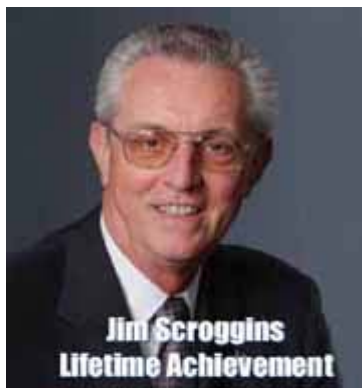


To: Lottery, Video Gaming & Racino Executives Interested in Growth, Expansion & Added Success



Your weekly supplement to  
*Public GAMING International Magazine*

**July 17, 2006**



**JIM SCROGGINS,**  
Executive Director,  
Oklahoma Lottery

2006 MAJOR  
PETER J.  
O'CONNELL  
LOTTERY  
LIFETIME  
ACHIEVEMENT  
AWARD

### **LOTTERY INDUSTRY HALL OF FAME for 2006**

**MICHELLE CARINCI** CANADA President & CEO,  
Atlantic Lottery Corporation

**MIKE CHAMBRELLO** – USA President & COO,  
Scientific Games, Inc.

**ARCH GLEASON** – USA President & CEO,  
Kentucky Lottery Corporation President, World  
Lottery Association

**WAYNE LEMONS** – USA Director, Delaware Lottery

**TOM LITTLE** – USA/GREECE President & CEO,  
Intralot, Inc.

**DIANNE THOMPSON** – UNITED KINGDOM Chief  
Executive, Camelot Group – Operator of the UK  
National Lottery



Public Gaming Research  
Institute is pleased to  
announce that the following  
lottery products have been  
designated **PRODUCTS  
OF THE YEAR** at its  
annual International Lottery  
Conference (EXPO/ILAC  
2006) held at the Wynn Las Vegas, July 10-13:

**CASH FOR THE HOLIDAYS, EZ MATCH  
AND JACKPOT FAMILY, Presented by the  
Florida Lottery**

**PICK n PLAY, Presented on behalf of the  
Illinois Lottery**

**b-ON, Presented by Intralot, Inc.**

**LUCKY 7's, Presented by the Iowa Lottery,  
manufacturer Pollard Bank Note, Ltd.**

**SPOTLIGHT GAMES, Presented by Scientific  
Games**

**LOTTOGOLD+, Presented by Lottery  
Dynamics**



### **COMPANY NEWS**

**SCIENTIFIC GAMES TO SUPPLY HESSEN.** Scientific Games has been awarded a contract to supply a new internet system to Lotterie-Treuhandgesellschaft mbH, the German state lottery of Hessen. Players will be able to use the Internet to purchase Lotto, Oddset, Keno, GlucksSpirale, Toto and other lottery games. The new system is expected to be delivered in October 2006. The new system will add stronger graphics and flash animation in a major upgrade of

the existing ELOS system. New features will also be added to enhance player services and promote responsible gaming.

#### **WASHINGTON LAUNCHES GIGTOURS TICKET.**

Washington's Lottery players are polishing their boots and kicking up their heels this summer with a new Gigtours™ instant ticket featuring some of the hottest country music celebrities around, both new stars and country music veterans. Gigtours games are offered to lotteries exclusively through MDI Entertainment, a wholly-owned subsidiary of Scientific Games. The new \$10 game features the images of artists such as Gretchen Wilson, Trick Pony, Travis Tritt, Loretta Lynn, Hank Williams Jr., Montgomery Gentry and Buddy Jewell. It features a top cash prize of \$50,000 along with the experiential Gigtours trips. Gigtours brings recording artists and music lovers together for a once-in-a-lifetime "life on the road" experience by taking fans and their guests on a four day luxury bus trip to the concert of their choice. Each all-inclusive trip includes airfare, concert tickets, VIP credentials, hotel accommodations, meals and drinks. In addition, Gigtours works with artists' management groups to pre-arrange access to the artist and crew, backstage passes, sound check entrances and meet-and-greets.



#### **INTRALOT EXPANDS INTO HAMBURG.**

INTRALOT Lotto Hamburg concerning a very important pilot project. The agreement entails the customization and installation of LOTOS, the base platform of INTRALOT's integrated gaming management system along with the POS terminal software. The installation will provide LOTTO HAMBURG with a modern state-of-the-art central system. Conversion to the new and technologically advanced system will commence within the first semester of 2007.



**BETWARE TO OPEN BC OFFICE.** Betware is currently planning to expand into Canada. The Icelandic company will soon open an office in the town of Kamloops, a short plane journey from Vancouver, British Columbia. This regional office will support the programming and development work Betware currently undertakes for the British Columbia Lottery Corporation. The Betware office will be located within the same building which houses the BCLC offices and will run to a capacity of four to five programmers in the beginning with a view to add more.

#### **OGT PROVIDES NEW SOLUTION IN SWEDEN.**

Oberthur Gaming provided Spelparken AB, Sweden, with a comprehensive solution for the launch of instant lottery tickets in the first quarter of 2006. Spelparken AB is the

service company operating the Lottery on behalf of SRF (organization for visually impaired persons in Sweden). The contract includes the manufacturing of instant lottery tickets, the implementation of OGT's GOLDS (Global Operations and Lottery Distribution System) as well as OGVS (Oberthur Gaming Validation System), a WEB browser validation system developed by OGT and tailored to the specific needs of the Lottery. The GOLDS comprehensive solution installed at Spelparken includes Telemarketing and Ordering, Inventory Control, allowing the Lottery to manage and distribute inventory in a secure, efficient and timely manner.



#### **WMS, MGAM AGREEMENT EXPANDED.**

WMS announced that the Company has expanded its existing relationship with Multimedia Games, Inc. whereby Multimedia will distribute certain WMS products in Oklahoma and Mexico. The amended agreement provides for a term until April 30, 2009 for these markets and contemplates an increased annual gaming machine purchase commitment from Multimedia relative to the original agreement. Under the terms of the agreement, Multimedia has secured the right to distribute WMS' Bluebird(R) gaming machines equipped with WMS game themes to certain Native American tribes in Oklahoma under regulatory transfer letters issued by GLI. The expanded agreement also authorizes Multimedia to place WMS OEM cabinets and game themes in the electronic bingo market in Mexico.



#### **PEOPLE**

**Robert Wright**, founder of both Lottery Dynamics LLC and its sister company Integrated Group Assets, Inc., has announced his retirement as an officer and director of both companies. He will retain a consulting role which will free him from day-to-day operations and provide more time for game design.



#### **VLT/RACINO**

**EGC SIGNS MGM GRAND DETROIT.** Electronic Game Card announced confirmed that MGM Grand Detroit has signed an agreement to use Electronic GameCards in a promotion for its 75,000 square-foot gaming property in Detroit. It is the first time any US casino has purchased

Electronic GameCards to run a commercial promotion based on the Company's products.

**POLISH TRACK LOSES FUNDING.** Poland's Lottery, Totalizator Sportowy is cutting off funding for the Sluzewiec horse track in Warsaw. The loss of funding will cause the track to miss a race for the first time since World War II. The Lottery pulled funding, stating that the buildings are in bad shape, and could collapse at any moment.

**BCLC OPENS CHANCES FACILITY.** The British Columbia Lottery Corporation and Great Canadian Gaming Corporation announced the grand opening of Chances in Dawson Creek, marking the completion of the new community gaming centre (CGC). The new 17,000 square foot facility features exciting amenities including 123 slots, two electronic blackjack tables, off-track horse racing, lottery products, a full-service restaurant and a lounge. The facility offers state-of-the art bingo, including traditional paper bingo and 60 touch screen bingo terminals. The bingo area contains a designated smoking and non-smoking section while the remainder of the facility is smoke-free.

## INTERNET/WIRELESS

**HOUSE APPROVES INTERNET GAMING BAN.** Last week the U.S. House voted 317-93 in favor of a bill that bans most forms of Internet gambling. The bill, which exempts lotteries and horse racing makes it illegal for banks and credit card companies to make payments to online gaming sites. The bill now heads to the Senate.

**KEBA**

Automation by innovation.

## LOTTERY NEWS

**NEW JERSEY GAMBLING RESUMES.** New Jersey's governor and lawmakers reached a deal on a new state budget, ending the casino shutdown, and re-starting the Lottery one week after it was forced to close its doors. The state lost an estimated \$15.4 million in revenue for the seven days the Lottery was shutdown.

**MISSOURI SHATTERS SALES RECORD.** Missouri Lottery sales for fiscal year 2006 reached a new record of more than \$915 million (unaudited), surpassing the last fiscal year's sales by \$129.4 million, a 16.5 percent increase. More importantly, record sales in fiscal year 2006 translated into record proceeds to Missouri's public education programs with more than \$260\* million transferred to the Lottery Proceeds Fund to benefit various public education programs.

**PoolingPLUS™**

**RECORD SALES FOR KANSAS.** The Kansas Lottery has recorded its best year yet, with sales reaching \$236.3 million at the end of the fiscal year on June 30, 2006. That means the Lottery will transfer \$67 million to the State in FY06. Instant Tickets led the way, with \$107.7 million in sales. Pull Tabs were up more than 60 percent from last year. Larger, faster-growing jackpots in Powerball also contributed to higher ticket sales, with sales topping \$54.4 million for the year. Another factor that contributed to the increase is the Lottery's new Auto-Ship system, which automatically replaces packs of lottery tickets, ensuring that each retailer always has an adequate supply of the newest and most popular games.

**NORTH CAROLINA TO GET \$10, 3 AND 5 DIGIT GAME.** The North Carolina' lottery commission approved a five digit and a three digit game. The five digit game, Carolina Cash 5, will come out in October, while the three digit, Carolina Pick 3, is scheduled for November. Also, the Lottery is planning to launch a \$10 game in November.

**SC 2-MINUTE GAME SHOW.** The South Carolina Lottery is launching a new promotional game show – Carolina Power Deal! Entry forms generated for a chance to appear on Carolina Power Deal begin on Monday, July 10, 2006. The first show will air in September. Carolina Power Deal, a two-minute promotional game show, will be played only in South Carolina in conjunction with Powerball® and PowerPlay®. Beginning July 10, when SCEL players purchase \$5 in Powerball® along with \$5 in PowerPlay®, a total \$10 purchase, an entry form will dispense from the lottery terminal. Players must complete the information on the entry form and mail the form to the address shown. Television contestants will be selected in a drawing from the entries received. Once contestants are chosen and notified, they will be greeted by a familiar face and name to South Carolina, Jeffery Black – a current SCEL draw talent. Contestants will win at least \$2,000 with a chance to win a maximum prize up to \$20,000!



**QUEBEC TO SPONSOR PARK DEVELOPMENT.** Loto-Quebec is associating with the Société des établissements de plein air du Québec (Sépaq) to develop Montmorency Falls Park. This partnership will see the year-round illumination of the falls and cliffs at nightfall, thus creating a magical natural setting that is sure to enchant the tens of thousands of visitors and surrounding population. Known as Mise en lumière Sépaq Loto-Québec, the project is to be integrated into the festivities planned to celebrate Québec City's 400th anniversary in 2008. Through its association with Sépaq, Loto-Québec is delighted to be

contributing to improving awareness and increasing the drawing power of Montmorency Falls Park, one of the region's major tourist attractions.

**MASSACHUSETTS EXTENDS HILL HOLIDAY.** The Massachusetts Lottery recently extended its contract with ad firm Hill Holliday for one year at \$10 million. Part of the Lottery's strategy will be to focus advertising on the Internet, where they feel they can reach more young people.

#### **PAY FOR MORE USING CZECH TERMINALS.**

Starting in July, Czech citizens can pay for the services of the ČEZ Group power utility and the premium of the Česká podnikatelská pojišťovna, a.s., insurer using the appropriate paying in slips and invoices at SAZKA terminals. The new service complements the portfolio of non-lottery activities of SAZKA, a.s., which include particularly topping up pay-as-you-go mobile phones (2002), ticket sales (2004) and a sales module (2006). Almost 4,500 SAZKA, a.s., terminals throughout the Czech Republic accept the paying in slips, invoices and premium payments.

## MARKETPLACE



Automation by innovation.

**WANTED INTERNATIONAL SALESMAN, LOTTERY PRODUCTS.** Kebaners are competent people courageous to try out something new. They make KEBA successful because they are professional with their hands, innovative in their heads, emotive in their heart and dynamic in their guts. KEBA enjoys international success with its solutions for industrial, banking and service automation. Our customers include market leading and successful lotteries, financial institutions, logistic service providers as well as machine and robot manufacturers.

**What we offer:** Your role within the company is to sell KeWin lottery products developed by KEBA to companies in the lottery market all over the world from your home office. As salesman you will be responsible for creating both repeat business and new business opportunities to guarantee long term customer relationships.

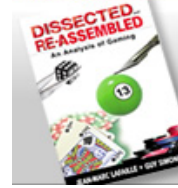
You will report to the Sales Director in the KEBA headquarters and will provide information as requested in an accurate and timely manner.

**Your Profile:** This role would ideally suit someone who has a proven track record in sales, confident in their sales approach, professional experience of the lottery sector, well presented, and the desire to succeed. Your English is business fluent and ideally you speak another language fluently – the German language is not necessary.

If you are interested please send your job application to KEBA AG, Mr. Thomas Olbrich, Gewerbestraße 1, 4041 Linz, Austria. Email: [olb@keba.com](mailto:olb@keba.com).

## NEW GAMING ANALYSIS

Lafaille / Simonis



*Dissected and Re-assembled*

Jean-Marc Lafaille and Guy

Simonis. . [Read the book review by Ed](#)

[Stanek](#) or [purchase a copy here](#)



The Vermont Lottery is seeking applicants for an **Internet Marketing Specialist**.

This newly created position will oversee and be responsible for all aspects of the Vermont Lottery web site, including the development, design, creation and daily management of the web site and associated daily communications. Position will be responsible for all technical, creative and graphic development and design of web site.

Applicant should be proficient in the following areas: HTML or XHTML, JavaScript, Macromedia Flash, ASP, SQL, graphic design software, web site development and design and database development. Research ability and excellent writing skills required. Marketing experience preferred.

Contact: Carole Lacasse, Personnel Officer, Vermont Lottery, 802-476-0105



A global leader. your local partner

**CORPORATE**

**DBA** (Lincoln, NE) Create and manage all development standards/procedures to guarantee acceptable database performance levels for all lottery projects. Identify potential problems and implement solutions using RDBMS performance monitoring. Reorganize database structure to provide optimal performance and availability. Design database modifications that provide for flexibility, eliminate redundancy and improve performance. Provide technical support for all Intralot systems to assure ongoing, 24/7, fully operational conditions. Manage and maintain Oracle 9i, 10g databases, and IBM AIX servers (Oracle DB). Implement all maintenance requirements and changes, updates and upgrades, backup and restore functions and procedures of Oracle DB. Manage, monitor and control Back-up Site databases. Develop PL/SQL procedures for Crystal Reports and .NET applications. Require: Master's degree in Computer Science or closely related field, plus 2 years in the job offered or as Systems Analyst. Must have IBM AIX and Oracle certifications. Send resume to: HR, Intralot Inc, 11360 Technology Circle, Duluth, GA 30097 (No Phone Calls Please)



## COMMUNICATIONS MANAGER

Applications are being accepted for Communications Manager for the New Mexico Lottery Authority (NMLA). Duties include, but are not limited to; planning, development and implementation of programs and practices that foster and maintain positive public and media relations; functions as the principal public spokesperson for NMLA. Must possess highly developed technical writing skills along journalistic styles and formats, as well as amply demonstrated public speaking, persuasive and mediation skills. Must have knowledge of legislative processes and working with legislators. Some travel is required. A Bachelor's Degree in journalism, public relations, communications, or a similar field is preferred. Incumbent must possess at least three years prior working experience in the public relations arena wherein the skills and ability to perform the position's function has been amply demonstrated. Must be able to work in a high security environment. Must be able to pass an extensive background check, possess or obtain and maintain a valid New Mexico driver's license. Resumes must be post-marked no later than August 4, 2006. Send resume and cover letter to the New Mexico Lottery Authority, HR Department, P. O. Box 93130, Alb., NM 87199-3130 or fax to 505-342-7525, or contact Evelyn McKnight at (505) 342-7620 for a job description or additional information. EEOE



## VICE PRESIDENT OF SALES

The New Mexico Lottery Authority, located in Albuquerque, New Mexico has an opportunity for a Vice President of Sales. The successful candidate is primarily responsible for lottery sales functions. Plans, organizes, implements and directs the activities and functions relating to the sales of lottery tickets and those ancillary programs and processes developed for the support and promotion of ticket sales. Responsible for implementing, managing and administering the activities associated with the Sales division and for managing the staff assigned to the division to achieve desired objectives. A Bachelor's Degree in Business Administration is preferred; incumbent must possess at least three years prior experience in progressively more responsible sales management positions wherein the skills and abilities to perform the position's functions have been amply demonstrated. Five years of lottery experience preferred. Must be able to pass an extensive background check and able to work in a high security environment. Must possess and maintain a valid New Mexico driver's license. The New Mexico Lottery Authority offers a competitive and comprehensive compensation and benefit package. Resumes

must be post-marked no later than August 4, 2006. Send resume and cover letter to the New Mexico Lottery Authority, HR Department, P. O. Box 93130, Alb., NM 87199-3130 or fax to 505-342-7525, or contact Evelyn McKnight at (505) 342-7620 for a job description or additional information. EEOE

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