

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 7, 2005

SMART-TECH 2005

58 ORGANIZATIONS REGISTERED

Public Gaming Research Institute is pleased to announce that 58 organizations have registered for SMART-Tech 2005 in Las Vegas at the Bellagio Hotel, February 28 to March 3. Of the 58 organizations confirmed to date, 26 are lotteries and 32 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, Tennessee Education Lottery Corporation, Vermont Lottery, Virginia Lottery, West Virginia Lottery and Washington State Lottery.

PARTICIPATING COMPANIES: A. Rifkin, Aristocrat Technology, Inc., Bally Gaming & Systems, Creative Games, Cyberview Technology, GamCare, Gaming Laboratories International, GTECH

Corporation, 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, Inc., Oberthur Gaming Technologies, Old West Gaming, Pollard Bank Note, Global Gaming, Promo-Travel, Sande Stewart Television, Inc., Schafer Systems, Scientific Games, Smartplay International, Subscription Club Services, LLC., Sunshine Electronic Display Corp., Szrek2Solutions, Ticker Communications and WinWin Corporation.

PROGRAM SCHEDULE

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

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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
11AM Smart Idea Presentations
and Voting for Top 10
1 PM Luncheon
3 PM Technology Tour
5 PM Evening Open

Thursday, March 3

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

ADDITIONAL SMART-TECH DETAILS

Additional details on SMART-Tech, including Keynote Speakers, Special Guest Speakers, Key Participants, Conference Sponsors and other information are included in the news release included with this Morning Report or see www.publicgaming.org.

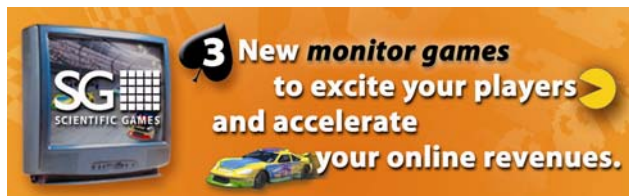
SMART-IDEA PRESENTATIONS NOTICE

Please note that February 14 is the last date for submitting your request to be a Smart Idea presenter at SMART-Tech 2005. Presentations will be seven minutes in length and need to be new but proven viable in at least one jurisdiction. E-mail name/title/organizations/contact information and very brief summary of idea to be presented to: susanjason@aol.com Questions, call 425-985-3159.

COMPANY ANNOUNCEMENTS

INTRALOT AND HILTON FORM ALLIANCE.

INTRALOT and the HILTON Group, through its betting and gaming subsidiary Ladbrokes, have agreed to establish a global strategic alliance incorporating the lottery, betting, casino and gaming markets. INTRALOT already has an established cooperation with Hilton Group through its Ladbrokes subsidiary, providing fixed odds consultancy to INTRALOT for its Greek sports betting operations. The two parties have agreed to cooperate on projects concerning State Lottery privatizations, to participate in tenders issued by state and private lotteries and to negotiate directly with potential clients.



COMSAT WINS BRAZILIAN CONTRACT. Comsat International, Inc. won a public auction to build, operate and manage the communications network for the national lottery and transaction clearinghouse network in Brazil. The program is being led by Caixa Economica ("Caixa"), Brazil's state owned financial institution, which manages the national lottery and will require Comsat to build, own and operate the network. The network will provide high-availability broadband service for the national lottery, as well as related value-added transaction services over a nationwide backbone. In addition to the lottery operation, Caixa will use this network for clearing over 80 Billion Reais (US\$30 Billion) of consumer transactions per year. This national lottery network is to be operated by Comsat under a 5 year, 283 Million Reais (US\$108 Million) contract. Comsat will own the network and operate it for the entire term of the contract with Caixa. This award comes less than two months after the company was awarded the GESAC digital inclusion program, also in Brazil. With these recent awards, Comsat

will become the largest provider of value-added VSAT services in Latin America with upwards of 20,000 connected VSAT locations throughout the region.

COMTECH LAUNCHES WIRELESS DISPLAY PILOT FOR CAMELOT.

Comtech Holdings Ltd announced a pilot trial of a wireless display messaging solution for Camelot, operator of the UK National Lottery. The new solution is designed to encourage sales in the Lotto and EuroMillions games, which offer three jackpot wins each week. The piloted solution allows centrally controlled jackpot information to be communicated to automated electronic displays in the National Lottery retailers' stores. A 100 unit pilot system has been deployed in the UK utilizing Comtech's wireless display messaging solution. It comprised a central management application that determines jackpot levels from Camelot and delivers this information to the automated displays over the Orange wireless network. Comtech has leveraged Sony Ericsson M2M technology within the automated display.



ESSNET SIGNS IN HUNGARY. EssNet signed three new contracts with Szerencsejáték Rt, the national lottery in Hungary. Under the terms of the contracts, EssNet will deliver 950 E5 terminals, an Event Ticketing system, implemented in the EssNet ELOS lottery system, and an On-line Instant Scratch Ticket Module implemented in the ELOS system for on-line validation and handling of the logistics.



WMS AMENDS RUSSIAN DISTRIBUTION

AGREEMENT. WMS Gaming has amended its distribution agreement with its Russian distributor, Belco Handels GmbH and its Russian affiliate, ZAO Unicum. The amended agreement now extends until June 30, 2011 and provides for the purchase of at least 4,000 new WMS gaming devices in each year of the contract beginning July 1, 2005, aggregating a minimum 24,000 new units over the extended term of the agreement.

VICOM TO SUPPLY CEF. Brazilian telecom service provider Vicom has won a 283 million real (US\$109 million) contract to supply IT equipment and telecoms services for federal bank Caixa Econômica Federal. Under the 60-month contract Vicom will supply CEF's network of 9,000 service points with 25,000 machines that will issue lottery slips as well as the necessary telecommunication and data transfer services.



WPT TO LAUNCH ONLINE GAMING SITE. WPT Enterprises, Inc. and WagerWorks finalized its agreement today to develop a WORLD POKER TOUR(TM) (WPT) branded real-money gaming website. The two companies also announced that the site, WPTonline.com, is expected to go live in the second quarter of this year. WPTonline.com will prohibit bets from players in the U.S. and other jurisdictions where online gaming is prohibited.

PEOPLE

Bruce Garland, who has guided the horse racing industry for the New Jersey Sports and Exposition Authority since 1991, plans to retire at the end of the year. **Dennis Dowd**, currently vice president of off-track wagering, will replace Garland as senior vice president of racing. **Chris McErlean**, now general manager of the Meadowlands Racetrack, will take on the new title of vice president of racing operations for both the Meadowlands and Monmouth Park. In 2004, Garland helped make an \$86 million purse agreement with the Atlantic City casinos, put in place a four-year guaranteed purse and date agreement with the industry and led the charge to bring the Breeders' Cup to Monmouth Park in 2007. The Meadowlands is the world's top-ranked harness track, the home of the Hambletonian and the Meadowlands Pace.



VIDEO GAMING/RACINOS

GURAL, TRACKPOWER UNDERTAKE ACQUISITION OF VERNON DOWNS. TrackPower, Inc. will be entering into a Joint Venture with Jeffrey Gural, Chairman of Newmark & Company Real Estate, Inc. of New York City in an attempt to purchase Vernon Downs Raceway, a harness track located in Vernon, New York. On January 14, 2005 the Board of Directors of Mid-State accepted the offer of Jeffrey Gural to contribute \$5.4 Million on an interim basis, for the continuation of operations of Vernon Downs and funding of capital improvements. On confirmation of Vernon Downs Chapter 11 Plan, the loans will be converted to 80% of the issued publicly traded common stock of the reorganized debtor. The offer is subject to approval by the U.S. Bankruptcy Court and in the event of Chapter 11 Plan confirmation, obligates Mr. Gural to loan an additional \$3 Million needed to fund video lottery operations. Vernon Downs Raceway is the oldest harness track in the State of New York. If approved by the Bankruptcy Court, TrackPower and Gural will each hold one-half of the 80% interest acquired on confirmation and

each will contribute one-half of the funding required. TrackPower has already partnered with Mr. Gural in the acquisition of Tioga Downs Racetrack located in Nichols, New York. Renovations of the track and buildings at Tioga Downs are underway and the developers expect to engage in a late season harness racing meet in 2005.

MTHA SEEKS TO IMPROVE MD RACING. The Maryland Thoroughbred Horsemen's Association recently laid out a plan that showed what they would hope to achieve with money from proposed slots. The plan would help fund more modern facilities for current fans and upscale food, beverage and live entertainment facilities to attract new fans. Laruel Park would play the major thoroughbred role in the state, while Pimlico would be reduced to a six-week season (while still hosting the Preakness). The plan was signed by Magna Entertainment Corp., owner of Laurel and Pimlico, along with representatives of horse breeders and owners, the race track at the Maryland fairgrounds at Timonium and a new track that is proposed to be built in Allegany County.

KENTUCKY DERBY SITE LAUNCHED. Churchill Downs Incorporated launched the official 2005 Kentucky Derby Web site, www.kentuckyderby.com, and 2005 Kentucky Oaks Web site, www.kentuckyoaks.com. The new and improved sites offer the most comprehensive coverage of the "Run for the Roses" and its sister race, the Kentucky Oaks. The sites feature exclusive articles, news updates, famous Derby stretch calls, Web cam views of the racetrack, videos of celebrities' Derby and Oaks selections and a wealth of information about the contending horses, including past performance information as well as archived videos of Derby and Oaks prep races that fans can view free of charge. The redesigned portals also present the events' sights and sounds in a manner that conveys the excitement and pageantry of the Derby weekend.

LOTTERY NEWS

TEXAS LOTTERY COMMISSION (TLC):
ON-LINE PRODUCT COORDINATOR, POSTING NO. 010405, \$47,820 - \$77,100/yr.
RETAILER DEVELOPMENT COORDINATOR, POSTING NO. 010505, \$42,216 - \$56,004/yr.
Open until filled. For more information, visit www.txlottery.org or call (512) 344-5333 or 1-800-395-JOBS (5627). State of Texas application required. Applicants requesting special accommodations should call (512) 344-5143 three (3) days in advance for appropriate arrangements. EOE



WYOMING PANEL WANTS LOTTERY. The Wyoming House Travel Committee recently voted 8-1 to recommend a measure that would allow Wyoming to join Powerball. This vote was followed by a 6-2 vote from the House Appropriations Committee that has sent the bill before the

entire House. It is estimated the state would net approximately \$10 million per year from offering the game. The first \$10 million collected, after expenses, would be split between senior citizen services and state parks and historic sites. Any proceeds above \$10 million would flow to the state General Fund.

MS KILLS LOTTERY BILL. The Mississippi House Gaming Committee killed a bill that would have created a Lottery in the State. There is still a chance that a lottery could come back around this year, by being added to an amended revenue bill, but that prospect is not likely.

\$100 MILLION CASH SPECTACULAR. The Georgia Lottery Corporation announced the launch of \$100 Million Cash Spectacular, a new instant game with 10 \$1 million top prizes and the highest payout percentage in GLC history. In addition to the 10 top prizes of \$1 million, the \$10 game offers over \$118 million in total cash prizes. In conjunction with \$100 Million Cash Spectacular, the GLC is conducting its biggest statewide promotion ever - Million-Dollar Hoopla. Players can enter a second chance drawing with \$10 worth of non-winning Georgia Lottery tickets for a chance to win \$1 million. Players can also enter at events held at lottery retailer locations statewide. From the second chance drawing, contestants will be chosen to participate in regional free throw basketball events at a mall location in each GLC district, including three in Atlanta. From the regional events, 10 lucky finalists will travel to Atlanta for a chance to win \$1 million at the Grand Prize Million-Dollar Hoopla Event at an upcoming Hawks game at Philips Arena.



SET FOR LIFE IN TX. As of last week, Texas Lottery® players can find the popular Set For Life scratch off game back in lottery retail outlets. Set For Life (game #533) replaces Set For Life (game #499), which was recalled on January 13, 2005, by the Texas Lottery Commission. For \$10 a ticket, Set For Life offers players the opportunity to win the top prize – \$5,000 a week (not to exceed \$5 million total). The game also offers more than 257,000 prizes of \$50 to \$500. Each ticket offers players 20 chances to win.

NEW CHANNEL FOR LA DRAWINGS. The Louisiana Lottery Corporation announced that beginning Jan. 31, the 9:59 p.m. broadcast of winning numbers for its Lotto, Powerball, Cash Quest, Pick 3 and Pick 4 games will air on Cox Cable channel 4. Prior to this change, Lottery winning numbers were aired on Headline News on Cox Cable channel 45. The switch to channel 4 will mean an additional 40,000 viewers will be able to watch the nightly winning numbers broadcast, since channel 4 is included in Cox's expanded basic services. Re-broadcasts of winning numbers will continue to be shown on Cox Cable channel 57 twice an hour.

MO OFFERS WINNING NUMBER TEXT ALERTS.

The Missouri Lottery is launching a new text messaging service that will allow players to receive the winning numbers on their cell phones, pagers or PDAs. To subscribe, players need to visit Molottery.com, create or sign in to their existing My Lottery account and choose the game(s), day(s) and draw time(s) they play. A text message of the winning numbers for those games and draw times will then be sent to their wireless device after each drawing. Although the service is free to subscribers, carriers may charge for text messages. Therefore, subscribers are urged to consult their wireless service provider for any fees they may incur for text messaging services before signing up.

NJ BONUS ZONE. New Jersey Lottery presents the Bonus Zone where non-winning scratch-off tickets can win big! To win big in the Bonus Zone, play New Jersey Lottery scratch-off games like Pac-Man, Hollywood Stars, The Young and the Restless or Breeders' Cup Gold. Collect three non-winning tickets from the same game and you're eligible for second-chance drawings with thousands of great prizes! Players log into the VIP Club to enter their non-winning Bonus Zone scratch-off tickets online, or visit any New Jersey Lottery retailer for details.

LA TEAMS UP WITH HORNETS FOR FEBRUARY

PROMO. There's always a chance of winning thousands of dollars on Louisiana Lottery scratch-off tickets, but Lottery players now also can receive a \$10 discount on seats at any of the six New Orleans Hornets home games in February. To participate in the promotion, fans can bring any five non-winning Louisiana Lottery scratch-off tickets to the New Orleans Arena box office. In return, they will receive \$10 off any Hornets February home game ticket priced at \$40 or more. In addition to the ticket discounts, a lucky seat number will be drawn at each February home game to win a pack of Lottery-branded merchandise. Also, there will be t-shirt giveaways and a halftime on-court contest, for fans to win Lottery products.

NE HOCKY NIGHTS. In February, the Nebraska Lottery will support a book drive to benefit United Way of Lincoln and Lancaster County. Held in conjunction with the Lincoln Stars Hockey games on February 25 and 26, 2005, books collected will be put in the hands of children across the city via several human service agencies. For every one to four new or gently used children's books donated the Nebraska Lottery will give one \$1 scratch ticket. For those giving five or more books or \$5, the Lottery will give one \$1 scratch ticket and a spin on the Lottery prize wheel.

GAME WOULD FIGHT BREAST CANCER. Illinois Senate President Emil Jones and other legislators from both parties recently proposed a new Lottery game dubbed "Ticket for the Cure" that they say could raise at least \$3 million a year for breast cancer prevention and treatment. The money would be issued in grants handed out by a new board in conjunction with state health officials. Lawmakers say the new Lottery game could entice more people to buy Lottery tickets while also reminding the public about the importance of cancer screening.

INTERNATIONAL LOTTERY NEWS

UK COMMISSION BEGINS DEBATE ON STRUCTURE OF NEXT LOTTERY LICENSE

COMPETITION. The U.K. National Lottery Commission is urging potential bidders to come forward now to discuss the structure of the competition for the next National Lottery license. Independent new research suggests 63% of people from organizations* which might join bidding consortia responded positively when asked about the likelihood of being actively involved in bidding for the next license. However, the design of the competition will be critical. Therefore, the Commission is publishing a discussion paper, A Lottery for the future to begin the debate on the structure of the next competition. The paper highlights the areas that it is investigating to turn these early expressions of interest into firm bids for the next license. These areas relate to creating a level playing field, improving the structure of the competition itself, and ensuring a realistic balance between returns to good causes and incentives for an operator. The Commission is asking for responses to the discussion paper by mid March and these will feed into future work the Commission will be doing. Copies of the discussion paper, A Lottery for the Future, and the research reports are available on the website <http://www.natlotcomm.gov.uk/competition>. For a hard copy of the discussion paper only e-mail the communications team at publicaffairs@natlotcomm.gov.uk

AUSTRALIAN POWERBALL MAKES CHANGES.

Australian Powerball players now have the chance to play for bigger Division One prizes and higher jackpots than ever before. Changes to Powerball mean that the minimum Division One prize pool offering will now increase to \$3 million, with prizes in each of the seven divisions also being increased. The changes have been made possible by the first price rise since the game's launch in 1996. The subscription price of Powerball tickets will increase from 50c to 55c per game (excluding retailer commission). The rise will take effect in all states.

INLOTT LAUNCHES LIBERIAN LOTTERY. InLott Lottery Incorporated, an India-based lottery company, recently launched instant scratch tickets in Liberia. Scratch tickets are being sold for LD\$10.00 each, at booths in Monrovia, and winners can receive their cash prize immediately. A portion of the proceeds go to the government of Liberia through the Liberia National Lotteries for the welfare of under privileged people of Liberia.

SRI LANKA LAUNCHES TSUNAMI RELIEF LOTTERY. Sri Lanka's National Lotteries Board has introduced a lottery to support the nation's recover from the tsunami that devastated its coastline. The 'Sarana National Lottery' is a pick 5 game with Rs. 20 price point. The top prize is Rs. 500,000.

LOTTO NIGERIA LAUNCHED. NSL Lotteries Management Company launched Lotto Nigeria on Thursday, February 3. The first live draw will be broadcast on Saturday, February 12 at 8pm.

LOTERIAS PERUGANA ANNIVERSARY EVENT FOCUSES ON GOOD CAUSES. Loterías PerúGana and Sociedad Beneficencia Pública de Jaen of Peru (the beneficiary of Loterías PerúGana) celebrated the first anniversary of Gana Diario - one of the most popular games of the lottery - with a special two-day event. The event took place at Jaen and focused on seniors and children with low economic resources. The first day was dedicated to seniors and the second to children. Highlights included special prizes for the best local students, an initiative aiming to encourage them to continue their efforts for being better students. Loterías PerúGana has a 96% share of the lottery market in Peru and is a major contributor to good causes in the country.

CASE STUDIES

NEW YORK LOTTERY – WEEKLY SALES CALLS

A high level of responsiveness to the market place is the lynch pin of the marketing and sales program of the New York Lottery. Forward planning is incredibly important to building a solid long-term business. However, without the ability to make changes to plans on an ad hoc basis, the planning process can become restrictive. Every Monday the New York Lottery conducts a teleconference incorporating participation from the sales management team in each Region, contractor operations and instant ticket warehousing personnel, along with main office administrative staff in the marketing, operations and sales departments, as well as key Lottery executives.

“Communication is critical to the success of the New York Lottery's integrated marketing and sales program,” said Lottery Director Nancy Palumbo. Up to date numbers on mission critical aspects of our business needs to be shared immediately with the field staff. Conversely, field staff must have the opportunity to share their retail experiences on a regular basis to provide valuable input for management to evaluate effectiveness of new products and promotions.

Detailed preparation is required to manage a weekly sales status meeting effectively. The process starts with gathering sales data for each product the Lottery has on the market. Lotto sales are compared with the previous week, the same week of the previous year, along with year-to-date sales for both fiscal years. Sales for various Lotto jackpots are compared to determine trends. Mega Millions data is gathered in a similar way. A careful review of Lotto/Mega competition is made to establish effective ways of cross-selling jackpots and always focusing on the most effective marketing message. The cash lotto game, Take Five, is assessed based upon the number of winners and the amount of money won given the tremendous win-ability of the Take Five game. The Numbers and Win 4 sales are reviewed with consideration given to popular numbers selection impact on sales, identifying monthly and daily play patterns and assessing statewide promotional impact. Weather impact becomes a critical evaluation factor especially mid winter and mid summer in order to make an intelligent assessment of the actual state of the business. For example, there is no point in spending a lot of time reviewing degradation in

sales by individual product if a major blizzard affected all games. Similarly a heat wave will suppress Instant business due to impulsive nature of the Instant purchase simply because there will be less retail traffic.

Quick Draw (Keno) receives individual attention due to the severely limited distribution of the product and the specialized on premise promotion program required to maintain and grow sales. Each promotion is measured to assess its effectiveness not only from a sales perspective, but also in terms of proprietor and wait staff receptivity. Different programs work in a social business environment rather than a traditional Lottery retail environment.

Instant games sales evaluation requires the greatest level of focus. First instant game sales are evaluated based upon validations rather than activations, telemarketing fulfillment, or cash settlements. While each of the latter are important to know and to share during the weekly sales teleconference, the true measure of customer acceptance is reflected in validations. Each instant game is reviewed separately and is compared to the previous week's sales, the life cycle trend, and inventory levels. Major instant game categories such as the "Win for Life" and "Cashword", along with the \$10 price point games are reviewed. An assessment of all staple games is made, as well as any shifts in sales by price point. Separate reports are run on the number of facings by price point in each store, auto ship participation levels by the number of retailers as well as books, and perhaps most importantly field recruitment progress toward goal regionally and statewide. Decisions regarding game reorders, trade-up status, and game mix management are based upon this data.

The most exciting aspect of the weekly sales teleconference meeting is the immediate access it provides to retailer perspectives, customer attitudes about new products and promotions - we hear it all, good and bad, and that is of critical importance. There is no penalty for reporting the facts as they are in the shops. That is the point of the meeting. If it's working we go forward, if the field says there is an issue, we immediately review the relevant facts and make necessary adjustments. The planning process has to be iterative and flexible.



BELLAGIO HOTEL



FOR IMMEDIATE RELEASE
February 7, 2005 – Seattle, WA

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CONFIRMED SPONSORS: *Gold Sponsors:* JCM America and Scientific Games; *Silver Sponsor:* International Game Technology (IGT); *Bronze*

Sponsor; GTECH Corporation; *Listing Sponsors:* Bally Gaming & Systems, Cyberview Technology.

KEYNOTE SPEAKERS □

Dr. Edward Stanek, President and CEO of the Iowa Lottery Authority

Mr. A. Lorne Weil, President, CEO and Chairman of the Board of Scientific Games, Inc.

SPECIAL GUEST SPEAKERS □

Mr. Ted Arneault, President and CEO, MTR, Inc. □

Mr. Guy Simonis, Founding President of the World Lottery Association; Industry Statesman

PANEL MODERATORS □

Mr. Tony Cooper, COO, South Carolina Education Lottery

Mr. Tony Gamina, VP-Sales, Scientific Games, Inc.

Mr. Don Johnson, Deputy Director, Delaware Lottery □

Mr. Randee Kerns, Director of Compliance, ILAC of Guatemala □

Mr. Chuck Kline, VP, MDI – A Scientific Games Company □

Ms. Penny Kyle, Director, Virginia Lottery □

Mr. John Musgrave, Director, West Virginia Lottery □

Mr. Tom Neiman, Vice President, JCM of America □

Ms. Rebecca Paul, President & CEO, Tennessee Education Lottery □

Mr. Ed Trees, Deputy Executive Director, Pennsylvania Lottery □

Mr. Alan Yandow, Executive Director, Vermont Lottery

KEY CONFERENCE PARTICIPANTS

Jim Acton, Massachusetts Lottery – Melissa Adams, Aristocrat Technologies, Inc. -- Dennis Adams, -- David Alpert, Promo-Travel -- Andy Amada, Subscription Club Services, -- Augustine Anifowose, Ontario Lottery -- Ted Arneault, MTR, Inc. -- Jack Boehm, Subscription Services -- Donna Boffi, GTECH -- John Cadigan, GTECH -- Juan Gabriel Canelas, Bolivia Lottery -- Steve Casebeer, Kentucky Lottery -- Matt Cedor, GTECH -- Chuck Cline, Scientific Games -- Mari Coffee, Washington State Lottery -- Erich Coleman, DC Lottery & Charitable Games Control Board -- John Connelly, Bally Gaming Systems -- Tony Cooper, South Carolina Lottery -- Leslie Darfler, Scientific Games -- Charles (Randy) Davis, Louisiana Lottery Corp. -- Andy Davis, Tennessee Lottery -- John Dellavolte, -- Arturo Diaz, Illinois Lottery -- Wayne Dolezal, -- Alan Eland, GTECH -- Todd Elsassner, Gaming Labs -- Becky, Foster, -- Marc, Fournet, -- Michael Frick, Florida Lottery -- Bonnie Fussell, Sunshine Electronic Display -- Frank Gardner, Winwin, Inc. -- Jean-Marie Gatto, Cyberview Technology -- Jay Gendron, GTECH -- Tony Gumina, Scientific Games -- John Hedley, Scientific Games -- Greg Hoelk, Scientific Games -- Mark Hutchinson, JCM -- Teresa Immel, Schafer Systems -- Kevin Johnson, DC Lottery & Charitable Games Control Board -- Donald Johnson, Delaware Lottery -- Randee Kerns, Guatemala Lottery -- Kapil Khanna, INDIA Lottery -- Larry King, GTECH -- Vernon Kirk, Delaware Lottery -- Arthur Kiuttu, Oberthur -- George Kopel, Kopel Research Group -- Penelope Kyle, Virginia Lottery -- Wayne Lemons, Delaware Lottery -- Nick Lewin, Global Gaming Expo -- Thomas Little, Intralot -- Leonard Manning, LTE -- Tedd Manno, Creative Games -- Tom Markert, Smartplay International, Inc. -- Kath Matson, Oberthur -- Gene Mcaffrey, -- Ray Michel, Ticker Communications -- Charlie Mintz, Promo-Travel -- Mel Molnick, I2Corp -- Pat Moriarty, -- John Musgrave, West Virginia Lottery -- Andre Nadeau,

Oberthur – George Novoson, Kopel Research Group – Beverly Opie, MDI – Doug Orr, MUSL – Beverly Ortlund, -- Martin Owens, Law Offices Martin D. Owens, Jr. – George Parisot, Montana Lottery – Billy Parson, DC Lottery & Charitable Games Control Board – Rebecca Paul, Tennessee Lottery – John Pittman, Intralot – Daivd Porter, -- Debbie Potter, Old West Gaming -- Bill Powell, Pennsylvania Lottery – Donna Preziotti, Pollard Bank Note – Eric Riedi, Florida Lottery – Lorie Roberts, IGT Systems – Douglas Rubin, Massachusetts Lottery – John Samony, A. Rifkin Co. – Charlie Scannella, Scientific Games – Esther Schneider, Hoosier (Indiana) Lottery – James Scroggins, Missouri Lottery – Chris Shaban, GTECH – Tom Shaheen, New Mexico Lottery Authority – Jeff Shoumaker, Oberthur – Roger Simmons, Idaho Lottery – Guy Simonis, Lottery Statesman – Sylvia Slana, Illinois Lottery – Karen Smith-McNeese, Iowa Lottery -- Fran Spraggins, -- Dr. Edward Stanek, Iowa Lottery – Mark Stevens, International Gameco – Sande Stewart, Sande Stewart Television – Charles Strutt, MUSL – Roy Student, Cyberview Technology – Joseph Sullivan, Massachusetts Lottery – Andrzej Surmacz, IGT Systems – Donald Sweitzer, GTECH – Irena & Walter Szrek, Szrek2Solutions – John Tarr, Montana Lottery – Joe Tewell, Sunshine Electronic Display – Bret Toyne, MUSL – Jerry Trandum, -- Ed Trees, Pennsylvania Lottery – Teresa Tunstall, GamCare – Linda Turner, Smartplay International, Inc. – Voutouva Valeullna Ilieva, Bulgarian Sports Totalizator – Stephen Wade, -- George Walker, LTE – Kathy Wayne, Scientific Games – Thomas Weber, -- Lorne Weil, Scientific Games – Rodney Wilson, GTECH – Alan Yandow, Vermont Lottery – Jeffrey Young, DC Lottery & Charitable Games Control Board --

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SMART-TECH OPPORTUNITIES STILL AVAILABLE **Sponsorship and exhibit opportunities are still available.**

Contact Raquel Orbegozo at 425-765-4119 or Susan Jason at 425-985-3157.

SMART-Tech attendance registration can be made on-line at:

www.publicgaming.org, by completing and faxing the attached registration form or by calling 425-985-3159.

HOTEL RESERVATIONS: Please call Bellagio Hotel reservations directly at 702-693-7444 or 888-987-6667. Be sure to mention Public Gaming Research Institute's SMART-Tech.

SMART-Tech 2005 is a professional conference for key executives of government operated lotteries, racinos and other gaming operated or regulated by government and for the companies that supply games and other products and services to these organizations.

The objective of the conference is to stimulate product expansion and revenue growth among these organizations through an exchange of information on games, products, services, marketing, advertising and strategies that have been proven successful. New products and technologies are of special interest.



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.

*****THERE IS NO CHARGE FOR LOTTERY, GOVERNMENT, CASINO, RACING OR RACINO EXECUTIVES ******

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

Number of Registrations _____ Total \$ _____

Payment Terms and Options:

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HOTEL RESERVATIONS: CONFERENCE ROOM RATE \$159/ ROOM
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 2005 to get special room rate.