JOHN CONNELLY, Vice President, Bally Gaming & Systems; TONY COOPER, Chief Operating Officer, South Carolina Education Lottery; RANDY DAVIS, President, Louisiana Lottery Corporation; MICHAEL FRICK, Deputy Secretary, Florida Lottery; PENNY KYLE, Director, Virginia Lottery; WAYNE LEMONS, Executive Director, Delaware Lottery; SYLVIE LINARD, Chief Operating Officer, Cyberview Technology Group; TOM LITTLE, CEO, INTRALOT USA; TOM MARKERT, Executive Vice President, Smartplay International; JOHN MUSGRAVE, Executive Director, West Virginia Lottery; TOM NIEMAN, Vice President, JCM-American; GEORGE PARISOT, Director, Montana Lottery; STEVE SAFERIN, President, Scientific Games Ventures; JOHN SAMONY, National Sales Manager, A. Rifkin; ESTHER SCHNEIDER, Executive Director, Hoosier Lottery; JAMES SCROGGINS, Executive Director, Missouri Lottery; TOM SHAHEEN, CEO, New Mexico Lottery; ROGER SIMMONS, Executive Director, Idaho Lottery; GUY SIMONIS, CEO, Guy Simonis At-Large; DR. EDWARD STANEK, CEO, Iowa Lottery Authority; CHARLES STRUTT, Executive Director, Multi-State Lottery Association (MUSL); JOSEPH SULLIVAN, Executive Director, Massachusetts Lottery; DONALD SWEITZER, Senior Vice President, Global Business Development & Public Affairs, GTECH Corporation; ED TREES, Deputy Executive Director, Pennsylvania Lottery; TOM WEBER, Deputy Executive Director, Michigan Lottery; ALAN YANDOW, Executive Director, Vermont Lottery; JEFFREY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games.

PGRI PRESENTATION OF LIFETIME ACHIEVEMENT AWARD

The *Major Peter J. O'Connell, Lottery Lifetime Achievement Award*

Will be presented this year to lottery industry pioneer and leader,

JERRY YOUNG

Presenters: DUANE BURKE, CEO, PGRI & ILAC de Guatemala

And former Lifetime Achievement Award winners:

REBECCA PAUL, CEO, Tennessee Education Lottery Corporation

GUY SIMONIS, CEO, Guy Simonis At-Large

DR. EDWARD STANEK, CEO, Iowa Lottery Authority

5:30pm – 7:30pm

Reception in Exhibit Area

MARCH 1 – TUESDAY

8am – 9am – Coffee & Danish in Exhibit Area

8am – 5:30pm – Registration Open

9am – 1pm – General Session II

KEYNOTE ADDRESS

Views of an Industry Leader and Pioneer in Game Innovations

Speaker:

STEVE SAFERIN, President, Scientific Games Ventures

PANEL PRESENTATIONS AND DISCUSSIONS

VIDEO LOTTERY AND RACINOS

Moderator:

WAYNE LEMONS, Director, Delaware Lottery

Panelists:

TED ARNEAULT, CEO, MTR Gaming Inc.; Racino Leader and Pioneer

STEVE CASEBEER, Sr. VP Sales & Marketing, Kentucky Lottery Corporation

JOHN CONNELLY, VP International Markets & Government Relations, Bally Gaming & Systems
MATT CEDOR, VP Gaming Solutions, GTECH
MARK HUTCHINSON, Director of International Sales & Government Relations, JCM–American
JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International
TOM LITTLE, President & CEO, INTRALOT USA

PRICE POINT STRATEGIES

Moderator:

ED TREES, Deputy Executive Director, Pennsylvania Lottery

Panelists:

JIM ACTON, Chief of Staff, Massachusetts Lottery

JOHN CADIGAN, VP Lottery Marketing, GTECH

STEVE CASEBEER, VP Marketing, Kentucky Lottery Corporation

MIKE FRICK, Deputy Secretary, Florida Lottery

JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International

TOM WEBER, Deputy Commissioner of Marketing, Michigan Lottery

JAY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games

ELECTRONIC INSTANTS/MONITOR GAMES/KENO

Moderator:

CHUCK KLINE, Vice President, Scientific Games International

Panelist:

JAY GENDRON, Vice President, global Sales Gaming Solutions, GTECH

BILLY PARSON, Director of Sales, DC Lottery & Charitable Games

KAREN SMITH, Promotions Manager, Iowa Lottery

1 – 3pm

Luncheon & Networking Break - Exhibit Area

3pm – 5pm – General Session III

PANEL PRESENTATIONS AND DISCUSSIONS

LOTTERY DRAWING SECURITY

Moderator:

RANDEE KERNS, Director of Compliance & Regulation, ILAC de Guatemala, S.A.

Panelists:

TODD ELSASSEER, Executive Director – Engineering & Testing Gaming Labs International

TOM MARKERT, Executive Vice President, SmartPlay International

IRENA SZREK, Vice President, Szrek2Solutions

CHARLES STRUTT, Executive Director, Multi-State Lottery Association - MUSL

VIDEO LOTTERY SECURITY

Moderator:

RANDEE KERNS, Director of Compliance & Regulation, ILAC de Guatemala, S.A.

Panelists:

JOHN SAMONY, Senior Vice President, Sales & Marketing, A. Rifkin

TODD ELSASSEER, Executive Director – Engineering & Testing Gaming Labs International

INTERNET & MOBILE GAMING & USE OF THE INTERNET

Moderator:

ALAN YANDOW, Executive Director, Vermont Lottery

Panelists:

ALAN ELAND, VP General Manager Gaming Solutions, GTECH

PENNY KYLE, Director, Virginia Lottery

MARTIN OWENS, Attorney, Law Offices Martin D. Owens

IRENA SZREK, Vice President, Szrek2Solutions

**5pm - On
Evening Open**

**MARCH 2 – WEDNESDAY
8am – 9am – Coffee & Danish
8am – 2:30pm – Registration Open**

9am – 1pm – General Session IV

**PANEL PRESENTATIONS AND DISCUSSIONS
MULTI-STATE WIDE AREA VIDEO LOTTERY PROGRESSIVES**

Moderator:

DON JOHNSON, Deputy Director, Delaware Lottery

Panelists:

WAYNE E. DOLEZAL, Director of Business & Legal Affairs, MUSL

CENTRAL MONITORING SYSTEMS – SERVER BASED GAMING – SUPERSAS

Moderator:

MARK HUTCHINSON, Director of Public Gaming, JCM–American

Panelists:

JOHN CHAMBERLAIN, Director of Field Engineering, IGT

JOHN CONNELLY, VP Public Gaming, Bally Gaming & Systems

TONY COOPER, COO, South Carolina Education Lottery

JAY GENDRON, VP Gaming Solutions, GTECH

JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International

SYLVIE LINARD, Chief Operating Officer, Cyberview Technology Group

ANDRZEJ SURMACZ, Vice President Lottery Systems, IGT

JOHN TARR, Deputy Director, Marketing, Montana Lottery

CASINO GAMES FOR INSTANT TICKETS & OTHER INSTANT STRATEGIES

Moderator:

TONY GUMINA, Vice President, Scientific Games International

Panelists:

TOM WEBER, Deputy Commissioner, Marketing, Michigan Lottery

TONY COOPER, Chief Operating Officer, South Carolina

JAY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games

SMART IDEA PRESENTATIONS

IDEA: SATELLITE TAXI-TOP ADVERTISING

KEVIN JOHNSON, Marketing & Communications Director, DC Lottery & Charitable Games

IDEA: GETTING THE CUSTOMER'S ATTENTION

RAY MICHEL, Vice President, Ticker Communications

IDEA: UPGRADING OF INSTANT TICKET DISPENSING MACHINES

BILL POWELL, Director of Product Delivery, Pennsylvania Lottery

IDEA: GPS System to Track & Trace Assets

JOHN SAMONY, Vice President, Business Development, A. Rifkin

IDEA: ELECTRONIC INSTANT GAMES

KAREN SMITH, Promotions Manager, Iowa Lottery

IDEA: TRANSPARENCY IN ELECTRONIC BETTING
IRENA SZREK, Vice President, Szrek2Solutions

IDEA: (Title to come)
DR. STEPHEN WADE, Manager, Research & Development, Washington State Lottery

IDEA: ADVERTISING ON BET SLIPS, ROLL STOCK, INSTANT TICKETS & MONITORS.
TOM WEBER, Deputy Commissioner for Marketing, Michigan Lottery

1– 2pm
Luncheon & Networking Break in Exhibit Area

2:30pm – 5:30pm
VIP TOUR OF GAMING TECHNOLOGY
Tour will include Conference sponsored refreshments
Transportation will depart from the front entrance of Bellagio at 2:30pm
And will return by 5:30pm

5:30pm – Evening Open

MARCH 3 – THURSDAY
8am – 9am – Coffee & Danish

9am – 11am
SMART IDEA AWARDS
CLOSING DISCUSSIONS

11am
Conference Adjourned



SMART-TECH 2005 – Bellagio Hotel
February 28 – March 3, 2005
CONFERENCE REGISTRATION FORM

Please fill out this form and fax back to 206-232-2564. Please mail original and payment to:
 Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or charge to American Express, MasterCard, or Visa (see below).
 Each Registration is \$895.00

Conference registration includes all events, cocktail parties, continental breakfasts, luncheons, exhibit hall, all conference seminars, off-site events.

Contact/Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Prov./ _____ Zip/Postal Code: _____
 Tel.: _____ Fax: _____
 Signature: _____

Number of Registrations _____ Total \$ _____

Payment Terms and Options:

Please charge to my credit card _____ Please invoice me _____
 Payment is accepted by American Express, MasterCard or Visa credit cards.
 Fill-in below for charges.

Amount: _____
 Card Number: _____ Exp. date: _____
 Signature: _____ Date: _____
 Name on Card: _____

HOTEL RESERVATIONS:

Bellagio Hotel, 3600 S. Las Vegas Blvd., Las Vegas, NV 89109
Contact Room Reservations Department at (888) 987-6667, (702) 693-7444
or on the website at www.bellagio.com under the PUBLIC GAMING / SMART-TECH 200.