

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*  
October 10, 2005

### COMPANY ANNOUNCEMENTS

#### **PAC-MAN™ SELLS OUT IN MICHIGAN.**

Michigan Lottery players gobbled up the state's new PAC-MAN™ Mania instant ticket, clearing the game off the shelves in just two weeks. PAC-MAN™ Mania went on sale in Michigan on September 6, 2005. PAC-MAN Mania sales for the initial two weeks were over \$3 million. Sales were exceptional, with the game coming in at \$370,000 above the two-week average of the previous eight games at the same price point. Michigan's \$2 instant ticket featured 10 ways to win up to \$20,000 and a chance to instantly win one of 20 PAC-MAN arcade games. Advertising support for the game included dedicated radio spots. Glenn Strong, Michigan Lottery instant game product manager, said \$2 games have been very strong in Michigan this year with a three percent increase in sales over last year.

**BONNIER BUYS BOSS MEDIA SYSTEM.** The Bonnier Group's Bonnier Entertainment business area has selected Boss Media as supplier for its new gaming activity. Bonnier is to launch [www.bingolotto.se](http://www.bingolotto.se) through a cooperative agreement with the Folkspel gaming company, which is owned by Swedish sports clubs and associations and whose activities include TV4's Bingo Lotto gaming program. With this investment, the Bonnier Group is taking its first step into the market for gaming that involves money. Boss Media will supply a well-tested system for bingo gaming on the Internet, with Bonnier and Folkspel also gaining the possibility to expand into other gaming products and



distribution channels over time. As a result of the contract, Bonnier will outsource its customer service for gaming to Boss Media.

#### **GLI RECEIVES TESTING LAB PERMIT IN**

**MISSISSIPPI.** Gaming Laboratories International has received an Independent Testing Laboratory permit from the State of Mississippi Gaming Commission – the first independent testing lab to receive such a permit. Under the terms of the permit, GLI will test gaming devices and systems for the state and will provide test results directly to the Mississippi Gaming Commission for review. The commission will review GLI's results and, when applicable, issue certification reports to the industry.



**OGT SIGNS SUDOKU™.** Oberthur Gaming is bringing to the lottery industry one of the most popular games played worldwide: SUDOKU™. OGT has trademark rights for SUDOKU for lottery tickets and services and has a pending trademark application for SUDOKU in the U.S. OGT has a patent application pending in the United States covering play actions for number or icon puzzle type games that resemble SUDOKU type games in connection with lottery tickets.



#### **DOMINICAN REPUBLIC TO ACCEPT GLI**

**CERTIFICATION REPORTS.** The Dominican Republic Casino Commission authorized acceptance of GLI certification reports in a late-September meeting, making GLI the first independent testing lab to have its certification reports accepted in the jurisdiction. Tests on equipment destined for the Dominican Republic will be conducted at any of GLI's worldwide locations, and certifications will be issued through GLI's world headquarters in New Jersey.



## PEOPLE

**William Rickman Sr.**, who purchased historic Delaware Park partnership in 1983 and helped revolutionize it as a racino, died September 30 in Rockville. He was 84. Rickman was an active Thoroughbred owner and breeder up until the end – even achieving a posthumous stakes victory when Ebony Star won the Delaware Certified Distaff Stakes on October 2 at Delaware Park.

**Andrew Pascal** has been promoted to President and Chief Operating Officer of Wynn Las Vegas. He will be responsible for overseeing the daily operations of the resort. Mr. Pascal, who was Executive Vice President and COO of Wynn Las Vegas, has been with Wynn Resorts since 2003, and accumulated more than 15 years of casino industry experience beginning with the Golden Nugget and continuing with the opening and operation of The Mirage casino resort. He was co-founder and President of Silicon Gaming, a Silicon Valley company that developed and manufactured unique slot machine products. Following the sale of Silicon Gaming to IGT, he became President and CEO of WagerWorks, where he guided that company through its early stages of development of internet gaming software.



## VIDEO LOTTERY/RACINO

**MICHIGAN CASINOS TAKE STEP TOWARDS LAND.** The Mississippi House Gaming Committee passed legislation that would allow casinos to locate within 800 feet of the water's edge. Casinos would also be allowed to build along the southern end of U.S. Highway 90, which runs parallel to the beach. Still, the legislation has been held on a motion to reconsider, which means a revote will be necessary.



**WV LOTTERY DIRECTED TO TIGHTEN VLT RULES.** Following a directive from Governor Joe Manchin

to tighten controls on the state's limited video lottery industry, the West Virginia Lottery filed an Interpretive Rule with the Secretary of State's Office calling for new locations to be located at least 300 feet from churches, schools, childcare centers, public parks and gas stations. The only stipulation referring to distance under the original Limited Video Lottery Act requires bars and taverns to be at least 150 feet apart. If adopted by the Lottery Commission after public comment and review, the rule would also close a loophole related to the criteria that fraternal and veterans' organizations must meet to operate more than five machines at each location. Fraternal and veterans' groups may have up to 10 machines, while bars and taverns are limited to five.

**MASSACHUSETTS SENATE APPROVES BILL ALLOWING VLTS AT SUFFOLK DOWNS.** The Massachusetts Senate has approved a measure that would allow Suffolk Downs in East Boston and three other pari-mutuel operations to each install 2,000 video lottery terminals at their facilities. Under the Senate plan, five-year licenses would generate \$100-million in state revenue, in addition to a 60% share of revenue from the gambling machines. The bill's sponsors estimate the state would collect approximately \$350-million annually.



**NEW MACHINE REGULATIONS IN NEW ZEALAND.** New regulations to prevent and minimize the harm caused by gambling, including pop up messages on gaming machines showing how much money has been won or lost, will come into effect in New Zealand. All gambling operators with gaming machines in pubs, clubs, casinos and other venues will be required to adhere to the new rules.



**PRESQUE ISLE DOWNS CONSTRUCTION BEGINS.** With all required permits in place the initial phase of construction of the new Presque Isle Downs, located in Summit Township, has begun. Preliminary land development and a new road to Pennbriar Drive will be the critical first steps toward construction of this exciting gaming destination. Ted Arneault, CEO of Mountaineer Gaming, called this "a very exciting day for the entire Erie region." We are so pleased to announce the official beginning of a project that will help create jobs, give a shot in the arm to local businesses, and make Erie an even more attractive tourist location." said Arneault. The Erie Presque Isle Downs is the first new horse racing license to be awarded in Pennsylvania in decades. Presque Isle Downs is also included in recent gaming legislation that will allow them to offer slot machine facilities.



### **TRUMP EYES BID FOR PENNSYLVANIA CASINO.**

Eager to get into the game in Pennsylvania, Donald Trump's casino company has bought an option on an 18-acre parcel in north Philadelphia where it hopes to build a slot machine parlor. Trump Entertainment Resorts Inc. has entered into a five-year option to lease a portion of the Budd Co. site, a former industrial complex at the intersection of Interstate 76 and Pennsylvania Route 1, the company said Monday. The site is owned by Preferred Real Estate Investments Inc., a privately-held real estate developer. Financial terms of the deal were undisclosed. Under the deal, Trump Entertainment will control the site for five years, with an option to enter into a long-term lease after that, according to John Burke, executive vice president and treasurer.

**MLC INCREASES AFM FUNDING.** The 25% increase in funding from Manitoba Lotteries to the Addictions Foundation of Manitoba (AFM) is going to help the AFM enhance and implement a significant number of programs. The AFM will use the additional funding (an additional \$500,000) for an enhanced problem gambling helpline, a new website, research projects, a number of public awareness initiatives, and updating training programs for AFM staff who work with problem gambling clients. The additional money will also provide permanent funding for the two Responsible Gaming Information Centres (RGIC) at the Casinos of Winnipeg and the residential treatment program in Brandon.



## **LOTTERY NEWS**

### **OKLAHOMA INSTANTS SET TO LAUNCH.**

Oklahoma Gov. Brad Henry unveiled the design of Oklahoma's first lottery tickets last week. The tickets, which will go on sale Wednesday, October 12 at 5:01am at 1,150 retail outlets, will include Lucky 7 (\$1), Rush to Cash and Oklahoma Gusher (both \$2), and \$25,000 Jackpot (\$5).

**PENNSYLVANIA SELECTED FOR NASPL 2008.** The Pennsylvania Lottery has been selected to host NASPL conference and tradeshow in September 2008. The conference will be held in Philadelphia. This is the first time in 31 years that the Pennsylvania Lottery has been selected to host a NASPL convention; Hershey was the site for a smaller industry convention in 1977.

**MISSOURI TOPS \$2.5 BILLION.** Missouri Lottery proceeds to the state of Missouri, including education, topped \$2.5 billion with the Lottery's monthly transfer of

\$18.1 million. The September transfer of \$18,118,260 to the Lottery Proceeds Fund for public education brings the total transferred for the fiscal year to more than \$52 million and the total transferred since the Lottery began in 1986 to \$2,510,309,366.



**OKLAHOMA ADOPTS EMERGENCY RULES.** The Oklahoma Lottery adopted emergency rules that will allow hundreds of vendors to begin selling instant tickets on October 12. The rules allow pawnshops, payday loan offices and check-cashing establishments to sell lottery tickets. So far, 25 pawnshops, payday loan or check-cashing establishments had applied to be vendors. The matter can be addressed later as an amendment to the emergency rules or when permanent rules are adopted. As of last Thursday, 1,166 vendors had been approved to sell tickets while about 600 more were still going through the application process.

**PICK 3, TAKE 5.** Missouri Lottery Pick 3 players now have a chance to win thousands more with the Lottery's new "Pick 3, Take 5" promotion. When players make a \$3 single-ticket purchase for a drawing during the promotion, which runs through Oct. 22, they will receive a free \$1 SHOW ME 5 Paydown ticket.



**WISCONSIN AMBER ALERTS.** The Wisconsin Department of Revenue successfully tested sending Amber Alerts to 3,100 terminals in convenience stores, gas stations and grocery stores. The alerts, including descriptions and photographs of the child and the suspected abductor, if available, will appear on behind-the-counter terminals that normally dispense lottery tickets. Clerks then can print out the written description and hand it to customers or display it.

**PLAYWIN LOTTERY IN BHUTAN.** All Stars Entertainment and Playwin Infravest teamed up to launch an online lottery in Bhutan. The Lottery, which launched on October 1, offers a range of games that can be played hourly, daily and weekly, with jackpots that reach Nu 10 million-plus. Draws will be televised on the India Zee TV network.. The games can also be played online at [www.myplaywin.com](http://www.myplaywin.com) using a ITZ cash card, which is available for sale at the terminals.

**Please send all editorial for submission in next week's Morning Report to [TODDPGR2@aol.com](mailto:TODDPGR2@aol.com) by Wednesday.**