

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*  
June 6, 2005

### EXPO/ILAC 2005 CONFERENCE

July 11-14 – Bellagio Hotel – Las Vegas

#### EXPO/ILAC PROGRAM HIGHLIGHTS

This year's International EXPO/ILAC Conference will feature technological advancements, innovations in games, as well as best management practices, advertising successes and successful marketing strategies for increasing revenues. The program will feature presentations and panel discussions with special emphasis on broad participation. Some of the latest examples of successful TV advertising will also be featured. A highlight of EXPO/ILAC will be the VIP Technology Tour of leading suppliers. The latest Interim Program for EXPO/ILAC is included with this MORNING REPORT.

#### RECORD ATTENDANCE EXPECTED!

PGRI is projecting record participation by lotteries for the EXPO/ILAC Congress at the Bellagio Hotel in Las Vegas, July 11-14. Based on planned and anticipated registrations, PGRI is expecting 50 lotteries from 20 countries to be represented this year. This exceeds last year's EXPO/ILAC lottery participation by over 10%.

#### AWARDS TO BE IMPORTANT

Awards will be an important part of EXPO/ILAC this year with the following awards programs:

*Lottery Lifetime Achievement Award*

*Lottery Hall of Fame Awards*

*Lottery Products of the Year Awards*

*Top Ten Lottery TV Ads Awards*

Descriptions of these awards and the recipients chosen for them follow. Please join us to honor the winners.

#### LIFETIME ACHIEVEMENT AWARD

The Major Peter J. O'Connell Lottery Lifetime Achievement Award will be presented this year to **Dan Bower**. Our congratulations to this outstanding pioneer and leader. The award presentation will be at 5pm on July 11 just prior to a reception honoring Dan in the EXPO/ILAC meeting room.

#### HALL OF FAME AWARDS FOR 2005

Duane Burke, CEO of Public Gaming Research Institute is pleased to announce the Lottery Industry Hall of Fame Award recipients for 2005. They are: **Daniel Bower, Gordon Graves, John Koza, Jean Marc Lafaille, Lothar Lammers, Victor Markowicz, Tim Nyman, Rebecca Paul, Steve Saferin, Guy Simonis, Guy Snowden, Edward Stanek, Cal Tigner, and Lorne Weil**. Our congratulations to these outstanding individuals and our thanks to them for their contributions to making the lottery industry the great success that it is today for raising revenue for good causes. Details of their individual contributions will be read during the Award presentations.

In addition, there will be two awards in memoriam to honor **Ralph Batch and Edward Powers**, two US lottery pioneers.

The *Lottery Industry Hall of Fame Awards* presentations will be at 1 PM on July 12 during the EXPO/ILAC Conference at the Bellagio Hotel in Las Vegas.

#### LOTTERY PRODUCTS OF THE YEAR

Public Gaming Research Institute is pleased to also announce the *Lottery Products of the Year Awards* to highlight products introduced during the past 12 months that promise to be important contributors to future lottery revenues. This new award is in recognition of the importance of new products to the growth and continuing success of the lotteries everywhere. Products will be judged at the Conference by a committee of lottery directors. Award winners can use the Award seal to promote their winning products. Award presentations will be made at 1PM on July 13 at the EXPO/ILAC Conference at the Bellagio Hotel in Las Vegas.



#### TOP TEN LOTTERY TV ADS AWARDS

Each participating lottery is invited to provide a copy of its best lottery TV ad for use in the **Top Lottery TV Ads** competition. Ads can be on CD, floppy or on VCR tape and should be sent to Susan Jason, PGRI, 218 Main St., #203, Kirkland, Washington 98033 USA for arrival by July 7 or before. Winners will be chosen by the conference attendees. Award presentations will be at 10am on July 14 in the EXPO/ILAC closing session meeting room.

**EXPO/ILAC CONFERENCE REGISTRATIONS** for government representatives, other lottery operators and track/racino operators is complimentary. The registration fee for vendors and other commercial representatives is \$895 per person. All spouses are complimentary. A registration form is attached or you can register on-line at [www.publicgaming.org](http://www.publicgaming.org).

For assistance, please call: 425-985-3159.

**SPONSORSHIPS & EXHIBITING:**

Sponsorship and exhibit opportunities are available. Details are posted on web site: [www.publicgaming.org](http://www.publicgaming.org) or by calling: Raquel Orbeago at 425-765-4119 or Paul Jason at 425-985-3159.

**HOTEL RESERVATIONS:** A discounted room rate of \$159 per night is available to EXPO/ILAC Conference attendees. Please make your reservations directly with the Bellagio Hotel by calling: 702-693-7444 or 888-987-7111. Be sure to mention the name of the conference to get the discounted room rate.

RESERVATIONS DEADLINE: **JUNE 15.**

entire term of one year and three one-year options to renew. SCML has 5,000 lottery retailers in its network and generated instant lottery ticket sales of \$60 million out of total lottery sales of \$780 million in calendar 2004.



**BOSS MEDIA PARTNERS WITH SVENSKA SPEL.**

Boss Media and Svenska Spel have worked together for several years on various projects in the area of digital gaming. Interest for digital games has increased dramatically, and the two companies have now decided to leverage the extensive experience that they have acquired. This combination, in which Boss Media has been responsible for technical and platform development and Svenska Spel has developed game concepts and handled daily operations, has proven to be very successful. With the partnership agreement, the two companies will now take advantage of the unique platform that the partnership has created. Svenska Spel is selling its expertise and Boss Media's technical platform to members of the World Lottery Association (WLA) with a focus on Europe. Currently the WLA has about 140 members, of which there are some 60 in Europe that are potential customers.



## COMPANY ANNOUNCEMENTS

**8 LOTTERIES LAUNCH BEWITCHED INSTANTS.** MDI Entertainment, a wholly-owned subsidiary of Scientific Games, announced that eight lotteries will almost simultaneously launch a licensed instant game tied to this summer's motion picture debut of Columbia Pictures' *Bewitched*, starring Nicole Kidman and Will Ferrell, debuting in theaters June 24, 2005. *Bewitched*-themed instant lottery games began appearing in May in Ohio and South Dakota, followed by Idaho, Iowa, West Virginia, and Kansas. The New South Wales Lotteries and Lotterywest in Western Australia will separately introduce a *Bewitched* licensed scratch-off game in July. For this particular licensing opportunity, each lottery was able to take advantage of MDI's full array of value-added services, specifically game, ticket and point-of-purchase design. In cooperation with Sony Pictures Entertainment, as part of its comprehensive package, MDI also produced a customized *Bewitched* themed 30-second television spot.

**PORTUGAL SIGNS WITH SCIENTIFIC GAMES.**

Scientific Games Corporation announced that Santa Casa Misericordia de Lisboa, the only state-authorized lottery of Portugal, has awarded Scientific Games the exclusive contract to supply instant lottery tickets valued at \$3.5 million over its

**DANISH LOTTERY EXTENDS GTECH.** GTECH has signed a two-year contract extension with Dansk Tippetjeneste A/S, the operator of the National Lottery in Denmark. The contract calls for GTECH to continue to provide the Lottery with software support and terminal maintenance and repair through August 31, 2007. GTECH expects to generate revenues of approximately \$10 million over the two-year contract extension.

**TATTERSALL'S IPO.** After more than 100 years of operation as a private trust, Tattersall's announced that it had completed its restructure into a public company and lodged a prospectus with the Australian Securities and Investments Commission for its initial public offer and proposed listing on the Australian Stock Exchange. There are expected to be 700 million shares on issue at the time of listing. 600 million shares have been issued to beneficiaries and staff as part of the restructure, and 100 million new shares are being offered in a public offer. Existing shareholders may sell down all or a portion of their shareholding, with any existing shares sold down forming part of the offer. The retail share offer is expected to open on Friday 10 June and close on Wednesday 29 June. For further information please Contact: Michael Mangos, Manager External Communications, on 03 8517 7443 or 0419 551 980. Visit Tattersall's website at [www.tattersalls.com.au](http://www.tattersalls.com.au). Contact the Tattersall's Share Offer Information Line on 1300 367 346.

**EL SALVADOR CHOOSES OGT.** Lotería Nacional de Beneficencia de El Salvador (National Lottery of El Salvador) has awarded a contract to Oberthur Gaming for

the supply of 20 million instant lottery tickets. Oberthur has supplied the Loteria Nacional with instant tickets since 1999.



Wireless Information Solutions...

### **KAYAK TO BRING SLINGO-2-GO TO MOBILE**

**USERS.** Kayak Interactive, a leading global mobile entertainment publisher, plans to ratchet up the Slingo(R) phenomenon this summer by creating the largest mobile to Web community in the world with the launch of Slingo-2-Go. Kayak will offer two mobile multiplayer versions of the Web's most popular game that combines the fun of Bingo and the thrill of Slots. The Web version of Slingo has more than 2 billion recorded games and 3 million registered users creating an incredibly dedicated player base that's constantly looking for more fun and competition. In 2004, Slingo.com was rated the stickiest Web site on the Internet by Nielsen NetRatings, with Web surfers spending an average of four hours on the site per month. Kayak will deliver 24x7 mobile accessibility by connecting wireless Slingo-2-Go players with each other and to the avid Slingo.com community, allowing fans to kick-off Slingo excitement anytime, anyplace.



**L&WS DISPOSES OF RUSSIAN PROJECT.** Lottery & Wagering Solutions Inc. (OTCBB:[LWSL](#)) announced that it has consummated an agreement disposing of its remaining interests in a project which it had entered into in October, 1997 to develop a hotel/casino in Yuzhno-Sakhalinsk City, Russia. Under this agreement, the Company received net proceeds of \$700,000 in reimbursement of certain of its development costs, after payment of fees of \$100,000 for services and consulting work performed in connection with the transaction. The sole operating business of Lottery & Wagering Solutions Inc. consisted of a casino in Suriname which was closed on December 31, 2004. The Company is currently engaged in seeking and attempting to develop other opportunities in the gaming industry.

## **PEOPLE**

As of May 1, name plates and business cards changed at IGT Europe in anticipation of welcoming a new Managing Director. **James Boje**, formerly of IGT's South African office, will take over the European operation responsibilities of **Kurt Quartier**, now Vice President International Casino Markets. James Boje brings 20 years of gaming experience to the office - experience gained in both operations and distribution.

## **VIDEO GAMING/RACINOS**

**SENATE FAVORS LINCOLN PARK BILL.** The Rhode Island Senate voted 32 to 1 in favor of legislation enabling the state, through the Rhode Island Lottery Commission, to enter into a contract with BLB Investors, the company bidding to purchase Lincoln Park. BLB would be required to

invest a minimum of \$125 million in Lincoln Park in return for stabilizing the VLT commission (28.85% for existing machines; 26% for additional machines) for 18 years and adding 1,750 VLTs to the facility. The legislation also calls for the state to improve roads to and from Lincoln Park from Route 146. Finally the bill would require the Lottery Commission to authorize the addition of any hotels to the property. The bill now goes to the House of Representatives for consideration.



## **Creative Games International**

**ANDRE AGASSI SLOTS TO LAUNCH.** Legendary tennis player and philanthropist Andre Agassi, the inspiration for Aristocrat's new Agassi-themed video slots, will launch the game on Tuesday, June 7 with a press conference and ribbon-cutting ceremony in conjunction with the game's debut at the MGM Grand Hotel and Casino in Las Vegas. Aristocrat's sophisticated new Agassi video slot games feature dual monitors and other cutting-edge features like four themed bonus games and a standalone two-level progressive. **When: 3:45-4 p.m. Tuesday, June 7, 2005**  
**Where:** On the casino floor outside the MGM Grand Hotel and Casino's Centrifuge Lounge, located between the Poker Room, the Race and Sports Book, and Studio 54.

### **GUATEMALA VIDEO BUSINESS FOR SALE**

ILAC de Guatemala S.A., which operates a video lottery business in Guatemala, is for sale. The business, which is in its seventh year, generates revenue from 816 video lottery terminals in seven hotels with the opportunity to generate revenues at additional hotel locations. A portion of the revenues fund children's health care in the country. Interested parties are invited to e-mail [duaneburke@aol.com](mailto:duaneburke@aol.com).



## **WIRELESS/INTERNET**

**NEVADA SENATE APPROVES LAW TO PERMIT WIRELESS GAMING IN PUBLIC AREAS AT NEVADA CASINOS.** Diamond I, Inc.,

a developer of wireless gaming products, advised that the Nevada Senate approved Assembly Bill No.471, which authorizes the use of mobile communication devices, such as the company's WifiCasino GS(TM) wireless gaming system, for gaming in public areas in Nevada casinos.

## **LOTTERY NEWS**

**PA SETS ALL-TIME FISCAL SALES RECORD WITH 5 WEEKS LEFT.** The Pennsylvania Lottery has set a new sales record. Lottery sales from July 1, 2004, through May totaled \$2,358,906,572.50, topping 2003's annual sales of \$2,352,071,452.50 by \$6.8 million. Total sales for the 2004-05 fiscal year are expected to reach \$2.6 billion, resulting in the third consecutive year of double-digit sales growth for the Pennsylvania Lottery. Of the 30 best instant games sales

weeks in the history of the Lottery, 27 of those weeks occurred in FY04, including the best week ever - \$41,881,775 during the week of Dec. 21 - 27, 2004. No single secret is credited with the Lottery's recent success. Rather, everyday attention to detail has made the sales growth possible.

#### **POWERBALL ENHANCEMENTS BEGIN AUGUST 28.**

Sales for a new, enhanced version of the Powerball lottery game will begin on Sunday, August 28. The new game will feature the country's largest opening jackpot, faster growing jackpots and bigger second-tier prizes that will allow players matching five white ball numbers to win up to \$1 million. The Powerball opening jackpot will increase from \$10 million to \$15 million. Powerball's second-tier prize for matching five white ball numbers (without matching the red Powerball number) will double, increasing from the current \$100,000 to \$200,000. With the PowerPlay feature, players who match five white ball numbers will have the chance to win \$1 million. The changes will go into effect with the Powerball drawing on Wednesday, Aug. 31. To increase the average Powerball jackpot size, two white ball numbers will be added, changing the jackpot odds to 1-in-146.1 million; the current game has jackpot odds of 1-in-120.5 million. The overall odds of winning a cash prize will remain virtually the same, at 1-in-36.60, up slightly from the current 1-in-36.06. This will be the fourth version of Powerball since it was introduced in April 1992.



**CA BRACES FOR MEGA MILLIONS.** California will roll out the red carpet for the Mega Million's arrival when tickets go on sale statewide on Wednesday, June 22 at California's 18,000 Lottery retailers. And the searchlight will shine bright on Friday, June 24 when the first MEGA Millions jackpot is drawn live from Hollywood, CA at 8 p.m. Pacific Standard Time.

**FL LAW ALLOWS PAYOUT INCREASE.** The Florida Lottery will soon be able to boost payouts for its online games due to a bill signed into law by Governor Jeb Bush. Up until now, the Lottery has been required to stick to a 50% payout. The new legislation allows for payouts to go as high as 60%. Lottery officials have not determined how these increased payouts will be handled, but it's been estimated that increasing the payouts to 54% this year could boost sales by as much as \$400 million.

**LA's \$1,000,000 SPECTACULAR.** This spring, the Louisiana Lottery debuted a million-dollar scratch-off game, \$1,000,000 Spectacular, offering players a chance to win a \$1 million annuity prize through a second-chance drawing once the game is closed. The ticket marks the reintroduction of the \$10 price point for the Lottery, last launched in February 2003. Besides the opportunity to participate in the \$1 million second-chance drawing, players have 20 chances to win up \$200,000 instantly on the ticket. The game features over \$13 million in prizes with over 500 prizes that

range from \$1,000 to \$200,000. To be eligible for the drawing, players can mail in all nonwinning \$1,000,000 Spectacular tickets to the drawing address on the back of the ticket or use preaddressed envelopes, which will be available in play centers at Lottery retailers. Five finalists for the \$1 million second-chance prize will be chosen in a preliminary drawing. These five finalists will be notified by telephone and certified mail after the preliminary drawing. The five finalists will then participate in the "Spectacular Drawing," date to be announced, to determine the winner of the \$1 million prize. Each of the other four finalists will win \$5,000. To promote this new \$10 game, the Lottery launched a multimedia campaign featuring E! Entertainment personality Todd Newton and a 50's "red carpet" motion picture premiere theme produced in black and white. Television, radio and outdoor ads were complemented by special in-store POS and winner awareness initiatives. The television ad that announces the game can be viewed on the Lottery's web site, [www.louisianalottery.com](http://www.louisianalottery.com).

#### **IL LAWMAKERS APPROVE GAMES FOR SPECIAL BENEFICIARIES.**

Illinois lawmakers voted to create scratch-off lottery games to raise money for veterans programs and breast-cancer research. Lt. Gov. Pat Quinn proposed the veterans game based on a similar lottery program in West Virginia. He says it could generate \$10 million a year to help soldiers dealing with post-traumatic stress disorder, health insurance troubles and homelessness. Meanwhile, supporters of the "Ticket for the Cure" hope their game will provide \$3 million a year for cancer research. The veterans game passed 49-6 in the Senate. The version for breast cancer was approved 93-12 in the House. Each game had already been approved by the other chamber earlier in the session. They now go to the governor.



**FL PRODUCTIVITY HONORED.** The Florida Lottery received a Davis Productivity award for their contributions to education and improved sales strategies since 1999 at the 2005 Prudential Financial - Davis Productivity Awards Luncheon. The Davis Productivity Awards annually recognizes state government employees throughout Florida who have significantly increased productivity in delivering state services and products. The Lottery received the award for their two-fold strategy of increased sales and reduced operating costs, Florida Lottery sales and profits are at an all-time high and operating costs are near the all-time low. The Lottery's contributions to education have increased while the number of employees has decreased. With 38 percent fewer employees, the Florida Lottery generated approximately \$243 million more in profit during fiscal year 2003-2004 than it did five years ago. The amount of net profit generated per employee, \$2.35 million, has more than doubled during this period.



**REGISTRATION OF INTEREST IN VICTORIAN PUBLIC LOTTERY LICENSE.** Detailed information is now

available to interested parties to prepare their registrations of interest in a Victorian public lottery license post-June 2007. The release of detailed registration of interest documentation follows the Government's announcement in March 2005 that the post 2007 public lottery license or licenses will be awarded through a competitive process that will result in an exclusive lottery license or up to three nonexclusive licenses being awarded. The competitive process was being conducted in two stages: a registration of interest stage; followed by an invitation to apply stage for short-listed registrants. The formal call for Registrations of Interest is expected to occur following consideration of the Gambling Regulation (**Public Lottery Licenses**) Amendment Bill, which is currently before the Victorian Parliament. All eligible parties interested in submitting a registration of interest are urged to read the brief thoroughly. Subject to Parliament's consideration of the legislative proposals, the closing date for registrations of interest will be Wednesday 13 July 2005. Interested parties can find the documents at [www.tenders.vic.gov.au](http://www.tenders.vic.gov.au) (under Department of Justice). Any questions about the Draft Notice for Registrations of Interest should be sent to: [gamblinglicencesreview@justice.vic.gov.au](mailto:gamblinglicencesreview@justice.vic.gov.au).

**TANZANIAN LOTTO LAUNCH.** Tanzania's Lotto Kitita held its first draw Saturday, ay 28. The draw was performed at the headquarters of GAMAT, the licensed Lottery Company, in Dar es Salaam. GAMAT has already installed 500 terminals around Dar es salaam and eventually expects to have 2,500 terminals selling the 6:49 game.

**SAZKA ANNOUNCES 2004 RESULTS.** In 2004 overall revenues of SAZKA, a.s., approached 8.5 billion CZK, the pre-tax profit was more than 1.38 billion CZK, and the after-tax profit reached 1.32 billion CZK. Contributions of individual activities to the revenues were as follows: number lotteries 85.5 %, odds and sports betting 9.8 %, and instant lotteries 5.6 %; non-lottery activities contributed 9.6 %. Despite moderately declining profit and revenues the most important indicator, to wit, the part of the yield diverted, amounting to 1.1 billion CZK, rose by 5.2% on the year earlier and reached the highest level ever. In 2004 the amount SAZKA, a.s., contributed to public goods exceeded by more than 500 million CZK the amount set forth in the Lotteries Act. The year-on-year development of revenues can be attributed in particular to the unfavorable trend of the jackpot in the most popular game Sportka, the state of family budgets, and also to the fact that the preceding year 2003 in all respects beat all records. On the other hand, revenues from instant lotteries rose, the profitability of odds betting increased despite smaller revenues, and income from non-lottery activities, primarily from recharging mobile phones and from ticketing, rose substantially. The revenues from recharging mobile phone credit by means of SAZKA, a.s., terminals rose by 30 % on the year earlier and at present represent about 80% of the relevant market. Almost 900,000 tickets were sold *via* the SazkaTicket network in 2004. Lower costs, which dropped by some 10% compared with 2003, also favorably affected the economic results.

**NZLC SELECTS PREFERRED BIDDER FOR REPLACEMENT NETWORK.** The New Zealand Lotteries Commission has selected a preferred bidder to upgrade the wide area network linking all NZLC retail outlets. With the selection of Telecom as preferred bidder, NZ Lotteries will now enter into contract negotiations and determine the final specifications of the new network.

**PA LOTTERY WINNERS APPEAR IN COMMERCIAL.** Three Lottery winners appear as extras in a new Pennsylvania Lottery commercial. The three players were randomly selected to appear in the commercial for the Lottery's new instant game Struck By Luck Bingo alongside Gus, the second-most famous groundhog in Pennsylvania. The three were selected in February as the three winners of the Keep on Scratchin' instant game second-chance drawing. To enter, players submitted 10 non-winning Keep on Scratchin' instant tickets to the Lottery. The three winners were selected from about 22,000 entries submitted to the Lottery between Dec. 28, 2004, and Feb. 4, 2005. The prize package included transportation to and from Philadelphia for each winner and his or her guest, two nights' lodging in the city, meals and \$500 spending money.

## EMPLOYMENT ADS

**JOB ANNOUNCEMENT – TECHNICAL PARTNER CONSULTANT, TATTSNET.** Applications are now invited for the role of TattsNet Technical Partner Consultant based in Lagos, Nigeria to support NSL's expansion of the business across the country. The position will play a key role in the ongoing management and development of the organisation's national business model as over the next one to two years as it aggressively expands its retail distribution network and product portfolio. The successful candidate needs to have proven experience at a senior executive level in the management of a large scale lottery or similar business in a developing country. Reporting directly to the Managing Director the key requirement of the role will be to support the Nigerian Executive Management Team and Board in developing and implementing the business's annual strategic plan, and ensuring that all necessary business systems and procedures are in place and adhered to across the organization. A salary package including relocation to Lagos and all benefits appropriate to an expatriate role in a developing country will be negotiated with the successful candidate. **Further information will be forwarded to potential candidates upon receipt of a resume, which should be sent to:** Adrian Nelson; General Manger Strategy Division; Tattersall's House 615 St Kilda Road, Melbourne Victoria, Australia 3004 Fax: +61 3 8517 7757 Email: [adrian.nelson@tattersalls.com.au](mailto:adrian.nelson@tattersalls.com.au) .

**Please submit material for next week's Morning Report by Wednesday of this week to [Toddpgr2@aol.com](mailto:Toddpgr2@aol.com)**

*Public Gaming Research Institute's*  
**International**  
**EXPO/ILAC'05**  
**CONGRESS**  
**Bellagio Hotel, Las Vegas**  
**July 11-14, 2005**

***The International Lottery &  
Gaming Expo & ILAC Congress***

This international conference is for government operators, 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 marketing, technologies and innovations for dramatically increasing sales and maximizing profits.

**Interim-2**  
**Program Schedule**

*Simultaneous English/Spanish translation  
will be available for all sessions*

**JULY 10 - Sunday**  
**8am-Midnight – Exhibit Set-up**

**JULY 11 –MONDAY**  
**8am – 2pm** – Exhibit Set up  
**12 NOON** – 7pm Registration Open/  
**2pm – 3pm**

**Orientation for New Gaming & Lottery industry  
Representatives**

**3pm – 5:30pm** – General Session I  
**WELCOME TO EXPO-ILAC 2005  
& INDUSTRY OVERVIEW**

**Speaker:**  
**DUANE BURKE**  
CEO, Public Gaming Research Institute, Inc.; Publisher,  
Public Gaming International Mag.; CEO, ILAC de  
Guatemala S.A.

**RECOGNITION OF COUNTRIES**

Recognizing the countries & lotteries represented  
at this year's EXPO/ILAC

**INTRODUCTION OF CO-SPONSORS**

Introduction of the companies that are helping  
to make EXPO/ILAC successful

**KEYNOTE ADDRESS**

**The Challenge to North American Lottery &  
Gaming Interests from Off-Shore Internet  
Gaming Operations**

**Speaker:**

**DR. EDWARD STANEK, CEO & President,  
Iowa Lottery Authority**

**TOP TIPS FOR INCREASING REVENUES**

A panel discussion featuring many of the  
lottery & gaming industry's leaders at EXPO

**LIFETIME ACHIEVEMENT AWARD**

Presentation of the Major Peter J. O'Connell  
Lottery Lifetime Achievement Award to  
**DANIEL BOWER, Chairman of Telecom  
Game Factory and Co-Founder of Scientific  
Games Inc.**

**5:30pm – 7:30pm**

**Reception in Exhibit Area**

**JULY 12 – TUESDAY**

**8am – 9am** – Continental Breakfast - Exhibit  
Area

**8am – 5:30pm** – Registration Open

**9am – 1pm** – General Session II

**KEYNOTE ADDRESS**

**Revenue Growth and Profits from the  
Examples of Others**

**Speaker:**

**ARCH GLEASON, CEO & President,  
Kentucky Lottery Corporation; Vice-  
President, World Lottery Association (WLA)**

**SPECIAL GUEST SPEAKER**

**Growing Through Smart Marketing and the  
Timely Introduction of New Products**

**Speaker:**

**REBECCA PAUL, CEO & President,  
Tennessee Education Lottery**

**SMART MARKETING & PROMOTIONS –  
THE INDISPENSIBLE TOOLS**

A Panel Discussion of Lottery, Gaming and Supplier  
Experts

**LICENSED PRODUCTS FOR GROWTH**

A Panel Discussion by Industry Leaders on Best  
Strategies for Using Licensed Products

**GROWTH STRATEGIES FOR ON-LINE GAMES**

A Panel Discussion by leading experts

**VIDEO GAMING IN RACINOS – A LEADING  
OPPORTUNITY FOR GROWTH**

Panel discussion by leading experts

**MONITOR & VIDEO GAMING IN LICENSED  
LOCATIONS**

Panel discussion

1 – 3pm

**LOTTERY INDUSTRY HALL OF FAME AWARDS**

Luncheon & Networking - Exhibit Area

3pm – 5pm – General Session III

**ADVERTISING THAT WORKS**

Examples of TV ads that are working from around the  
world

**PLANS FOR GROWTH IN LATIN AMERICA AND  
THE CARIBBEAN**

Panel discussion on product needs and plans for  
growth in Latin America & the Caribbean

**NEWEST INSTANT GAME STRATEGIES**

Panel Discussion

**JULY 13 – WEDNESDAY**

8am – 9am – Continental Breakfast - Exhibit Area

8am – 2:00pm – Registration Open

9am – 1pm – General Session IV

**SECURITY & REGULATION OF GAMES**

Panel discussion

**NEW PRODUCTS – THE LIFE BLOOD  
OF GROWTH**

Presentations on Products Proposed for  
Products of the Year

**GROWTH OF LOTTERIES IN INDIA**

A panel discussion

**GROWTH STRATEGIES IN EASTERN  
EUROPE**

Presentation - speaker to be announced

**GROWTH STRATEGIES IN WESTERN  
EUROPE**

Presentation – speaker to be announced

1– 2pm

**PRODUCTS OF THE YEAR AWARDS**

Luncheon & Networking in Exhibit Area

2:30pm – 6:00pm

**VIP TOUR OF GAMING  
TECHNOLOGY**

Limited to government & gaming-operations  
company representatives only - space limited.  
Transportation will depart from the front  
entrance of Bellagio at 2:30pm  
and will return by 6:00pm.

*Advanced and proprietary technologies of these  
companies will be presented.*

Refreshments, paid for by conference Host  
Public Gaming Research Institute, will be  
served.

5:30pm – Evening Open

**JULY 14 - THURSDAY**

8am – 9am – Continental Breakfast

9am – 11am

**TV ADVERTISING AWARDS**

**CLOSING DISCUSSIONS**

11am

Conference Adjourned



EXPO/ILAC 2005 Conference & Exhibits
Bellagio Hotel – Las Vegas
July 11 – July 14, 2005
CONFERENCE REGISTRATION FORM

Contact & Title
Company
Address
City State/Prov. Zip/PostalCode
Tel Fax
Signature Email
Number of Registrations Total \$

FEEES: NO CHARGE FOR LOTTERY, OTHER GOVERNMENT & RACING/RACINO REPRESENTATIVES
\$895 FOR VENDORS, SUPPLIERS AND ALLOTHEERS;
\$795 FOR EXTRA EXHIBITOR REPRESENTATIVES.
SPOUSES ATTEND FREE

Conference registration includes admission to all meetings, opening night cocktail reception, continental breakfast and luncheons on each conference day.

REGISTRATION PAYMENT:

Please circle the credit card to charge: American Express, MasterCard, or VISA. Amount to charge: \$895. Fill-in below for charges.

Card Number: Exp. date:
Signature: Date:
Name on Card: Please invoice me:

Please fill out this form and fax back to 800-657-9340 or 206-232-2564.

Please send checks to:

Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033. USA.

Website: www.publicgaming.org / Phone: 425-985-3159 or 800-493-0527

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 / EXPO/ILAC 2005.