



Joe Lapinski
Account Development Manager
GTECH Texas

5301 Riata Park Court
Building E, Suite 100
Austin, TX 78727

March 2, 2012

Angela Zgabay-Zgarba, CTPM
Contracts Administrator
P.O. Box 16630
Austin, Texas 78761-6630
E-mail: angela.zgarba@lottery.state.tx.us
Via facsimile: 512.344.5444RE:

TIME-SENSITIVE

Dear Ms. Zgabay-Zgarba:

Enclosed please find GTECH Printing Corporation's (GPC's) response to the Texas Lottery's Request for Additional Information dated February 27, 2012.

1. GPC Proposal page 4.2-8 introduces an employee as a graphic artist based in Austin, Texas an on page 7.5-1 states: "Furthermore, this Texas-based designer will work and communicate directly with other GPC graphic designers, based in Lakeland, Florida, to further ensure that any TLC graphic design and artwork requests, needs, and other communications are properly transmitted and efficiently and effectively fulfilled."

Please clarify if the Austin-based graphic artist is employed by GTECH Corporation or by GTECH Printing Corporation. Also, please provide a detailed description of the responsibilities and accountabilities of this role, including how (1) the Austin-based graphic artist will interact with GPC artists in Florida, (2) the impact of a Texas-based GPC graphic artist on creative design and final ticket outcome, (3) how the local graphic artist will interact with GPC's Account Services Representative and (4) why GPC believes this graphic artist is better placed in Austin rather than Lakeland.

GPC Response: The Austin-based Graphic Artist proposed by GPC will be employed by GPC and work with other artists employed by GPC to develop game concepts and artwork for the Texas Lottery. Basing this role in Texas will optimize his or her access to, and knowledge of, Texas retailers and consumers. In addition, sharing this information with the GPC game design team will have a positive effect on creative design and final ticket outcome because the team will leverage the Graphic Artist's unique knowledge to create game content that is tailored specifically to the Texas market.

The Austin-based Graphic Artist will also support the GPC Account Services Representative by serving as the primary resource for all Texas Lottery design and artwork needs and making sure that all requests are efficiently and effectively fulfilled by the GPC team.

2. Page 4.2.8. Is the data analyst an employee part of GTECH Texas or GPC? How do you see the role of the Texas-based data analyst, including how (1) the analyst will interact with multiple TLC instant ticket vendors, (2) the data analyst's impact on creative design and final ticket outcome, (3) what role GPC foresees for the data analyst during the game planning process, and (4) why GPC believes there is added value in having the data analyst based in Austin, rather than in Lakeland?

GPC Response: The Data Analyst referenced in this section will be an employee of GPC. GPC's Texas-based analyst will evaluate and quantify instant game performance in the Texas market. He or she will serve as a resource to the GTECH Texas account team, but is not expected to regularly interact with the Texas Lottery or its multiple vendors. By locating this resource in Texas, the Data Analyst will have access to real-time retail and consumer market information in a continually changing environment and be able to perform continual and ongoing analysis to ensure relevant performance reporting.

In collaboration with GPC's marketing resources in Lakeland and GTECH's marketing resources worldwide, GPC's Data Analyst will provide first-hand insight into the Texas market and identify the characteristics of successful games. This process will be ongoing within GPC, and incorporating these insights into the game development process will have a positive impact on creative design and final ticket outcome, resulting in the best-possible game content and the most -effective recommendations to the Texas Lottery.

3. GPC Proposal page 8.4-8 discusses

4. GPC Proposal page 8.11-2, 4th bullet states:

Thank you for the opportunity to provide this clarification. Should you require additional information, or have any questions, please contact me at 512-908-4226, or via email at Joseph.Lapinski@GTECH.com.

Sincerely,



Joe Lapinski
Account Development Manager
GTECH Texas