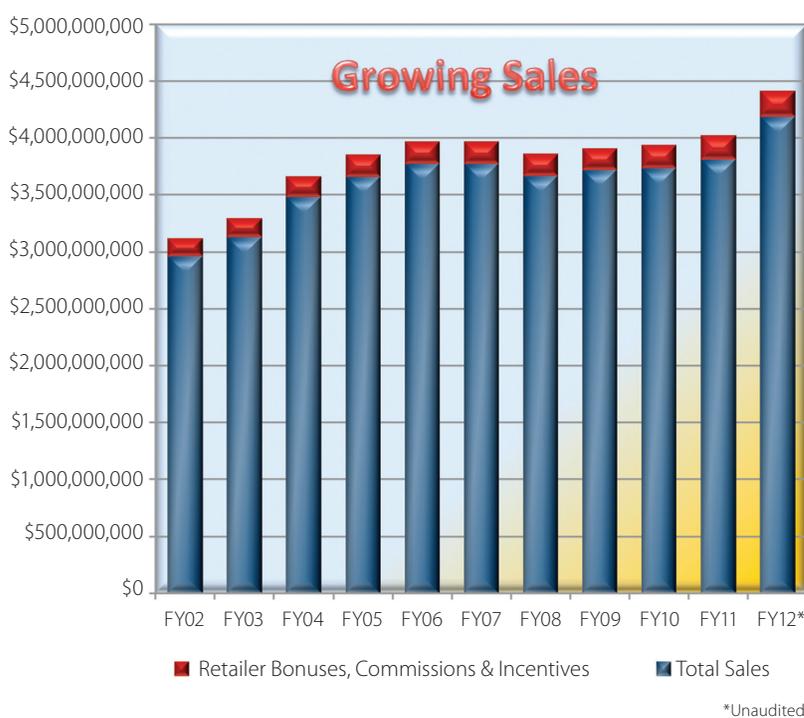




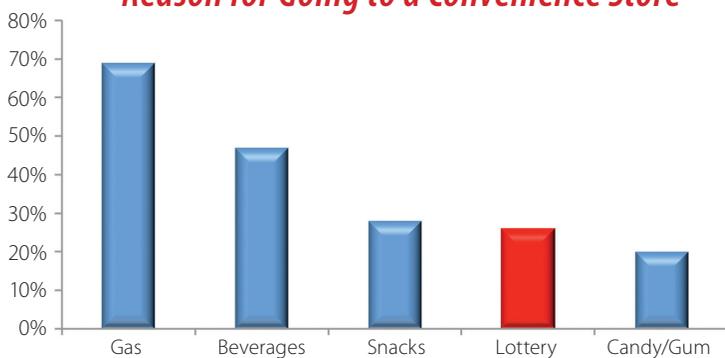
It's Good For Business!

Texas Lottery® Benefits –

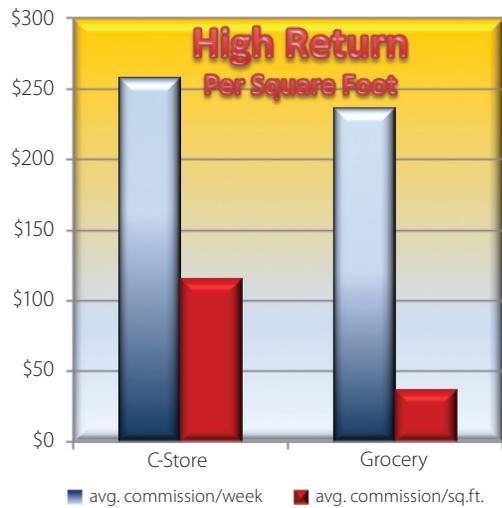
- High Frequency of Customer Visits
- No Up-front Inventory Costs
- High Rate of Return (\$116 avg. per sq. ft./week)
- Frequent Rotation of Games – Product Stays Fresh
- 57% of Texans Have Played Lottery in the Past Year
- Network of More Than 17,000 Texas Lottery Retailers
- Over \$15 Billion Contributed to Public Education
- Over \$20 Million Contributed to Texas Veterans
- 4th Largest Lottery in the United States



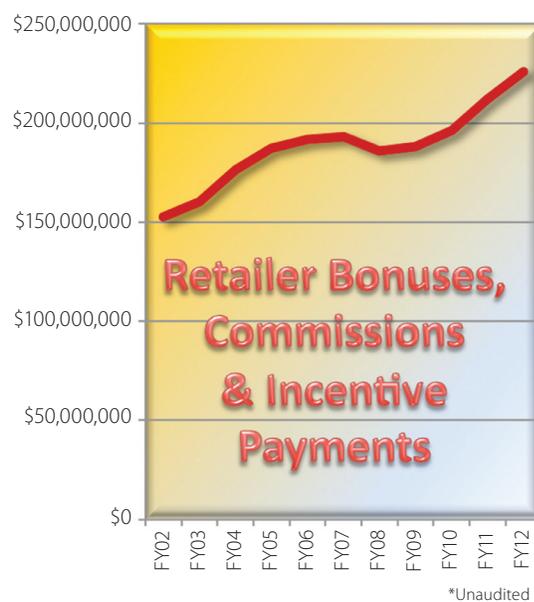
Lottery Sales Drive Traffic Reason for Going to a Convenience Store



Sources: Ipsos Reid; GTECH; La Fleur's; Texas Lottery Commission Summary Financial Information; Convenience Store News, Realities of Aisle Study, 2011



*C-store with traditional counter sales; Grocery with Gemini



Revenue Potential

- **5% Commission** on All Sales
- More Than **\$40 Million in Retailer Incentive Payments** Since 2009; Individual Payments up to **\$50,000**
- **Bonuses up to \$1 Million** for Selling Certain Top Prize-Winning Tickets
- Earn **Free Tickets** in Sales Promotions
- **\$12,343 Average Annual Commission** per location:
 - Convenience - \$13,438
 - Grocery - \$12,323
 - Beer, Wine & Liquor - \$3,602

Mon	Tue	Wed	Thu	Fri	Sat

Scratch-Offs		
Ticket Price	# in Pack	Pack Value
\$1	150	\$150
\$2	125	\$250
\$3	125	\$375
\$5	75	\$375
\$10	50	\$500
\$20	25	\$500
\$50	20	\$1,000



Product Delivery

Traditional

ESMM Display

- Dimensions: 20"W x 15"H x 7"D
- Flat-panel screen for lottery messaging

Printer

- Dimensions: 6.5"W x 8.8"H x 10.5"D
- Altura mount available



Altura® Sales & Validations

- Dimensions: 12.47"W x 15.09"H x 18.93"D
- Touch Screen
- Quick Picks and Playslips



Player Check-a-Ticket

- Dimensions: 7"W x 13"H x 4.75"D
- Displays 2 rows of 20 characters



Instant Ticket Dispensers

- Dimensions: 7.3"W x 8.9"D
- Stackable

Retailer Support

All At No Cost To You

- Statewide Advertising, Promotions & Merchandising Programs
- Signage & Point-of-Sale Materials
- Assigned Lottery Sales Professional Provides Ongoing Assistance
- Technical Assistance 24-Hours, 7 Days a Week via Toll-Free Hotline
- Classroom & Refresher Training
- Inventory & Financial Reports via Internet (8-week history)
- On-site Sales, Payout & Inventory Reports
- Sales Equipment & Communications
- Sales Incentives

Non-Traditional *Must Meet Criteria Requirements*

Mini

- Dimensions: 3.75"W x 2.95"H x 8.27"D
- Instant and on-line ticket validation
- Same printer as Altura
- Placement criteria



Altura C (Compact) Sales & Validations

- Dimensions: 7.8"W x 16.6"H x 16"D
- Touch Screen
- Quick Picks and Playslips
- Placement Criteria



Gemini Self-Service Instant & On-line

- Dimensions: 29.25"W x 68.5"H x 24.5"D
- Footprint: 4.98 sq.ft.
- 1,000 bill stacker
- Remote shut-off
- 1,000 standard tickets/bin
- 24-bin capacity
- Flat-panel screen
- Alarm and security features
- Automated sales reporting
- Remote monitoring
- Meets ADA requirements
- Player ticket checker
- Weight: 800+lbs.
- Placement criteria



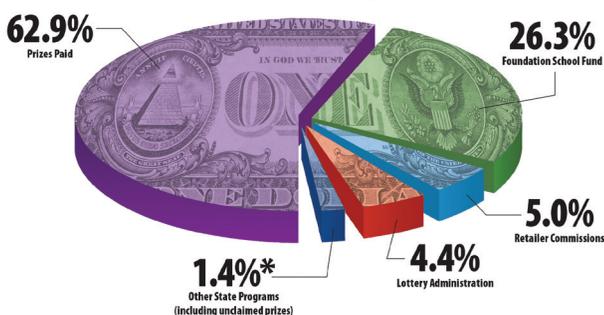
How to Get Started

Application forms are available at txlottery.org or contact Texas Lottery Retailer Services:

RetailerWebHelp@lottery.state.tx.us
800-375-6886 (7a – 5:30p Mon. – Fri.)

Contact your local GTECH (lottery operator) representative.
Application fee: \$125 first location; \$50 each additional chain location.

Where the Money Goes:



*Approximately \$5.3 million was transferred to the Texas Veterans Commission.

Chart reflects FY '12 figures

TEXAS
LOTTERY