

To: Lottery CEO's, IALS Members, Marketing Directors,
PR/Communications Directors

Public Gaming Research Institute Inc.'s

INTERNATIONAL MORNING REPORT

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KY HAS RECORD WEEK FOR ONLINE GAMES. The Kentucky Lottery set single week sales records for Pick 3 and Pick 4 in the week ended March 9. Lottery officials attribute the growth to the new Extra Cash feature where players can add a 50 cent or \$1 wager to each Pick 3 and Pick 4 play and have a chance to win cash instantly. Pick 3 sales for the week ended March 7 were \$2,866,174 (4% higher than the previous record), while Pick 4 sales were \$711,658 (3% higher than the previous record).

IA IS DOG-GONE LUCKY. The Iowa Lottery wants your dog's picture on instant-scratch tickets! The Lottery and PETCO stores are teaming up in the "Dog-Gone Lucky" contest, which will determine six dogs whose photos will be put on tickets in a Dog-Gone Lucky scratch game this fall. The owners of the six lucky dogs will each receive \$500 from the lottery, a \$50 gift card from PETCO and other prizes from the pet-supply stores. Eighteen semifinalist dogs' photos will be on the lottery web site from May 5-18, when the public can vote on them. The six "Dog-Gone Lucky" dogs will be announced May 20 on the lottery web site and at participating PETCO stores. The Dog-Gone Lucky game goes on sale Sept. 8 in Iowa.

ID'S SCRATCH FOR SCHOOLS. Eighteen Idaho Schools were given an opportunity to uncover hundreds, even thousands of dollars on Saturday, March 15. The Idaho Lottery hosted its annual charity event called Scratch for Schools to help schools in the greater Twin Falls area raise additional funds. Ninety-five schools in the region were invited to participate. Eighteen were interested, and all were chosen to play a part in the event. Here's what happens: Each team of two adults is given 300 Idaho Lottery scratch tickets, and they get to scratch like crazy for 5 minutes. Schools get to keep what the team uncovers on the tickets. Additional prizes are awarded to the team that uncovers the largest dollar amount and the team that scratches off the most tickets.

NE LAUNCHES HARLEY. The Nebraska Lottery launched a Harley-Davidson® licensed instant lottery game. The Nebraska game features 990,000 tickets. Each ticket costs \$2 and gives lottery players the opportunity to win cash prizes of up to \$40,000.

Additionally, the game features four 100th Anniversary Harley-Davidson Sportster 1200 Custom motorcycles and hundreds of Harley-Davidson merchandise prize packs.

MN LAUNCHES TRUCKS 'N' BUCKS. The Minnesota Lottery teamed up with Ford Motor Company to launch the new Trucks 'n Bucks scratch game. The top prize is a Ford Ranger pickup. The trucks are all "Minnesota-made" products, and it's reportedly the first time that a Minnesota Lottery ticket is cooperatively marketed.

CT AXES TREASURE TOWER. The Connecticut Lottery cancelled plans to the Treasure Tower CD-ROM game. The CT Attorney General advised the Lottery that the game was illegal due to it being a video lottery, which has been banned in CT since 1983, and because he felt it appeals to young children.

SCEL SPONSORS NASCAR CAR. NASCAR fans can soon see the South Carolina Education Lottery's logo on Mike Wallace's NASCAR Busch Series car. In partnership with Mike Wallace and Biagi Bros., the SCEL has agreed to become an associate sponsor for his car at two upcoming Darlington races. The deal also includes several radio interviews statewide and PSAs with the SCEL's "Play Responsibly" message. Wallace will also host a Pick 3 and Pick 4 drawing.

HOUSE SAYS OK TO LOTTERY. The Oklahoma House of Representatives voted 52-49 last Tuesday in favor of Gov. Brad Henry's proposal for a statewide election on an education lottery. If the bill clears the Senate the Gov. is hoping for a late summer public election.

ND SENATE CALLS FOR MORE GAMES. The North Dakota Senate voted that the state's new Lottery should not be restricted to Powerball. Other changes make it illegal to give lottery tickets to children younger than 18 as gifts, and raised the percentage that will be given to gambling addiction treatment.

MI GOV WANTS NEW GAMES. Michigan Gov. Jennifer Granholm's is looking to launch two new tavern-only lottery games: Quick Draw Keno (every 5-minutes) and Break Open (Pull-Tabs). The new games would bring in at least \$50 million a year more to the School Aid Fund.

PA MAY GET SELF-SERVE LOTTERY MACHINES. Pennsylvania Gov. Ed Rendell is looking at buying self-service lottery machines to make online sales less labor intensive, and increase sales. The machines would also expand the Lottery's presence at stores and would increase the number of locations where lottery games could be sold. Rendell's budget earmarks \$3 million to acquire the machines after July 1.

CA KICKS-OFF AMBER ALERT SUPPORT. The California Lottery began displaying Amber Alert messages on more than 20,000 public terminals statewide last week. Descriptions of the missing child and the suspect are flashed to lottery terminals. Once the alert is received, detailed information on the alert is



15 Lottery Organizations Already Plan to Attend the 2003 ILAC Congress!

Aruba Lottery: Aruba

Sorteos Extraordinarios Asociados: Colombia

National Lottery: Ecuador

Lotería del Niño: Guatemala

Lotería de Santa Lucía: Guatemala

National Lottery: Mexico

National Lottery: Nicaragua

Tektron: Peru

Loto-Catalunya: Spain

ONCE: Spain

National Lottery Board: St. Vincent and the Grenadines

Georgia Lottery Corporation: USA

Iowa Lottery: USA

Traditional Lottery of Puerto Rico: USA

National Lottery Control Board: Trinidad and Tobago

**For more information, please contact PGRI at 425-803-2900, fax 425-803-6830
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