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CORPORATE PROFILE: LOTTERY DYNAMICS

Lottery Dynamics LLC is a company with a mission—to revitalize the lottery industry's core games with its proprietary concepts designed to boost lotto sales and profits 40%-100%.

After years of research and development, Lottery Dynamics launched its Lotto Gold+™ program to the industry at the World Lottery Association conference in Durban, South Africa in November and found industry executives ready to listen and excited by what they heard.

"Our patent-pending program is unique in that we can take an industry whose key product, Lotto, has been in a downtrend for years, and ramp up sales and profits dramatically with simple changes that will not cost the jurisdictions any more in percent-of-sales payouts and will transfer all prize risk to Lottery Dynamics and its strategic partners," said Robert Wright, company founder, chairman and chief executive officer.

The foundation of Lotto Gold+™ is player choice and player value. Player choice means offering players a new price structure that eliminates the fixed \$1 ticket that dates back 20 plus years and offers multiple-priced tickets of \$1, \$2 and \$3, for example. The player chooses the price he wants to pay for the ticket as well as the percentage of the prize he wants to win.

Player value means jackpots will no longer start at very low levels. Instead, Lotto Gold+™ will provide guaranteed starting jackpots 3-4 times current levels to provide jackpots players want to play for. Additionally, players will get a "free" chance at a daily draw with every ticket bought.

"This strategy has clearly proven itself in the instant game sector where multiple-priced tickets and higher jackpots are a huge success and are doubling and tripling the revenue per ticket sold. Now, for the first time, Lottery Dynamics can help jurisdictions achieve these results for lotto by offer-

ing multiple-priced tickets and assuming all of the prize risk," said Wright.

FOUNDER'S BACKGROUND

Before starting Lottery Dynamics, Wright served in a variety of consulting positions with emerging companies and technologies. During the Carter administration, Wright was retained as a financial consultant to the Energy Department for the development of alternative energy projects.

But specifically it was his work in the emerging contingency prize insurance market niche within the general insurance industry that led to the creation of Lottery Dynamics.

Wright analyzed individual lotteries' per draw play for player patterns, ticket sales and current jackpot development to determine the value of changing the Lotto structure.

"We looked at literally tens of billions of ticket sales and thousands of individual draws across a majority of the world's lotteries," said Wright. "That research led to the creation of the Lotto Gold+™ program methodology and patent filings. The proof of the program's extraordinary benefits and viability came from backtesting our Lotto Gold+™ program to actual prior play conditions with specific lotteries."

Lotto Gold+™ was designed to create bigger jackpots by eliminating the pari-mutuel approach and replacing it with a "probability-based" structure.

Currently, lottery jackpots start out low and increase progressively with ticket sales. "This pari-mutuel structure is a catch 22 for the lotteries because players generally shun small jackpot games," said Wright. "We offer and assume the risk for starting jackpots three to four times greater than current levels based on the *expectation* of achieving greater ticket sales knowing that higher jackpots will drive ticket sales through the levels needed."

Wright stresses that Lottery Dynamics is not competing with online lottery vendors or their systems and products.

"Since most vendors to the lotteries have fixed-percentage of gross sales contracts, we actually will benefit all the vendors dramatically as lottery sales climb with our programs," said Wright. "The other thing to remember is that strategically our programs are proprietary and are implemented only in consort with some of the largest insuring entities in the world, so in actuality we are the sole source of a major industry evolution and can provide billions in program value backed by hundreds of billions of assets."

In terms of fees, Wright said there is no real cost for a lottery to implement Lotto Gold+™; however, the firm does require a five-year contract commitment.

"If a lottery is offering a 6 of 49 game matrix, for example, with five or six prize levels and a prize cost equal to 50% of sales, we will give that lottery a turnkey program for the same 50% of sales for the exact same game and prize levels with our licensing fee and all of our features included," said Wright.

As a result of the WLA conference, Lottery Dynamics has follow-up negotiations scheduled with jurisdictions around the world.

Earlier, the company began marketing its programs in South America and has recently signed agreements in Argentina for new games specifically developed for that market.

"We particularly like the under-developed South American lottery market for its potential for extraordinary long-term growth," said Wright.

"Additionally, without divulging confidences, we can tell you that we are in substantive discussions and market testing with a number of major U.S. lottery jurisdictions," Wright added.



Q&A: INTRALOT'S ANTONOPOULOS

INTRALOT S.A., headquartered in Athens, Greece, has excelled in Olympic fashion in expanding its global lottery presence.

Since winning its first system contract in Europe from Greece's OPAP in 1988, INTRALOT has sprinted ahead, expanding its presence in Europe with a total of 12 out of 20 lottery contracts in Bulgaria, Cyprus, Germany, Greece, Macedonia, Malta, Moldova, Poland, Romania, Serbia, Turkey and Ukraine.

INTRALOT has also secured a strong position in South America and has established a foothold in North America. In July 2004, the Nebraska Lottery converted to INTRALOT's online lottery system. In South America, INTRALOT supplies lotteries in Chile, Colombia and Peru.

INTRALOT is now focusing its attention on winning new business in Africa and Australasia. INTRALOT supplies the Philippines lottery and most recently, INTRALOT was short listed as one of three contenders for a new online gaming system for the Lotteries Commission of New Zealand.

INTRALOT is a leading supplier of integrated gaming and transaction processing systems. Its newest innovation, the B-On gaming platform, features multiplayer mobile and PC gaming capabilities coupled with betting, tournaments and instant tickets. B-On gaming platform can support a wide range of game types involving skill, knowledge and chance. In addition, community features such as friends' lists, matchmaking, presence, chat and instant messaging complement the rich gaming experience.

In the Q&A below, Terri La Fleur, publisher of La Fleur's Magazine, talks with INTRALOT CEO Constantinos Antonopoulos about what's ahead:

La Fleur's: What are INTRALOT's chief priorities in calendar 2005?

Antonopoulos: "For 2005, INTRALOT's main priorities will be to further improve the profitability of recent start-up

international operations, as 2005 is the year that many new projects will be fully operational. Moreover, the Group will continue to pursue its successful international expansionary strategy in five continents. INTRALOT will focus on organic growth as opposed to growth through acquisitions, which has been the main trend in our industry lately. Finally, we will build on our new gaming-content B-On platform."

La Fleur's: What is B-On?

Antonopoulos: "B-On platform is the first example of how betting and entertainment convergence is realized in a virtual gaming community of connected mobile and personal computer users. We are excited about the opportunity to present to the lottery industry this unique gaming platform B-On, which offers to the players the key perquisites of our era: mobility, knowledge and skill games and socializing. We have long ago focused our efforts in developing a platform that convergence gaming with entertainment and socializing. B-On is this innovative solution that meets the needs of the changing lottery industry."

La Fleur's: How would you rate INTRALOT's performance on the stock market as calendar 2004 comes to a close?

Antonopoulos: "Up to mid-2004, our share price experienced some pressure from its highs in the two first months of the year mainly due to market technical factors such as the full stock-portfolio liquidation of closed-end funds owned by major local banks. However, this trend has reversed in 3Q04 and we have witnessed robust stock performance since investors have increased visibility regarding our company's international operations. We have outperformed the FTSE-ASE Mid-40 index by 17%."

La Fleur's: During the first nine months of 2004 (ended September 30), Intralot's revenues were down 9.7%

but gross profit was up 15.6%. Can you elaborate?

Antonopoulos: "The drop in revenues is attributed to the expiration of the instant ticket license in Greece within September 2003. Gross profit has risen in the same period since INTRALOT has undertaken projects that are more profitable than the instant ticket operation in Greece. For the full year 2004 we expect sales to be flat as our international operations continue to gain ground in each quarter."

La Fleur's: Lets look at INTRALOT's individual markets. Europe is by far the most important in terms of total client market share. What's ahead in 2005 for your European customers?

Antonopoulos: "Our operations in Europe have posted very strong performance in 2004. In Bulgaria, the penetration of fixed-odds sports betting continues and we are expanding the sales network in the country, as the market has a very promising potential. In Romania, VLTs have been very successful and we will continue to increase their number. Moreover, we recently started the pilot phase of fixed-odds sports betting, which will be offered throughout the country in the beginning of 2005. In Cyprus, we are expecting the decrease or even the abolition of the betting tax, which should boost our subsidiary's sales. Malta recently started operations with strong results. Last but not least, in Greece, the fixed-odds sports betting game that we have been managing for the past five years seems to have entered a maturity phase; however, it managed to maintain its sales level despite the introduction of fast KENO."

La Fleur's: How would you rate the



startup of your Malta operations? What is the forecast for sales improvement as a result of this privatization effort?

Antonopoulos: "We are very pleased with our business in Malta, which started in July 2004. Just a few months after taking over the lottery in the country we introduced a new game, specifically fixed-odds sports betting. This indicates INTRALOT's ability to design and market successfully new games within short time periods in addition to the flexibility and value-added that an experienced private company can offer."

La Fleur's: Now lets look at your business outside of Europe. How much of your time is taken up by INTRALOT's expansion efforts outside Europe?

Antonopoulos: "Our operations in North and South America are decentralized and are responsible for decision making on a local level. Therefore, we do not travel to the Americas from our headquarters. Management currently travels a lot to Australasia and Africa; however, we are in the process of establishing a similar strategy in these continents as well."

La Fleur's: What are your primary global targets for expansion (i.e. Africa, Asia, Middle East, Latin America, North America)? Why?

Antonopoulos: "Currently, we are focusing on the Americas, Australia and Africa. Our primary goal would be to obtain our first contracts in Australia and Africa, as such moves would permit INTRALOT to penetrate two new continents."

La Fleur's: What are the next opportunities to win business in the U.S. now that INTRALOT USA has successfully launched its first online system in Nebraska?

Antonopoulos: "The project in Nebraska has proven very successful for INTRALOT as our company managed to penetrate a market that was dominated by two U.S. companies by offering a product of high technical standards. It is true that the Nebraska project has become a showcase for our com-

pany within the U.S. and not only. We continue to aim at new clients in the US and I believe that in the near future we will sign a number of such contracts."

La Fleur's: What has been key to INTRALOT's success in expanding its business share in Latin America?

Antonopoulos: "We believe that our success in Latin America is based on a number of factors: first we offer a complete range of high quality services, second we brought fixed-odds sports betting to the continent for the first time, a move that indicates our strong competitive advantages over our peers.

Last but not least, we have a strong track record of boosting lotteries sales due to our marketing skills. The combination of all these factors has led us to a very good market share."

La Fleur's: Briefly, what is the status of your ongoing contracts in Chile, Peru and Colombia?

Antonopoulos: "In Chile, where we supply the online system to Polla Chilena, we introduced fixed-odds sports betting in July 2004, which we operate for Polla, with quite satisfactory results. In Peru, the merger between INTRALOT de Peru and the acquired company Tektron was completed within 2004. Moreover, the installation of our online systems in the ex-Tektron point-of-sales is expected to boost the lottery's sales and increase efficiency of operations. Finally, in Colombia, we won through a tender process an exclusive license for the operation and management of sports games. Currently, we are in the phase of preparing to launch the games in the country, which should take place within the first half of 2005."

La Fleur's: Lets talk about VLTs. Has the implementation in Moldova and Romania been successful? Has INTRALOT supplied its own brand of VLTs in these markets?

Antonopoulos: "The implementation of VLTs has been highly successful firstly in Romania and then in Moldova. Moreover, the success of VLTs has spilled over to other games: for instance, traditional lottery sales have increased three-

times in Romania in U.S.-dollar terms in the past years due to the 'supermarket' effect. In addition to our products, VLTs are also purchased from various third party suppliers and in accordance to every local market's needs. Within 2005, our plans include the introduction of VLTs in three more countries."

La Fleur's: Fixed odds betting has been a hot product addition for INTRALOT and its subsidiary the Betting Company. Can you elaborate on INTRALOT's expansion into new markets in 2004-2005?

Antonopoulos: "Within 2005 we introduced fixed-odds sports betting in five countries bringing our total sports betting presence to 10 countries. Currently, some of these countries have large illegal markets from which we expect to obtain a considerable share. Moreover, as people become more aware of the game and increase their knowledge, we expect penetration to increase."

La Fleur's: What is your forecast for lottery sales via alternative distribution networks?

Antonopoulos: "In the short-term, we expect that alternative channels should account for 10-15% of total lottery sales depending on factors such as the penetration of Internet and mobile telephony in each particular country. This should change in the mid-term as mobile phones become more sophisticated and offer menu-driven operations, which will be more user friendly, and as interactive-TV penetration increases."

La Fleur's: What's your forecast for the future?

Antonopoulos: "I have nothing to add or delete to my forecast a couple of years ago: "The industry will change in a few years. Lotteries will become more and more content providers. New vendors will enter the industry, bringing their expertise from other industries. New interactive games will be developed. Mobility will become the new key word, but credibility will remain as always the key factor of our business." 