

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**  
June 28, 2004

**MO CELEBRATES RECORD PROFITS.** The Missouri Lottery beat projections by posting a record \$230.3 million in profits for FY04. In 2003, a \$3 million cut in advertising prompted an estimated '04 profit of \$183.6 million, down from \$193.9 million in FY03. Missouri Lottery Director Jim Scroggins still feels that in the long run, the cut in the ad budget will hurt Lottery sales and profits.

**JERSEY CASH 5 CHANGE PAYING OFF.** So far this year, Jersey Cash 5 players are winning more money, more frequently than ever before! The New Jersey Lottery announced that a total of 76 players have claimed a top-prize jackpot since January '04, surpassing the 72 top-prize winners in all of 2003. At the same time, the average top-prize has grown to \$233,000 this year compared to the \$37,000 average Jersey Cash 5 jackpot in 2003. Each and every week, an average of three Jersey Cash 5 players are winning a prize over \$233,000! In September 2003, the Lottery changed the game from a "roll-down" to a "roll over" structure.

**100 MILLION 3 TIMES LUCKY TICKETS.** The South Carolina Education Lottery has hit another milestone with one of its instant tickets. The SCCEL has printed the 100 millionth 3 Times Lucky ticket. This batch of tickets is currently being offered to the lottery's 3,500 retailers statewide.

**CLEAN\$WEEP IN SC.** South Carolinian lottery players showed their pride and helped keep South Carolina clean by participating in the South Carolina Education Lottery and PalmettoPride's yearlong initiative aimed at taking action against litter. Last July, the two organizations launched Clean\$weep, an effort that encourages South Carolinians to help reduce the amount of litter by submitting their non-winning instant game tickets for a chance to win a cash prize. The last drawing is June 30, 2004. To-date, more than 900,000 tickets were mailed to the SCCEL for the monthly drawings. By submitting five non-winning tickets, entrants have the chance to win in the Clean\$weep second-chance drawing. Each month, SCCEL draws 100 entries and award each winning entrant \$50. The SCCEL and PalmettoPride are working together for another exciting Clean\$weep promotion in 2004-2005.

**CHANGE GAME DISCONTINUED.** The Georgia Lottery's Change Game will be discontinued at the end of this month. There are no immediate plans to introduce a new game to replace it. The Change Game allows players to bet anywhere from 25 cents to 99 cents on a ticket, and the Lottery was betting people would be willing to part with their spare change. During the first nine months of fiscal year 2002, the game earned \$6.3 million. During the same period in 2003-04, it earned about \$790,000 - a drop-off of 87.5 percent.

**TEXAS CORVETTE CASH.** The Texas Lottery's new \$5 instant ticket, Corvette® Cash, will give players a shot at winning one of five beautiful 2004 Corvette Convertibles (one will be given away in a second chance drawing), cash prizes of up to \$25,000, or one of 2,400 Corvette Merchandise Prize Packages in four separate second chance drawings. The prize packages include: Corvette® Leather Jacket, Corvette® Throw, Corvette® Past, Present and Future Clock, a Leather Bag and Tag, and a Corvette® Embroidered Logo Cap.

**VA AG JOINS LOTTERY DIRECTOR TO PROMOTE "CLICK IT OR TICKET" SAFETY MESSAGE.** The Virginia Lottery is getting behind the nationwide "Click it or Ticket" seatbelt safety program. To drive home the message, Virginia Lottery Executive Director Penelope W. Kyle joined Virginia Attorney General Jerry Kilgore for a June 3 press conference at the end of the assembly line at the Ford Motor Company's Norfolk Assembly Plant. Kyle presented a Ford F-150 Truck to a winner of the Virginia Lottery's Tough Trucks, Big Bucks scratch game (tickets included a "Click it or Ticket" instant win feature). Kilgore then helped the lucky recipient buckle up for safety. Virginia was one of the first state lotteries to offer Ford trucks through MDI Entertainment, Ford's exclusive representative in the lottery industry.

**ID CELEBRITY HOMERUN DERBY.** The Idaho Lottery and the Boise Hawks have challenged local celebrities from all over the Treasure Valley to step up to the plate and take a swing at scoring some money for area schools. The Celebrity Homerun Derby is Saturday, June 26, 2004, at 6 p.m., just before the Hawks game against Eugene at Hawks Stadium in Garden City. In honor of the Lottery's 15th Anniversary, the deals are set with a familiar theme. By the time they take the first of fifteen pitches, each celebrity batter has already pre-chosen a K-12 public school in the area to sponsor. With each good hit, the batter will collect cash from the Lottery for their school: Hits in the infield = \$15; Hits in the outfield = \$150; Homerun hits out of the park = \$1,500. Each batter has 15 pitches.

**LOTO-QUEBEC TO SPONSOR EVEN MORE EVENTS.** During 2004-2005, Loto-Québec will be more present than ever in public events held throughout the province, over 50 of which will be presented under the Rendez-vous Loto-Québec theme. The new sponsorship approach was instituted following extensive analysis and careful consideration in response to the expectations of consumers who would like to see the Corporation participate in public events and entertaining activities province-wide. The new policy has been officially adopted by Loto-Québec's Board of Directors and is to be implemented with a budget of \$11.3 million this year. Each year, Loto-Québec and its subsidiaries are associated with more than 100 different events. During 2004-2005, the Corporation's new sponsorship policy will see the addition of 28 more events in various regions. In addition to receiving direct financial contributions, the activities held under the banner of the Rendez-vous Loto-Québec will benefit from the Corporation's

promotional support, including radio and print advertising, information materials and on-site animation during major events.

#### **CAMELOT INTERACTIVE SALES GROWING.**

Camelot is reportedly spending £45m over seven years on development and running of new sales channels, such as Internet, wireless and digital TV. Camelot is currently receiving 10,000 online registrations a week, and hopes five percent of sales will go through the interactive channels.

#### **LITTLEWOODS LAUNCHES NEW INTERACTIVE**

**GAMES.** Sportech PLC, owner of Littlewoods Gaming, announced the launch of two football themed interactive games on ITVi, running alongside Euro 2004, and supported by an innovative interactive advertising campaign. The games, available to 7.3 million interactive viewers, include: AGBP1 Million Hotshot – a scratchcard style game, the first ITVi game offering an instant cash prize of up to AGBP1 million; and Three Lions on the Shirt – a multiple choice football quiz. The Littlewoods Gaming ITVi offering, is supported by an exclusive direct-to-application TV advertising campaign, which enables viewers to hit the red button while watching the advert and be taken directly to the 'Three Lions' quiz game on ITVi.

**NEW GAME IN SPAIN.** ONCE, the Spanish charity for the blind, is planning to launch a new € Euro lottery game called El Combo in October, which is expected to generate €200 million euros a year.

### **RACINO NEWS**

**VLTs ON NY FERRY?** Video lottery terminals would be allowed on the high-speed ferry that recently began operating between Rochester, N.Y., and Toronto under a measure introduced in the New York Legislature. Assemblyman Joseph Morelle, one of the sponsors of the legislation, said the operators of the ferry, Canadian American Transportation Systems, approached him and state Sen. Joseph Robach about bringing the gambling machines aboard the ferry. The legislation would amend the state law that allowed the VLTs to be set up at horse racing tracks around the state. The ferry, The Spirit of Ontario, will carry as many as 774 passengers and 220 cars three times daily between Rochester and Toronto. Morelle said the boat's operators would be prepared to turn off the VLTs when the vessel leaves New York waters. **DE VLT EXPANSION BILL DIES.** House Bill 250, which would allow a fourth VLT venue in Delaware failed to gain the majority support needed from the Gaming and Parimutuels Committee to bring it before the full House. The committee voted 2-2, with one member abstaining from the vote. The bill, which looks dead in the current session, is expected to return next year.

### **COMPANY ANNOUNCEMENTS.**

**OGT INTERNET OPTIONS INCREASED BY BELL CANADA.** Oberthur Gaming will offer its clients a wider range of solutions for lottery games played on the Internet thanks to a servicing agreement reached with Bell Canada, which will include the infrastructure management of Internet lottery applications. The Bell Canada solution includes, among others: hosting of the website; management of the

server and database; firewall; applications management of the operating systems and Internet website; backup files; modulated bandwidth; 24/7 network management and supervision; network guaranteed against all problems; and management of a portion of, or the lottery's entire information system.

### **PEOPLE**

Uthingo Management Board Chairman, Professor Barney Pityana announced the appointment of **Dr. Oupa Monamodi** as Chief Executive of Uthingo Management, effective immediately. Dr Monamodi, who holds post-graduate degrees in Business Administration and Sociology from Indiana University in the United States, and has been an IT professional for the past 20 years both in the U.S. and South Africa, served as acting CEO since January this year, following the resignation of Humphrey Khoza.

### **JOBS**

#### **Virginia Lottery – DIRECTOR of PUBLIC AFFAIRS**

**Position #11.** As the Director of Public Affairs, you will be a part of the senior level management staff reporting directly to the Lottery Executive Director. You will provide guidance and advice regarding media interviews and public appearances, public inquiries about confidential or sensitive information, and media exposure of major public events. You will serve as a spokesperson for the Lottery as requested by the Lottery Executive Director. You will be responsible for communicating and maintaining a positive corporate image for the Lottery. Other responsibilities include: planning and coordinating all media events; providing written and video news releases; designing news information kits; writing speeches for Lottery officials and articles for publication; managing the public relations contracts and corporate communications campaigns. You will also manage the Public Affairs budget and direct the activities of a professional staff. **SALARY:** \$76,291 - \$99,178. The position is located at Virginia Lottery headquarters, 900 East Main Street, Richmond, Virginia. E-mail your resume indicating position name & number to: [jobs@valottery.state.va.us](mailto:jobs@valottery.state.va.us). Please paste your resume into the body of your e-mail, or mail to: Human Resources, Virginia Lottery, 900 E. Main Street, Richmond, VA 23219 or fax to: 804-692-7205. We will accept resumes until 5PM Friday, July 2, 2004. Visit us at our homepage:

[www.valottery.com](http://www.valottery.com) EOE/AA

*Please note that this summary is intended only to illustrate the various types of work and qualifications for the job. The omission of specific duties or qualifications does not exclude them if they are similar, related, or logical assignments to or requirements for the position.*

*The Virginia Lottery is an organization that values diversity in the workforce and we encourage those who share this value to apply. We offer a very competitive salary, excellent benefits and a unique opportunity for career enrichment.*

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