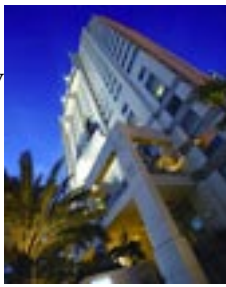


The background of the entire page is a stylized, vibrant illustration of a city at night. A large, dark blue moon hangs in a sky that transitions from deep blue at the top to a warm orange and pink glow at the horizon. A multi-colored rainbow arches across the upper right portion of the sky. In the foreground, there are several stylized buildings with vertical lines and glowing windows. Palm trees are scattered throughout the scene, and a body of water with a small sailboat is visible on the right. The overall aesthetic is retro and celebratory.

**La Fleur's Eleventh
Annual Lottery Conclave**
Miami, Florida
November 4-6, 2001

La Fleur's 11th Annual Lottery Conclave Program

La Fleur's Magazine will host La Fleur's 11th Annual Lottery Conclave at the 4 AAA-Diamond J.W. Marriott in Miami, Florida. The conclave is hosted by La Fleur's Magazine with the participation of the Florida Lottery.



All of the main presentations will run 15 minutes each. The conclave will also feature "Interactive Breaks" for further discussion on the various speakers' presentations.

The J. W. Marriott Miami is characterized by sleek architecture, spectacular artwork and warm wood tones. Rising 22 stories from the heart of the financial district on prestigious Brickell Avenue, this downtown Miami hotel blends the features of a premier conference and meeting facility with timeless elegance, thoughtful amenities and award-winning service.

Among the top area attractions for visitors to Miami are Bayside Marketplace, Coconut Grove/Cocowalk, and Coral Gables-Miracle Mile Shopping.

Sunday, November 4

4-6 p.m.

Symposium Registration

5-7 p.m.

Opening Cocktail Reception

Monday, November 5

7:30-9 a.m.

Symposium Registration

9 a.m.-6 p.m.

□ Florida Lottery: Spotlight
Pat Koop, Chief Marketing Officer, Florida Lottery
The Florida Lottery ranks among the top 25 lotteries worldwide in per capita total sales and the top 10 in total sales. The lottery turns 20 years old in January 2008. With extraordinarily high brand recognition among the state's 18.4 million residents, the Florida Lottery has been able to dramatically expand its marketing with innovative higher price point instant games, variable prize payout

authority for online games and showcase games.

Segment: New Director's Perspective

□ Jeff Anderson, Director, Idaho Lottery

This will provide an insider's perspective on the changes occurring at the lottery since the change in administration.

Segment: Hispanic Market Outreach

□ Arizona Lottery's Lotería Launch
Art Macias, Executive Director, Arizona Lottery

The Arizona Lottery successfully launched a Lotería Arizona scratcher ticket. A second edition went on sale in fall 2007. The Arizona Lottery believes it is critical to expand its reach to include a diverse player base, particularly with the emerging, acculturated Hispanic market.

□ Florida Lottery's Hispanic Advertising Program

Ileana McClay, Marketing Integration Manager, Florida Lottery

This session will delve into the Florida Lottery's vast experience in marketing lottery products both through its general population advertising agency and its Hispanic advertising firm, with a special emphasis on how to develop a bond with the consumer.

Segment: Maximizing Scratcher Sales

□ Texas Lottery's \$50 Scratcher Success

Robert Tirloni, Products Manager, Texas Lottery

In May, the Texas Lottery launched the first \$50 scratcher ticket in North America. Called \$130 Million Spectacular, the ticket offers three \$5 million top prizes. Sales have been brisk, attracting upscale "dabblers" and premium players.

Segment: Strategic Partnerships

□ Strategic Partners That Produce Bottom Line Results

David Harrison, Director of Sales, Washington's Lottery

Washington's Lottery has been proactive in developing strategic partners for marketing and sales campaigns. The lottery has partnered

with corporations, associations and government agencies. This presentation will look at ongoing promotions with Alaskan Airlines, Washington Restaurant Association and the Washington State Department of Health.

Private Meeting for Ad Executives

Moderator: Terri La Fleur, Publisher, La Fleur's Magazine

Lottery ad directors and ad agency executives will meet privately for a roundtable discussion on ad issues.

Segment: Lottery Retailing

□ Modeling Alternative Lottery Retailing

Joan Borucki, Director, California Lottery

This presentation will cover the California Lottery's efforts to recruit Costco as a retailer. She will report on the status of the lottery's pilot project to test a new business model with CVS drug stores and describe the lottery's new gift card program.

□ Ontario Ombudsman Report

Alex Campbell, Director, Prize Integrity Program, Ontario Lottery & Gaming Corp.

OLG created a Prize Integrity Program in response to the 23 recommendations made by Ontario's Ombudsman. One of the recommendations was to take steps to implement all recommendations made by KMPG which conducted three reviews, as requested by OLG, prior to the release of the Ombudsman report. In total, there are 60 recommendations that OLG has satisfied, or is working to satisfy, as part of the Prize Integrity Program.

Segment: Program Sponsors' Presentations

□ Electronic Handheld Games

Art Kiuttu, Regional Vice President, Sales & Marketing, MDI-Scientific Games

□ Licensed Games Opportunities

Sina Aiello, Director, Licensed Games, Pollard Banknote Limited

Segment: Terminal Game Strategies

□ Pennsylvania's Treasure Hunt Terminal Game Launch
Ed Trees, Executive Director, Pennsylvania Lottery
The Pennsylvania Lottery launched a new terminal-based game called Treasure Hunt in 2007. The advertising overview will feature outline teaser, OOH support, TV spot as well as outline bus tour and media coverage. Results wrapup will focus on current sales and cannibalization for midday games and online games.

□ South Carolina's \$5 Online Terminal Game Launch
Steve Beck, Deputy Director, Marketing & Product Development, South Carolina Education Lottery
SCEL will launch its first \$5 online game, Mega Match 6, early in calendar 2008. The game will feature multiple win opportunities. This product launch was motivated by the success of the \$5 and \$10 instant ticket price points. Quantitative study research shows that the players who are willing to play are higher income players.

Private Meeting for Lottery Marketing & Sales Directors
Moderator: Terri La Fleur, publisher, *La Fleur's Magazine*
This is an opportunity for one-to-one networking with lottery peers.

Tuesday, November 6

9 a.m.-6 p.m.

Segment: Marketing Table Games

□ West Virginia Legalizes Table Games
Libby White, Dep. Dir., Marketing, West Virginia Lottery
The West Virginia state legislature approved legislation permitting West Virginia Lottery table games to be conducted at the state's four racetracks—pending local approval.

□ BCLC: Pacific Hold'Em Poker
Leslie Kanerva, Category Manager, B.C. Lottery Corporation
BCLC is reporting strong sales from its Pacific Hold'Em Poker game that was launched in 2006 for its "hospitality" channel (e.g. bars and pubs).

□ Maryland Hold'Em Poker Pilot
Buddy Roogow, Director, Maryland Lottery
The Maryland Lottery is piloting a Hold'Em Poker monitor game at 30 retailers statewide to assess its popularity as well as sales impact on Keno and RaceTrax. Expansion goals will be determined by player interviews. Each attendee will receive a Hold'em ticket and a picture mask of the Avatar chosen on the ticket in their reception packs. Those holding tickets could win a prize!

Segment: iMarketing: What's New?

□ Case Study: Minnesota
John Mellein, Marketing Director, Minnesota Lottery
A VIP club known as Lucky, MN is the centerpiece of the Minnesota Lottery's Internet marketing strategies. This will be a do's and don't session on how to develop VIP membership and capitalize on iCommunications.

□ Case Study: Oregon
Brian Sullivan, Marketing Communications Manager, Oregon Lottery
The Oregon Lottery is aggressively reaching out to the emerging market by developing its iMarketing programs. This session will look at what's new and improved, such as gadgets, widgets, flickering and more.

□ Case Study: Loto-Québec
Lynda Zuliani, Director, Advertising & Communications, Loto-Québec
This session will examine how Loto-Québec incorporates the Internet as a medium for advertising its expansive lottery product mix, which includes passive, instant, terminal, sports betting, special edition, television draw games and multimedia products.

Segment: Lottery Bingo Mania

□ Atlantic Lottery Corporation Launches Internet Bingo
Joey Cormier, Category Manager, Sports & Interactive, ALC
ALC launched its iBingo product on its branded PlaySphere Internet platform in May 2007. iBingo permits both single and group play.

Segment: Raffles

□ Montana Millionaire
George Parisot, Director, Montana Lottery
The Montana Lottery launched a \$20 raffle this autumn featuring a \$1 million top prizes. To stimulate early sales, a drawing will be held every two weeks in October and November to give away \$5,000.

D.C. Millionaire Raffle

Jay Young, Chief Operating Officer, D.C. Lottery
The D.C. Lottery launched a \$10 raffle in July to celebrate its 25th anniversary. This presentation will focus on pre-affle steps, raffle launch support, raffle game outcomes and next steps.

□ Anniversary Raffle

Mike Mueller, Dir., Advertising & Public Relations, South Dakota Lottery
The South Dakota Lottery is launching a raffle to celebrate its 20th anniversary.

Segment: Text Message Marketing

□ Case Study: Nebraska Lottery's Marketing of "The Team"
Matt Carpenter, Account Representative, Ayres Kahler advertising agency
The Nebraska Lottery and its ad agency Ayres Kahler have conducted multiple text messaging campaigns to support its "Street Team" marketing, including sporting events (UNO Hockey Game and Lincoln Saltdogs baseball) as well as special events (SWitt campaign at Nebraska State Fair and UNL Big Red Welcome). Get the ad agency's perspective on campaign strengths, weaknesses and future prospects.

□ Advertising Showcase

The conclave will conclude on Tuesday afternoon with a showcase of the newest advertising submitted by lottery organizations attending the conference. A complimentary DVD of the Advertising Showcase will be available to attendees.

Wednesday, November 7

Departure of attendees

La Fleur's 11th Annual Lottery Conclave Registration Form

J. W. MARRIOTT HOTEL, MIAMI, FLORIDA—NOVEMBER 4–6, 2007

Registration fees cover the three-day conference, opening night cocktail reception, two continental breakfasts, coffee breaks and two luncheons. Each delegate must fill out a separate form. Please send form with the payment (credit card or cash payment) to register. Make checks payable in U.S. funds to: TLF Publications, Inc. Mail registration and check to: TLF Publications, 14424 Chrisman Hill Dr., Boyds, MD 20841 U.S.A. Fax registration form to: (301) 916-1718.

REGISTER ONLINE AT WWW.LAFLEURS.COM

First Name	Last Name

Job Title

Government Agency or Company

Mailing Address

City	State/Province/Country Zip/Postal Code
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Business Phone (include area code)	Business Fax (include area code)
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E-Mail Address

Government Personnel Registration Fees \$

**RESTRICTED
Regular Registration
(after 10/10/07)**

One Government Organization Personnel Registration	\$625
Five Government Registrations (Buy 4, Get 1 Free)	\$2,500

Corporate Vendor / Supplier / Ad Agency Registration \$

**CANCEL ANYTIME
Registration**

One Corporate Registration	\$1,295
Spouse	\$295

TOTAL AMOUNT OF MONEY PAID BY CHECK OR CREDIT CARD: \$ _____

§ Please Note: RESTRICTED registration fees are non-refundable after September 7, 2007. There are no exceptions to this rule. Delegate substitutions are acceptable. Registration fees are not exchangeable for future La Fleur's conferences. The CANCEL ANYTIME registration fee allows a vendor to cancel his/her registration at any time and receive a full monetary refund. To charge your registration fee, please check the credit card type and complete the card number and expiration numbers below:

Charge to: American Express Mastercard Visa Discover

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Reserving A Room At The J. W. Marriott Miami

Conclave delegates are responsible for registering for their own room at the J. W. Marriott Miami. The conclave organizer, *La Fleur's Magazine*, does not book rooms for delegates. Delegates can reserve their room via the Internet at the following link: <http://marriott.com/property/propertypage/miajw?groupCode=tlflfa&app=resvlink> or they can contact the reservations desk toll-free at (800) 503-1434. Delegates should tell the reservations desk that they are registering for La Fleur's Lottery Conclave. *La Fleur's Magazine* has reserved a limited block of rooms at a discounted rate of \$239 per day (plus taxes) for the three nights of the conclave. After La Fleur's block of discounted hotel rooms is depleted, the rack rate for a room at the hotel is \$350+ a night. The J. W. Marriott's address is: J. W. Marriott, 1109 Brickell Avenue, Miami, FL 33131. All rooms must be guaranteed with a credit card. The hotel's phone number is (305) 374-1224.