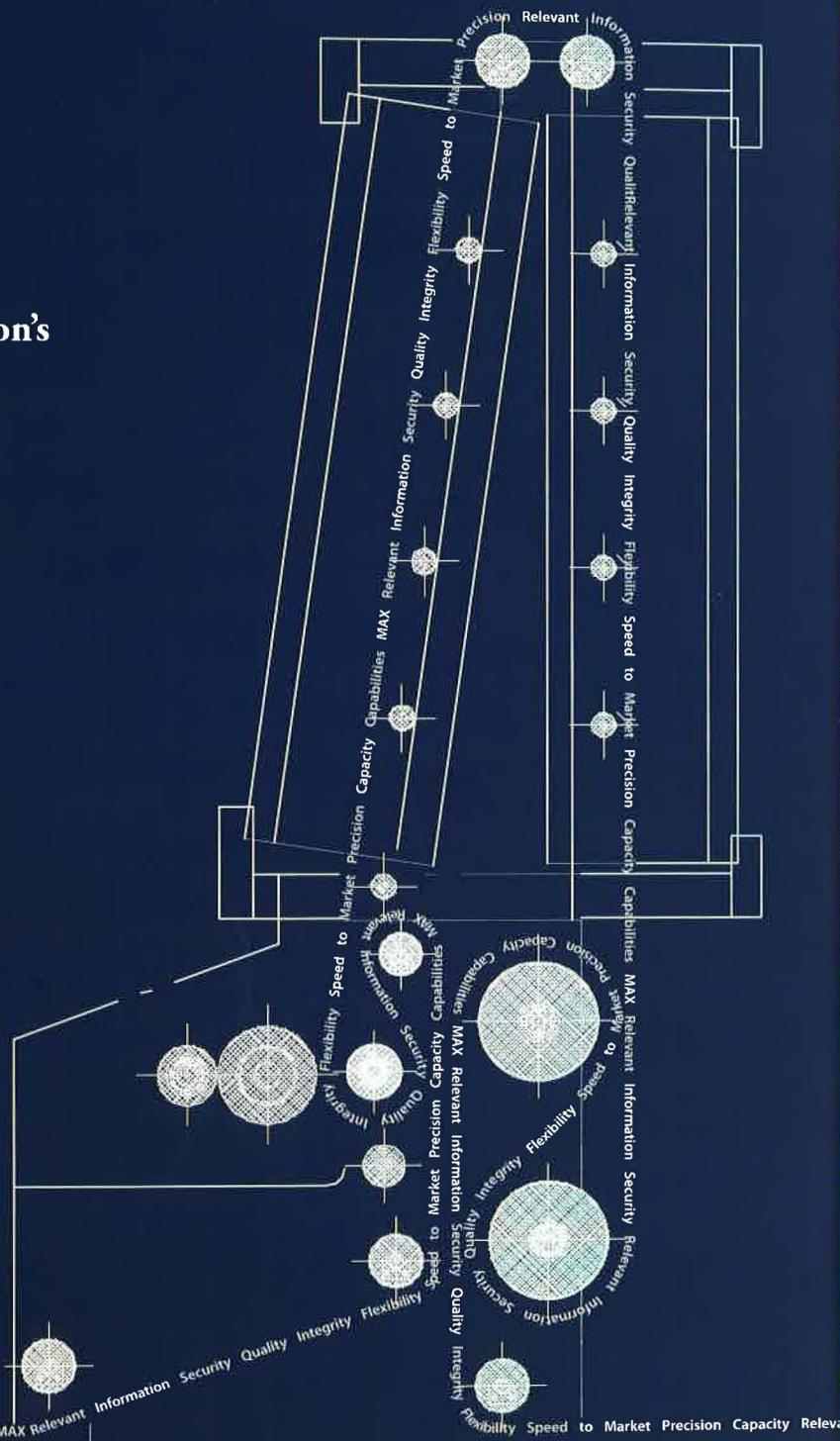


# GTECH Printing Corporation's Response to the Texas Lottery Commission's Request for Proposals for Instant Ticket Manufacturing and Services

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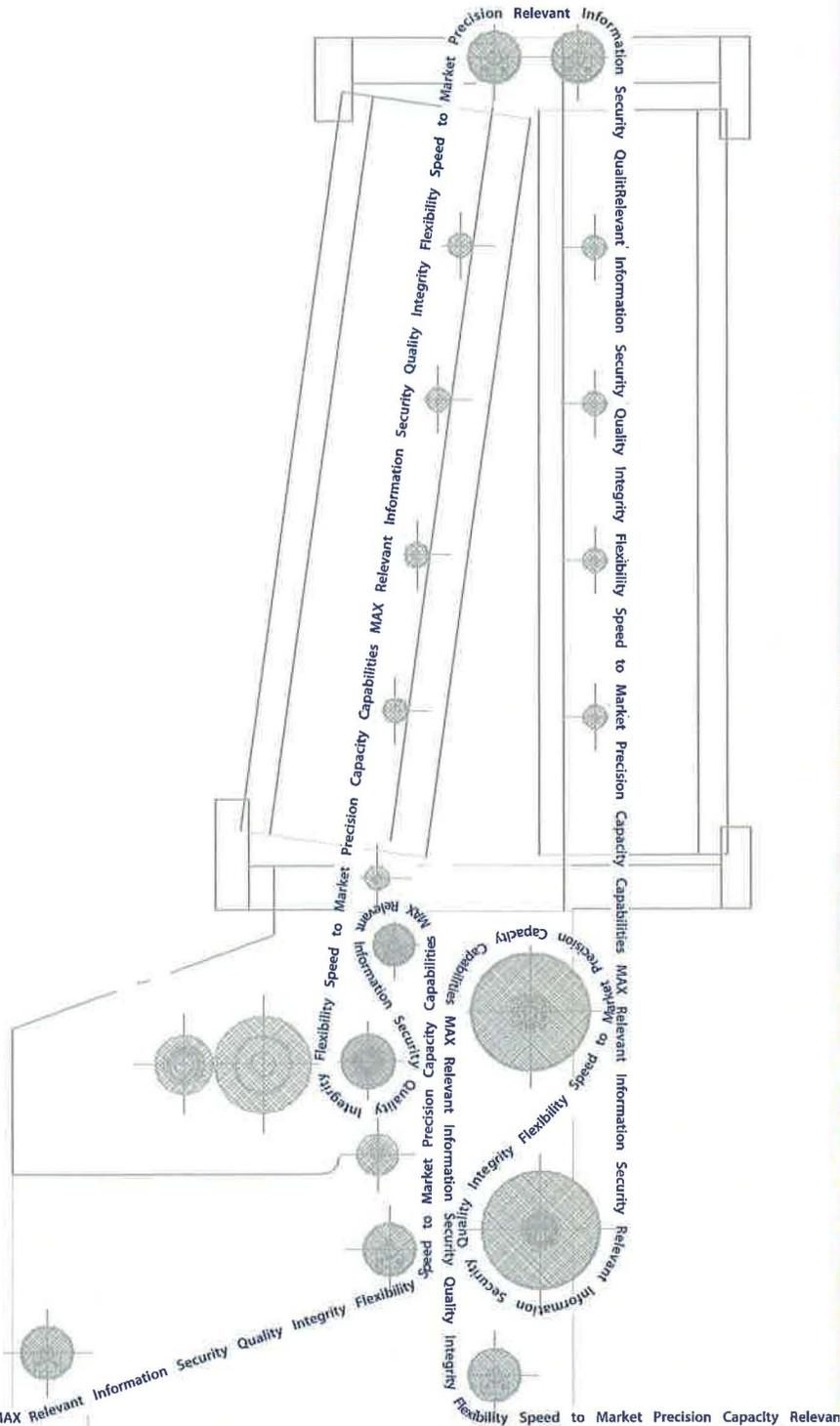
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# GTECH Printing Corporation's Response to the Texas Lottery Commission's Request for Proposal for Instant Ticket Manufacturing and Services

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The enclosed proposal contains trade secrets and other confidential information of GTECH Printing Corporation (“GPC”), as defined by Texas state law. Such information is exempt from public disclosure pursuant to the Texas Public Information Act and Texas State Lottery Act, specifically the Texas Government Code [Title 5 (Open Government; Ethics), Subtitle A (Open Government, Chapter 552 (Public Information), Subchapter C (Information Excepted From Public Disclosure), in particular, §§ 552.101 (Exception: Confidential Information), 552.102 (Exception: Personnel Information), 552.104 (Exception: Information Related to Competition or Bidding), 552.110 (Exception: Trade Secrets; Certain Commercial or Financial Information); and the Texas Administrative Code [Title 16 (Economic Regulation), Part 9 (Texas Lottery Commission), Chapter 401 (Administration of State Lottery Act), Subchapter G, § 401.501 (Lottery Security)]; as well as applicable Texas common law.

Pursuant to RFP Section 1.7, Proposals Subject to Texas Public Information Act, GPC has clearly marked each instance of confidential information by placing the word “Confidential” on each page of its proposal that contains confidential information. In addition, GPC has identified the information that is exempt from public disclosure with the following marking: “Confidential material begins here” and “Confidential material ends here.”

As further required by RFP Section 1.7, a catalog of confidential information, including specific and detailed reasons (in table format), is included in Section 1.7.1, Confidentiality Table. This catalog provides a reference to the page and section number within the proposal where the confidential information is located, the statutory exemption that applies, and the specific details as to why each instance of confidential information is exempt from public disclosure, including relevant facts as to how disclosure would cause substantial competitive harm to GPC.

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- 6 – SSAE Certification

**Cost Proposal**



Alan Eland  
President  
GTECH Printing Corporation

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10 Memorial Boulevard  
Providence, RI 02903  
Telephone: 401.392.7332  
Fax: 401.392.4951

January 27, 2012

Angela Zgabay-Zgarba  
Contracts Administrator  
Texas Lottery Commission  
611 East 6<sup>th</sup> Street  
P.O. Box 16630  
Austin, TX 78701

Re: RFP for Instant Ticket Manufacturing and Services, No. 362-12-0001

Dear Ms. Zgabay-Zgarba:

GTECH Printing Corporation (GPC), the entity submitting this proposal, is both qualified and committed to providing the high-quality games and creative solutions required by the RFP. GPC's proposal is valid for one hundred and eighty (180) days from the day after the deadline for submitting proposals. This letter of transmittal is signed by a person who is legally authorized to bind GPC to the representations in the proposal. These items, and those that follow, fulfill requirement 2.8.1 of the RFP.

GPC is qualified to provide the goods and services required by this RFP because:

- We currently produce tickets for some of the largest lotteries in the world, including the Texas Lottery. By demonstrating our ability to produce high-quality, market-targeted games, we have earned successively more business from the TLC – a total of 37 games in less than 18 months.
- Our team, with a collective 700 years of experience, will be led by Alan Eland, Joe Lapinski, and Walter Gaddy, and supported by Shannon Struempf, and we will provide both a full-time Instant Product Analyst and Graphic Artist to be based in Austin.

- We align with our customers' core values and, as such, fully understand and support the TLC's business goals and product needs. GPC is committed to only recommending and producing games that are relevant to your market and will generate maximum sales in Texas.
- GPC's Lakeland, Florida, facility produces tickets that excite players, and we assure the TLC of timely production, high-quality games, transparent and certified processes, end-to-end security and, thus, complete integrity for your instant business.

In addition, we will provide a full-service account management approach to ensure that every aspect of your instant ticket supply chain – from strategic planning and analysis to initial concept to execution and delivery – is addressed.

To meet requirement 2.8.2, GPC accepts the terms and conditions set forth in Part 3 of the Texas Lottery's RFP that will be included in any contract resulting from the RFP. GPC takes no exceptions the terms and conditions in Part 3 of the RFP.

In compliance with Section 2.11, GPC has submitted pricing for all goods and services rendered during the course of the proposed contract, including any and all costs involved that are to be paid or reimbursed by the Texas Lottery. Please refer to the sealed cost proposal which is located behind the tab labeled Cost Proposal at the end of the original proposal only.

We would be pleased to have you visit our Corporate Headquarters in Providence, Rhode Island, and our world-class facility in Lakeland, Florida, during your assessment to further demonstrate our capabilities. In addition, we look forward to the site visits scheduled with the Texas Lottery between February 20 and March 2, 2012.

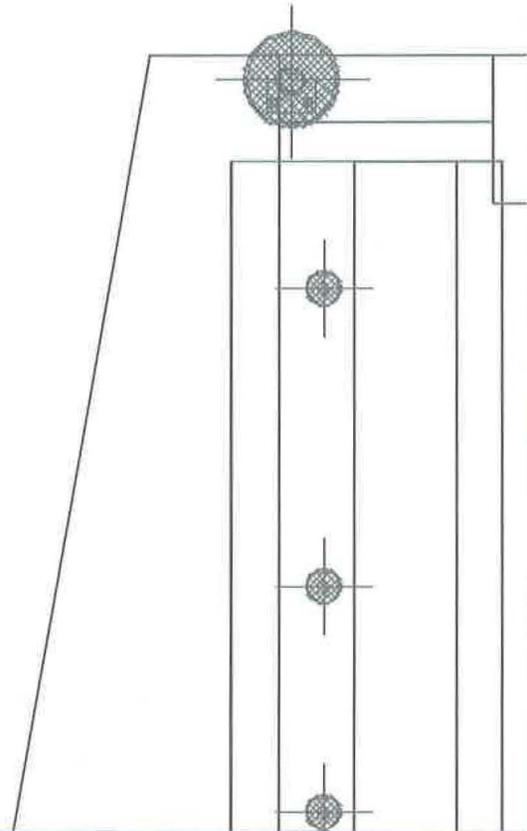
Should you have any questions, please do not hesitate to contact me directly at 401.392.7332. Thank you for your time and consideration of our proposal.

Sincerely,

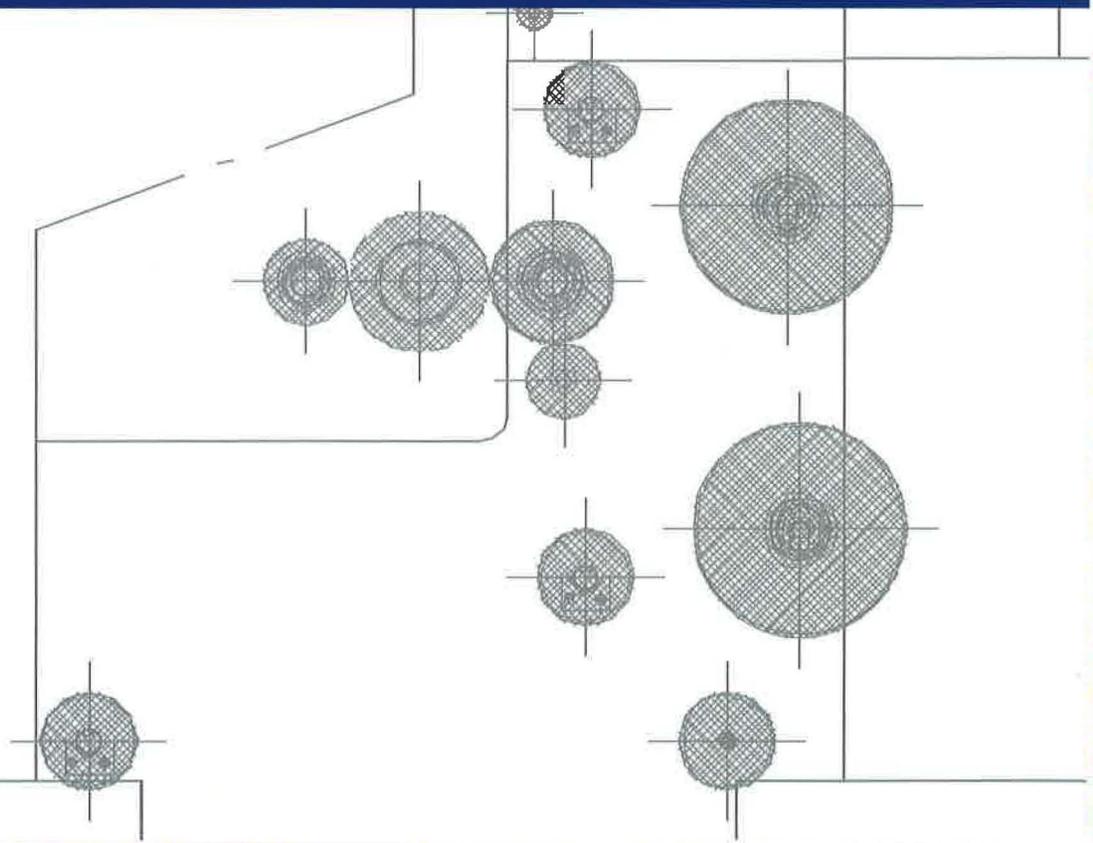
A handwritten signature in blue ink, appearing to read 'Alan Eland', written in a cursive style.

Alan Eland  
President  
GTECH Printing Corporation





# ● EXECUTIVE SUMMARY



### 2.9.1 and 2.9.2 Assertions

### 2.9.3 Proposal Summary

### Experience

GTECH Printing Corporation (GPC) asserts that the goods and services included in its proposal meet all requirements put forth in your Request for Proposals for Instant Ticket Manufacturing and Services (RFP # 362-12-0001). We take no exception to any requirements found in the original RFP, nor do we take exception to any applicable amendments. Throughout our response to your RFP, we demonstrate our understanding of the requested goods and services and address specifically, in writing, our approach to providing each. Goods and services offered beyond those required are identified in the applicable section response.

With average annual instant sales of \$2.8 billion, or 75% of total sales, access to the best products and services available in the marketplace is critical to your continued growth. To guarantee that access and maximize revenue for the State of Texas, the structure of your innovative RFP promotes competition and demands that you receive each qualified supplier's best managerial focus, as well as game planning and development efforts, throughout the term of the contract.

We have incentive to ensure that we work hard, day in and day out, to compete for your business and do what's in the best interest of the TLC. While GPC and GTECH are separate business units, we are fully integrated. Our success in Texas, like yours, is directly linked to ticket sales, not ticket printing, so it is our incentive to supply games that sell, not just to supply games. As such, you can be assured that all of our efforts to support your instant business will be based solely on your goals and never on our need to achieve manufacturing efficiencies. Our organizational structure and "customer first" commitment means that we are aligned internally to respond to and support your revenue objectives. In other words, the TLC's business will never be compromised due to competing interests within our companies.

In the remainder of our Executive Summary, we provide an overview of our response.

GPC and GTECH have the experience, infrastructure, and resources necessary to support your instant ticket business, and we have proven our ability to deliver high quality instant game products and services to the TLC since qualifying as your supplier in 2010.

GPC resources alone have more than 700 combined years of instant business experience. Since entering the instant ticket printing business five years ago, GPC has achieved a Compound Annual Growth Rate (CAGR) of 68%, which is evidence of the quality of products and services we provide. We currently produce tickets for some of the largest lotteries in the world, including Texas, Lottomatica, Massachusetts, California, and New York. Moreover, we have demonstrated our ability to handle individual print runs in excess of 80 million standard units.

## Personnel

Whereas all three major instant ticket suppliers in the industry will propose quality, experienced personnel to support your new contract, we differentiate ourselves by bringing the full force of our experienced personnel from the GTECH Texas Account team, GTECH management, and GPC to the Texas Lottery. Collectively, we offer a combined team with the insight and local knowledge required to work for you to help create optimal Game Plans. This team is resourced and committed to analyzing game performance throughout the year to help you adapt your product mix and take advantage of opportunities as they occur.

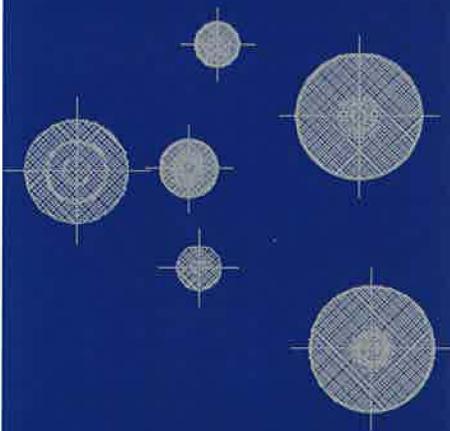
Joe Lapinski, will continue to manage all GTECH/GPC business operations in Texas, and Alan Eland, Senior VP and COO of GTECH and President of GPC, will remain as your senior management contact. Since qualifying as a printer for the TLC in April 2010, our GPC Account team, led by Walter Gaddy, has learned and aligned with your processes to meet your high standards for quality. Walter, will continue to serve as your Account Manager and be supported by Shannon Struempfh, your GPC Account Services Representative.

Recognizing that Texas is a unique selling environment, and to help you achieve your sales objectives, we exceed the requirements of your RFP by offering two additional account team resources, both of whom will be located in Austin, Texas. The onsite Instant Product Analyst will work with the team to continually evaluate market opportunities as they arise to enhance game planning and development efforts, and our onsite Graphic Artist will ensure that the design of your tickets is specific to your unique market and your games appeal to Texas Lottery players.

## Game Planning and Development Services

Game planning and game development services are critical to ensuring that you have access to Texas Lottery games preferred by Texas Lottery players. Developing supportable, Texas-specific recommendations requires a natural progression towards understanding why a particular game concept or game could be successful in Texas.

While our knowledgeable team serves as the base for what will become actionable game designs and recommendations, the process that our team employs is aimed at identifying and developing relevant products and services that deliver the best value to the TLC. Creating game concepts and strategies that are relevant in your market is different from recommending "industry best" games based on a performance index in another jurisdiction.



## Manufacturing



Using the game development and game planning methodology explained in our detailed response to Section 7.2, Game Planning, we consider the performance of your instant ticket portfolio and, within that portfolio, the games and strategies that generate the greatest returns. It is a continuous and rigorous exercise, executed by people committed to your business, that considers what is in the best interest of the TLC and the State of Texas so that you have a higher degree of confidence regarding the return on your investment as you develop and adapt your game plan and the marketing initiatives supporting it.

Our Corporate Marketing Organization and internal Professional Services group, along with our Data Analytics and Market Research team from GPC and GTECH, will work with our local team using this thorough analytical and scientific approach. Our work in this area will be an ongoing event as analyzing, planning and decision-making is constant.

Selecting the right instant games and instant game strategies for the Texas marketplace is paramount to maximizing revenue. Ensuring that the games manufactured and presented to Texas players at retail incorporate the highest standards of security and integrity is of equal importance. Security at GPC is an integrated program of comprehensive systems, service strategies, focused processes, and internal controls designed to exceed your requirements. Our commitment to security underlies every system we use and every process we follow during every stage of instant game production, from the procurement of raw materials to the final delivery of your games.

Using our manufacturing and production process, we will:

- Ensure the integrity of Texas Lottery products with our 274 quality checks and real-time automated monitoring.
- Provide transparency via the audits performed on each and every game and the quality control procedures executed in real time during production.
- Verify Quality of Process with International Organization for Standardization (ISO)-approved and SAS70/SASE16-audited processes.
- Achieve Quality of Product by using a full-color press and plate technology that are unmatched in the instant ticket industry.



We will perform all functions associated with producing secure, high-quality tickets for the TLC at our production facility in Lakeland, Florida. Your games will be printed on our advanced flexographic press, which features 22 servo-controlled stations and offers:

- Thousands of automatic adjustments for vast improvement in color, allowing us to create bright, eye-catching tickets that attract Texas Lottery players at the point of sale.
- An infinite number of color combinations, which gives you greater design freedom to keep your portfolio fresh and appealing.
- direct-to-plate technology, which produces games with microscopic detail, sharp graphics, enhanced security features, and precise, tight registration so that the last ticket produced is as clear and colorful as the first.
- The widest print web in the industry, enabling us to print 48,000 tickets per minute; simultaneous game production gives you the flexibility to optimize lottery distribution operations and introduce games for maximum sales impact.
- The only in-line production process in the industry that takes a game from blank ticket stock to packed cartons in 15 minutes, which increases efficiency, improves security, and ensures the integrity of Texas Lottery games.
- packaging lines capable of packing 65 million tickets per day – this gets games in the hands of players when the opportunity is right.

We have provided an Instant Ticket Layers (Inks and Coatings) booklet and Instant Game Production Process foldout in individual folders with each proposal. Both can be used as a point of reference for our detailed description of our production process and the methods employed in the manufacturing of instant tickets for the TLC in response to Section 8.

We respect the TLC's bold decision to further its business objectives to get the best available products and services in the marketplace with this pioneering RFP. We look forward to working with you and earning the right to develop and print games for the TLC to support your continued success.

As you review and evaluate the remainder of our response, the TLC can be assured that:

- We are qualified.
- We are responsible.
- We are aligned.
- We are customer-focused.
- We produce with precision.

# Parts 1-3

## Responses to Sections Within Parts 1-3

GPC acknowledges and agrees to *all* of the requirements contained within RFP Parts 1 through 3 and their subsections (including submission of the Transmittal Letter and Executive Summary). Where an individual response to a specific section is required, it is identified separately and the response provided within this section.

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### **1.7 Proposals Subject to Texas Public Information Act**

#### **1.7.1 Confidentiality Table**

GPC acknowledges and agrees to the RFP requirements in this section concerning confidentiality. To fully comply with these requirements, we have prepared a table that contains specific and detailed reasons for each item marked as confidential in our proposal. The completed **Confidentiality Table** is provided at the end of this section.

**3.49  
Hiring of Lobbyist, Consultant and/or  
Advisor; Supplemental Information**

GPC does *not* have any lobbyists, legislative consultants nor advisors who have performed services related to GPC's operations or interests in the state of Texas either for GPC, or for any of its subcontractors, in previously executed contracts or in the three (3) years prior to the issuance of the RFP. However, GTECH Corporation has contracts with lobbyists that authorize lobbying on behalf of all GTECH entities/affiliates, which include GPC. Therefore, in the interest of full disclosure, below we disclose all lobbyists, consultants and/or advisors who are or have been engaged by GTECH Corporation within the last three (3) years. GPC will notify the Texas Lottery immediately if there is a change of lobbyist, consultant, or advisor information.

**Confidential material begins here.**

**Confidentiality Claimed**  
**PIA §552.110**

**Confidential material ends here.**

### **3.50 Notices**

Joseph Lapinski, Account Development Manager, is the person to whom any notices should be given. Mr. Lapinski's contact information is as follows:

Joseph Lapinski  
Account Development Manager  
5301 Riata Park Court  
Austin, TX 78727  
(512) 908-4226  
Email: [joseph.lapinski@gtech.com](mailto:joseph.lapinski@gtech.com)  
Fax: (512) 339-0405

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### **3.56 Certifications**

#### **3.56.1 Background Information Certification Form**

GPC acknowledges and agrees to the RFP requirements contained in this section. The required **Attachment D-1** has been completed and provided at the end of this section.



**ATTACHMENT D-1  
BACKGROUND INFORMATION CERTIFICATION**

Texas Government Code §466.155

Pursuant to Texas Government Code §466.103, the Executive Director of the Texas Lottery Commission may not award a contract for the purchase or lease of facilities, goods or services related to lottery operations to a person who would be denied a license as a sales agent under Texas Government Code §466.155.

GTECH Printing Corporation

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(Company Name)

certifies that it has reviewed Texas Government Code §466.155 and that it would not be denied a license as a sales agent pursuant to said section.

*(signature of person authorized to contractually bind the Proposer)*

Alan Eland

*(printed name)*

President, GTECH Printing Corporation

*(title)*

1/18/12

*(date)*

## GPC's Confidentiality Table

GPC has clearly identified all confidential information throughout its proposal with "Confidential material begins here" and "Confidential material ends here" markings. The information so marked is treated as proprietary and/or confidential by GPC, and is therefore exempt from public disclosure pursuant to applicable Texas law. We have marked the bottom of each page that contains confidential information as "Confidential."

In response to Section 1.7, GPC has included the following table which provides the Texas Lottery with specific and detailed reasons for each item marked "Confidential" in its proposal.

Section Number	Section Title	Justification for Confidentiality Marking
3.49	Hiring of Lobbyist, Consultant, and/or Advisor; Supplemental Information	<b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (b), Exception: Commercial or Financial Information</b> The information marked confidential in this section of GPC's proposal presents information about the Company's lobbyists and consultants. This commercial information is not generally known and, if publicly disclosed, would cause substantial competitive and economic harm to the Company and unfairly advantage competing vendors.
INSERT	Customer Summary Insert	<b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110(b), Exception: Commercial or Financial Information</b> The information marked confidential in this insert contains detailed sensitive information about our customer contracts including contract values. This financial and commercial information is not generally known and GPC expends significant resources to maintain the confidentiality of this information. If publicly disclosed, the release of this information would cause substantial competitive and economic harm to the Company and unfairly advantage competing vendors.

Section Number	Section Title	Justification for Confidentiality Marking
4.1.3(b)	Penalties or Liquidated Damages	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a)(b), Exception: Trade Secrets, Certain Commercial or Financial Information</b></p> <p>The information marked confidential in this section of GPC's proposal presents information about incidents involving liquidated damages assessments and their respective settlements. All liquidated damages information is treated as confidential both inside and outside of the Company and shared only on a need-to-know basis. Disclosure of this information would cause substantial competitive harm to the Company by providing valuable insight into the Company's performance and confidential settlement negotiations. This information would offer unfair advantage to competing vendors.</p>
4.5.1	Conflict of Interest Disclosure	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.104, Exception: Information Related to Public Bidding § 552.110 (a)(b), Exception: Trade Secrets, Certain Commercial or Financial Information</b></p> <p>The information marked confidential in this section of GPC's proposal presents information about the Company's commercial relationships and contracts with third-party entities that is otherwise not generally known to the public. In addition, many of these contracts contain non-disclosure provisions which prevent GPC from disclosing commercial relationships without third-party consent. This commercial information is not generally known and, if publicly disclosed, would cause substantial competitive harm to the Company and unfairly advantage competing vendors. In addition, GPC could suffer economic and legal harm resulting from the disclosure of this information in violation of any contract provision that expressly prohibits such disclosure.</p>
7.2	Game Planning	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC's proposal contains detailed information regarding GPC's game planning, development, and recommendation processes. The extent to which the information is known outside of the Company's business is very limited, and would cause substantial competitive harm to GPC if released by allowing competitors to improperly obtain economic value.</p>
7.2.1	Game Planning Services Support	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC's proposal contains detailed information regarding GPC's game planning, development, and recommendation processes. The extent to which the information is known outside of the Company's business is very limited and would cause competitive harm to GPC if released by allowing GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
7.2.1(1)	Game Recommendations	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC’s proposal contains detailed information regarding GPC’s game planning, development, and recommendation processes. The extent to which the information is known outside of the Company’s business is very limited and would cause competitive harm to GPC if released by allowing GPC competitors to improperly obtain economic value.</p>
7.2.1(2)	Game Development Services	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC’s proposal contains detailed information regarding GPC’s game planning, development, and recommendation processes. The extent to which the information is known outside of the Company’s business is very limited and would cause competitive harm to GPC if released by allowing GPC competitors to improperly obtain economic value.</p>
7.2.2	Instant Ticket Game Plan	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC’s proposal contains detailed information regarding GPC’s Instant Ticket Game Plan. This sensitive trade secret information is developed by internal GTECH experts and is highly confidential. This information is not known outside of GPC and is known internally only on a strictly need-to-know basis. Release of this information would cause substantial competitive and economic harm to GPC.</p>
7.2.3	Marketing Planning and Commission Meetings	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C § 552.110 (a) Exception: Trade Secrets</b></p> <p>The information marked confidential in this section of GPC’s proposal contains detailed information regarding GPC’s marketing planning and development, and was developed specifically for responding to this RFP. This information is not known outside of GPC and is known internally only on a strictly need-to-know basis. Release of this information would cause substantial competitive and economic harm to GPC</p>

Section Number	Section Title	Justification for Confidentiality Marking
7.4	Creative Game Design	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>The information marked confidential in this section of GPC's proposal contains detailed information regarding GPC's game design processes including detailed information about software and methodologies employed in GPC's game development. This highly sensitive information gives GPC a competitive advantage in the industry and therefore is the subject of reasonable efforts to maintain its secrecy. Release of this information would cause substantial economic and competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>
7.8.1	Designated Format	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>The information marked confidential in this section of GPC's proposal contains detailed information regarding GPC's Working Papers creation process. GPC's process is developed by internal experts and provides GPC an industry competitive advantage. This information is highly confidential and the extent to which the information is known outside the Company's business is very limited. Improper disclosure of this information would cause substantial competitive and economic harm to GPC.</p>
8.1	Overview of Game Manufacturing Methods	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.3	Ticket and Pack Sizes	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's available ticket sizes and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and has taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.3.5	Perforations	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.7(a-i)	Imaged Data	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features that are treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.8	Game Pack Numbers	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's game pack numbering process that is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this process and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.10	Validation Number	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's confidential validation numbering process and is treated as a valuable Trade Secret to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.3.16	Security Coating/Scratch-Off Material	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's scratch-off material and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.17	Protective Coating/ Seal Coat	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's scratch-off coatings and is treated as a valuable Trade Secret to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.18	Display Printing	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.19	Overprint	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.3.21	Benday Patterns	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's benday security patterns and is treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.3.22	Security Tint or Primer	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's security coatings and is treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.4.1	Omitted Packs	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's omission process which is treated as a valuable Trade Secret to GPC. GPC's process in this regard was developed by internal experts and provides the Company with a significant competitive advantage in the industry. Improper disclosure of this information would cause substantial economic and competitive harm to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.4.2	Number of Omitted Packs	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's omission process which is treated as a valuable Trade Secret to GPC. GPC's process in this regard was developed by internal experts and provides the Company with a significant competitive advantage in the industry. Improper disclosure of this information would cause substantial economic and competitive harm to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.5.1	Scratch-Off or Other Exposing Material	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's security measures during production which are treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>
8.5.2	Minimize Possibility of Tampering	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's security practices which are treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.6.2	High-Tier Winners	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's randomization process which is treated as a valuable Trade Secret to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>
8.9.1	Specific Security Measures	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's security practices which are treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>
8.9.2	Security Standards	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's security practices which are treated as valuable Trade Secrets to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.11	Ticket Reconstruction	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's ticket reconstruction process which is treated as a valuable Trade Secret to GPC. Disclosure of this information would not only cause competitive and economic harm to GPC, it could also compromise the security and integrity of GPC's instant tickets. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited and known internally only on a need-to-know basis. Improper disclosure of this information would cause competitive harm to GPC if released and permit GPC competitors to improperly obtain economic value.</p>
8.12	Employee Security	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about the security processes that protect our printing facility and security features built into the instant games to protect them from compromise. Improper release of this information could compromise the security and integrity of the Lottery's operations. This information is the subject of reasonable efforts to maintain its secrecy, both internally and externally.</p>
8.15.1	Importance of Security in All Phases	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about the security features that protect our printing facility and the security features built into the instant games to protect them from compromise. Improper release of this information could compromise the security and integrity of the Lottery's operations. This information is the subject of reasonable efforts to maintain its secrecy, both internally and externally.</p>
8.15.2	Security Measures	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about the security features that protect our printing facility and the security features built into the instant games to protect them from compromise. Improper release of this information could compromise the security and integrity of the Lottery's operations. This information is the subject of reasonable efforts to maintain its secrecy, both internally and externally.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.15.2(1)	Unauthorized Entry	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about the security features that protect our printing facility and the security features built into the instant games to protect them from compromise. Improper release of this information could compromise the security and integrity of the Lottery's operations. This information is the subject of reasonable efforts to maintain its secrecy, both internally and externally.</p>
8.21	Shrink Wrapping	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's shrink wrapping process which is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.25	Instant Ticket Testing	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's quality tests which are treated as valuable Trade Secrets to GPC. This testing process give GPC a significant competitive advantage in the industry and GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
8.26.2(1)-(11)	Current Tests	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about the testing protocols that protect our tickets and the security features built into the instant games to protect them from compromise. The release of this information could compromise the security and integrity of the Lottery's operations. This information is the subject of reasonable efforts to maintain its secrecy, both internally and externally.</p>

Section Number	Section Title	Justification for Confidentiality Marking
8.31	Back-Up Capabilities	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's internal and external backup capabilities which are treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
<b>Confidential Exhibits</b>		
Exhibit 2	GTECH's Audited Financial Statements	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>§ 552.104, Exception: Information Related to Public Bidding</b>  <b>§ 552.110 (b), Exception: Commercial or Financial Information</b></p> <p>GTECH's financial statements include detailed financial information about GPC's parent company. This commercial information is not generally known and, if publicly disclosed, would cause substantial competitive harm to the Company and unfairly advantage competing vendors. GPC expends significant resources to maintain the confidentiality of its trade secrets and other confidential information, including this commercial and financial information.</p>
Exhibit 3	Weekly Production Schedule Example	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing schedule and is treated as valuable Trade Secrets to GPC. GPC's internal experts have dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>
Included in Separate Folder	Instant Ticket Layers (Inks + Coating) Booklet	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

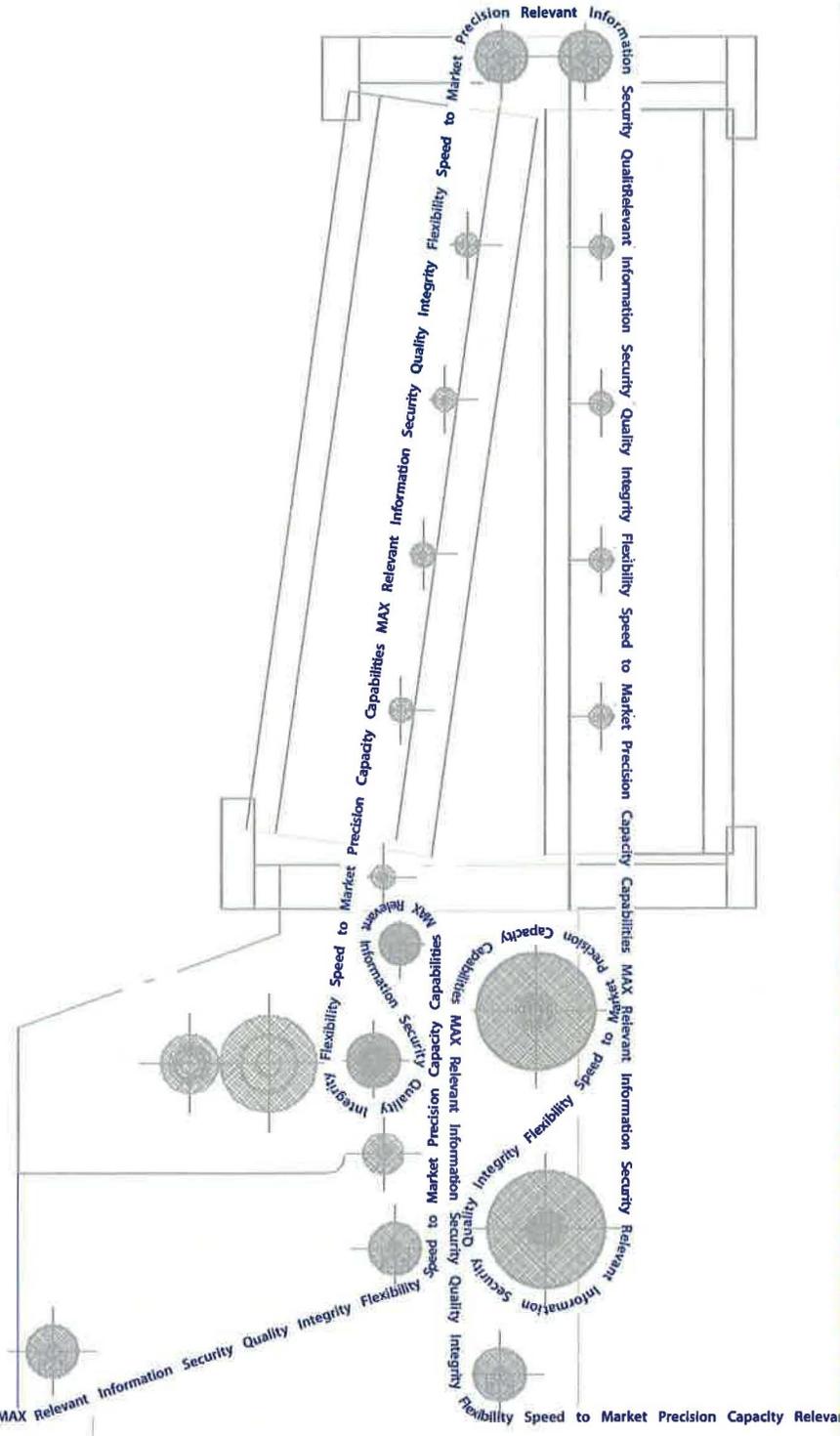
Section Number	Section Title	Justification for Confidentiality Marking
Included in Separate Folder	Instant Game Production Process Foldout	<p><b>Texas Government Code Title 5, Chapter 552, Subchapter C</b>  <b>Texas Government Code § 552.110(a)</b></p> <p>This section contains detailed information about GPC's printing press, its configuration, and its unique features and is treated as valuable Trade Secrets to GPC. GPC has dedicated significant time and resources in developing this information and taken reasonable efforts to maintain its secrecy. The extent to which the information is known outside of the Company's business is very limited, could cause competitive harm to GPC if released and would permit GPC competitors to improperly obtain economic value.</p>

# PART 4

## REQUIRED INFORMATION

We are qualified:

- Relevant experience
- Knowledgeable people
- Financial stability



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# 4.1

## Experience of Responding Firm

GPC has the qualifications and experience as well as the resources and infrastructure required to support the TLC's instant business. Our experience is directly relevant to the Texas Lottery's needs and is aligned with the core values set forth by the Lottery in RFP Section 1.3, Our Core Values.

Collectively, GPC resources have more than 700 years of instant business experience. Since entering the instant ticket printing business five years ago, we have achieved a Compound Annual Growth Rate (CAGR) of 68%, which is evidence of the quality of the products we produce and the services we provide. Consistent with this exponential growth, GPC printed its first ticket for the Texas Lottery 22 months ago. Today, we are scheduled to produce 37 games.

We have produced tickets for some of the largest customers in the world including Lottomatica (the Italian Lottery operator), and the Massachusetts, New York, and California lotteries. As such, we have proven our ability to handle individual print runs in excess of 80 million standard units. In 2010, GPC produced 2 billion standard units, and is on target to produce approximately 3.5 billion standard units in 2011.

Throughout our response, we provide specific evidence of our experience – in Texas and elsewhere – in responsibly providing the instant games and services that will maximize revenue to the State of Texas.

#### **4.1.1 (paragraph one) Years of Experience**

In 2007, GPC acquired the assets of an instant game printer with 12 years of prior experience. We have operated as GPC for the past five years.

Providing game planning, instant game development, and manufacturing services requires a high level of expertise. We handle the complexity and hundreds of steps necessary for the game planning and game development processes, customer approvals, and manufacturing, while being sensitive to deadlines, game designs, and cultural norms for the state and national governments that make up our customer base.

For descriptions and references documenting all engagements of comparable complexity and sensitivity for the past five years, please refer to our **Customer Summary Insert**, which is located on the next page. We have provided the required number of references in detail in Section 4.3, References.

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#### **4.1.1 (paragraph two) Experience Providing Similar Services**

As a manufacturer of instant games, we offer our customers a wide range of services, including:

- Game planning services.
- Game development services.
- Creative ticket design.
- Instant ticket printing.
- Warehousing and distribution.
- In-depth game and market analysis.
- Comprehensive portfolio management.

The following figure shows how, as our customer base has grown, the number of games we have produced since 2007 has increased by more than 500%.

**GPC Customer Summary**

Confidentiality Claimed  
PIA §552.110

**Confidential**

**GPC Customer Summary**

Confidentiality Claimed  
PIA §552.110

**Confidential**

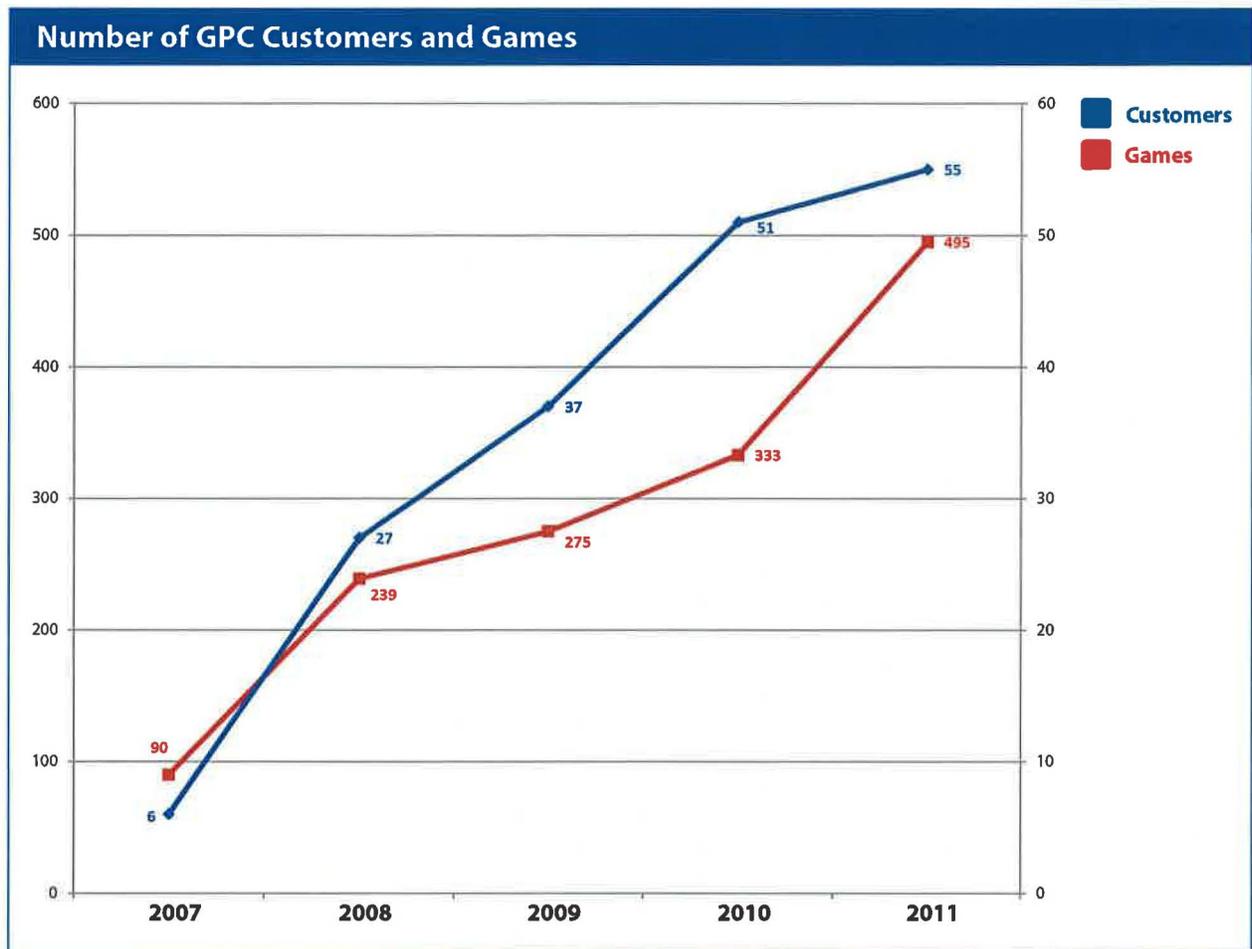
**GPC Customer Summary**

Confidentiality Claimed  
PIA §552.110

**Confidential**

Confidentiality Claimed  
PIA §552.110

Figure 4.1 - 1:



**Carrying Great Momentum into Texas:** The growth in both our customer base and the number of games we have produced enables GPC to bring instants business expertise and great momentum to your instants business.

### Experience with Texas

GPC was qualified as a printer in Texas in April 2010, and has since been scheduled to produce 37 games for the Lottery. The following details demonstrate our experience by chronicling the Texas Lottery's orders for instant games from GPC:

Figure 4.1 – 2:  
TLC's 2010 GPC Instant Game Orders

Number of Games Ordered by TLC	Date Ordered	Date Produced
1	July 2010	August 2010
7	February 2011	April-June 2011
28	May 2011	<ul style="list-style-type: none"> <li>• 17 games produced between August and December 2011</li> <li>• Remaining 11 games to be printed in Early 2012</li> </ul>
1	November 2011	Scheduled to ship in April 2012

During this time, we have adhered to your schedule by learning and following your established processes. In doing so, we have made it our business to achieve your high standards for quality.

### Experience with Other Lotteries

GPC's experience with other lotteries further illustrates our ability to meet the TLC's instant game production requirements, as detailed in the **Customer Summary Insert**. As an example, in addition to the services we provide, we have handled significant print runs for customers of similar size and complexity. Examples of our large print runs are presented in the following figure:

Figure 4.1 – 3:



Our people, processes, and plant are ready to adapt to any customer requirements. Regardless of the size of the lottery, the number of instant game launches per year, or the size of the ticket run, we have the experience necessary to successfully produce any number of your annual games.

### **Experience in North America**

GPC has five years of related experience providing products and services to lotteries in North America. Please refer to the **Customer Summary Insert**. All of our North American customers will be listed under the Americas region. We currently have more than 25 customers in North America.

### **Experience Working with NASPL Members**

GPC has experience working with members of NASPL. On the **Customer Summary Insert**, we have highlighted the customers who are NASPL members. We currently have 24 customers who are NASPL members, far exceeding the Lottery's requirement of a minimum of 3.

#### **4.1.2(a-d) Experience Description**

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A complete description of our experience can be found in the **Customer Summary Insert**. This spreadsheet provides detailed experience on all contracts and experience similar to this contract that qualifies GPC to meet the Lottery's requirements. Specifically, the spreadsheet contains the following required information:

- a. Size of contract.
  - b. Types of services directly provided by GPC and whether we were the proposer or subcontractor.
  - c. Term and type of contract, including effective dates.
  - d. Reason for contract termination/expiration, if contract is no longer in effect.
- 

#### **4.1.3 Past Five Years**

The following subsections detail GPC's contract history during the last five years.

##### **4.1.3(a) Contract Termination**

GPC has never had a contract terminated.

#### 4.1.3(b)

##### Penalties or Liquidated Damages

The following items constitute any penalties or liquidated damages assessed to GPC during the past five years.

**Confidential material begins here.**

Confidentiality Claimed  
PIA §552.110

**Confidential material ends here.**

#### 4.1.3(c)

##### Disciplinary Action or Judgments

GPC has *not* been the subject of:

- (i) Any disciplinary action for substandard work or unethical practices, or
- (ii) Any order, judgment or decree of any federal or state authority barring, suspending or otherwise limiting the right of GPC to engage in any business, practice or activity.

#### 4.1.3(d)

##### Litigation

GPC has not been involved in any litigation related to contract performance.

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#### 4.1.4 Understanding of Requested Services

To demonstrate our understanding of the requested services, our proposal describes, in detail, our approach to satisfying each requirement in the RFP. GPC supports its response with the infrastructure, resources, financial assets, and administrative oversight necessary to provide the required game planning, instant game development, and manufacturing services. While we also possess marketing experience and capabilities for instant games, we have not included this in our response, per RFP Section 1.1.3, General Information.

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# 4.2

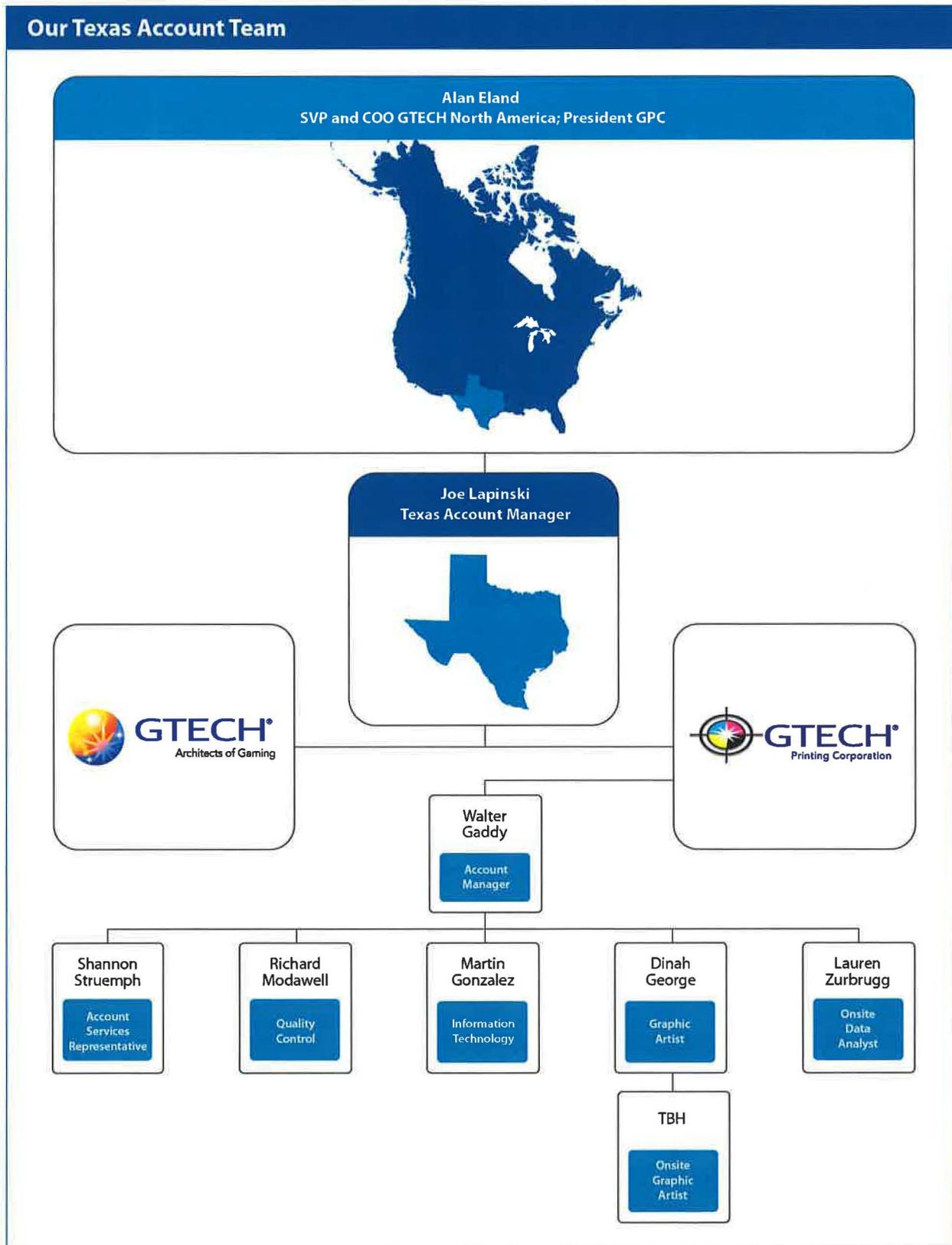
## Experience of Personnel

### 4.2.1 Key Personnel

All suppliers will propose quality, experienced personnel to support this new contract. In fact, because of the small size of our industry, many of the most skilled personnel in the instant ticket production area have worked for at least two and in many cases three suppliers during their careers. Because of this, the TLC is assured of high-quality personnel from all three suppliers.

GPC brings more to its response. When it comes to providing superior products and service, GTECH and GPC do not distinguish between business units. Our "customer first" commitment brings the full force of all of our experienced personnel from the Texas account team, GTECH management, and GPC to the Texas Lottery. Our goals are aligned internally to provide the highest-quality products and services to the TLC, and as such, you will never suffer the consequences of competing interests within our companies. To this end, the TLC has a single point of escalation in Joe Lapinski, who reports to Alan Eland. The following figure illustrates the reporting structure of the GPC account team for the TLC:

Figure 4.2 – 1:



## Account Team – Senior Management Support

**Alan Eland**  
SVP and COO GTECH, North America;  
President, GPC



As Senior Vice President and Chief Operating Officer of GTECH North America and President of GPC, Alan Eland leads our lottery organization. Our company structure ensures that the entire organization is set up to respond proactively to our customers'

business needs, and GPC is fully integrated into this organization.

Alan will remain as your senior management contact, bringing his considerable Texas experience to the GPC contract while working to direct GPC resources toward your strategic objectives. He will also provide overall operational and management support to your Account Team.

**Joe Lapinski**  
Texas Account Manager



Based in Austin, Joe Lapinski manages all GTECH business operations in Texas. He will serve as an advocate for the TLC within our organization and, as needed, provide senior-level coordination between GPC and Texas Lottery management.

**Walter Gaddy**  
Account Manager



Walter Gaddy (whose qualifications are detailed more fully in the following pages) will round out the management layer of the team and work closely with you to make sure our work on your instants program surpasses your expectations. Alan, Joe, and Walter will

communicate on a frequent basis, guaranteeing the Texas Lottery the full support of our Senior Management Team.

Our dedicated account services team that will assist with instant game development is outlined in the following pages.

Walter will work diligently to contribute to the success of your instants business and manage the relationship between GPC and the TLC. He brings more than 18 years of lottery industry experience and account management expertise to his role as Account Manager.

Since GPC was qualified as a printer for the TLC, Walter has learned your business processes and aligned with your goals and expectations. Under the new contract, his Texas experience and industry expertise will be leveraged to ensure that the TLC receives superior game planning and game development services. Walter will work with his counterparts from GPC and GTECH Texas to assess needs, determine goals, and establish plans that support the Texas Lottery's efforts to increase instant game sales while bringing the level of cooperation and trust required for successful collaboration. Moreover, Walter will continue to be fully accountable to the TLC for the accuracy of each phase of the production process.

Walter has worked for, and with, many successful lotteries, and knows what a leading lottery requires from a vendor. He served as the Florida Lottery's Instants Product Manager for 12 years, achieving an impressive 400 percent sales growth during his tenure. Since joining GPC, he has worked with other major lotteries as Account Manager, including the Massachusetts Lottery, which has the highest instants sales per capita in the United States.

Walter's particular areas of expertise include:

- Development of product plans and strategies.
- Game design.
- Prize structure development.
- Portfolio management.
- Accounting.
- Sales analysis.
- Production and delivery schedule Management.

**Shannon Struempf**  
**Account Services Representative**



Shannon, your Account Services Representative, will continue to be your day-to-day liaison with the GPC production facility in Lakeland, Florida. As he has done for the past ten games that GPC produced for the TLC, he will provide complete service management,

including the successful and timely completion of Working Papers and Customer Specifications Documents. Shannon will continue to work with the TLC and handle any and all communications related to instant game development between your organization and GPC.

In support of the TLC's instant business, Shannon will apply his experience in the following areas:

- Working Papers development and execution.
- Prize structure design.
- Customer service.
- Product management.
- Project coordination.
- Game planning.
- Production scheduling.
- Secure instant ticket manufacturing.
- Quality assurance.
- Packaging and distribution.

Shannon started his career in the industry at the Missouri State Lottery (MSL), where he spent 12 years in a variety of positions. He knows the job of an account services representative from the customer's perspective and provides service based on his first-hand knowledge of what lotteries require. In addition, Shannon has in-depth expertise in lottery game quality and security. He coordinated Quality Assurance (QA) testing for the MSL's instant and online products and proved integral to maintaining security as the Lottery increased its annual sales from \$500 million to more than \$930 million.

#### **Richard Modawell Quality Control**



Richard Modawell is GPC's Director of Quality, Security and Compliance. With more than 14 years of lottery printing experience, Richard is a recognized industry expert in instant ticket forensics, as well as instant game design, production, quality, and security.

Through every stage of instant game production, Richard implements and monitors GPC's International Organization for Standardization (ISO) 9001:2008 continuous quality program and GPC's dual ISO 27001 and WLA security certification programs. His credentials include a Bachelor of Science degree in engineering technology from Texas A&M University and certifications in ASQ, APICS, and Lean Manufacturing.

Our Security and Quality team, led by Richard, ensures that we produce Texas Lottery tickets using procedures that have been recorded, reviewed, and audited by international organizations and found to meet established international security and quality standards. The team also stays apprised of industry security best practices. In this way, we protect our tickets and our customers' reputations.

Our Quality Control team will ensure the accuracy of all content in the Working Papers, Client Specifications Documents, and printing processes, and be responsible for quality inspection of the final product.

Our Quality, Security and Compliance team will leverage its expertise in the following areas:

- Security.
- Quality control and assurance.
- Information Technology.
- Secure instant ticket manufacturing processes.
- Secure computer tape/production file generation.

**Martin Gonzalez**  
**Information Technology**



Martin Gonzalez, GPC's Senior Game Software Development Manager, brings 10 years of security software industry experience and 14 years of lottery industry experience to his role. A certified ISO auditor, Martin heads GPC's Information Technology and Game

Development team. Responsible for game programming, data merge and verification, software QA, and game auditing, Martin and his team will ensure the accuracy and security of all game data in each instant game as specified in the Working Papers, Client Standards Document, and Security requirements.

He is a member of the team who received the Innovative Idea of the Year award, and an individual recipient of the NASPL Product of the Year award for SLINGO and Battleship. Battleship is, in fact, the first four-color game in the lottery industry.

Our Information Technology team's areas of expertise includes:

- Secure computer tape/production file generation.
- Quality control and assurance.
- Game design.
- Information technology.
- Security.
- Secure instant ticket manufacturing processes.

**Dinah George**  
**Graphic Artist**



Dinah George is GPC's Manager of PreMedia and has more than 30 years of experience in all phases of the graphic arts industry. Her recent initiatives have focused on fingerprinting the press for matching prepress proofing systems, upgrading proofing and plating

equipment, streamlining processes through make-ready reduction, and reducing cycle-time.

A technical expert in computer-to-plate workflows, Dinah has end-to-end responsibility, including creative design and final ticket graphic output. She will support the TLC for all prepress and graphic design activities and lead her team in moving Texas instant game concepts through the design phase, creating attractive designs in digital formats, preparing the files and generating the press plates. Dinah and her team will work closely with the graphic designer who will be located onsite in Austin.

Dinah and her team offer expertise in the following areas:

- Game design.
- Graphic design.
- Production scheduling.
- Quality control and assurance.
- Product management.

### **Additional Onsite GPC Account Team Members to Support the TLC**

Because we have a unique and vested interest in the TLC's sales and profit success, our response includes the addition of two resources to our dedicated Account Management team, an additional Graphic Artist who will live and work in Texas, and a Data Analyst who will also reside and work in Texas.

#### **Graphic Artist –TBH**

GPC will hire a professional graphic designer who will be located in our Austin, Texas, facility. The onsite graphic designer will be employed by GPC and work with the Account Manager and Service Representative as well as our team of designers in Lakeland, Florida. This resource will be responsible for creative design and final ticket graphic output. While some ticket designs from other jurisdictions may be used as a starting point, our local designer will offer a Texas perspective to ensure that our ticket designs are relevant to your market and appeal specifically to Texas Lottery players.

Lauren Zurbrugg  
Data Analyst



Based in Austin, Lauren will serve as the Instant Product Analyst for the TLC's instants program. She has a Master of Science degree in industrial-organizational psychology and considerable data mining and statistical analysis experience. Following the

DIKW (Data, Information, Knowledge, and Wisdom) approach that we use to deliver game planning and game development services, which is explained in our detailed response to Part 7. Lauren will work with our team to continually evaluate market opportunities as they arise, determine instant ticket sales drivers, and enhance reporting and product initiatives. Throughout the year, she will collaborate with the GPC Account Services team, running predictive modeling and analyzing game performance. She will also manage and use the automated instant product database to make analyses and reporting more effective.

Resumes for key personnel are in provided as **Exhibit 1, Resumes**, which is located behind the Exhibits tab.

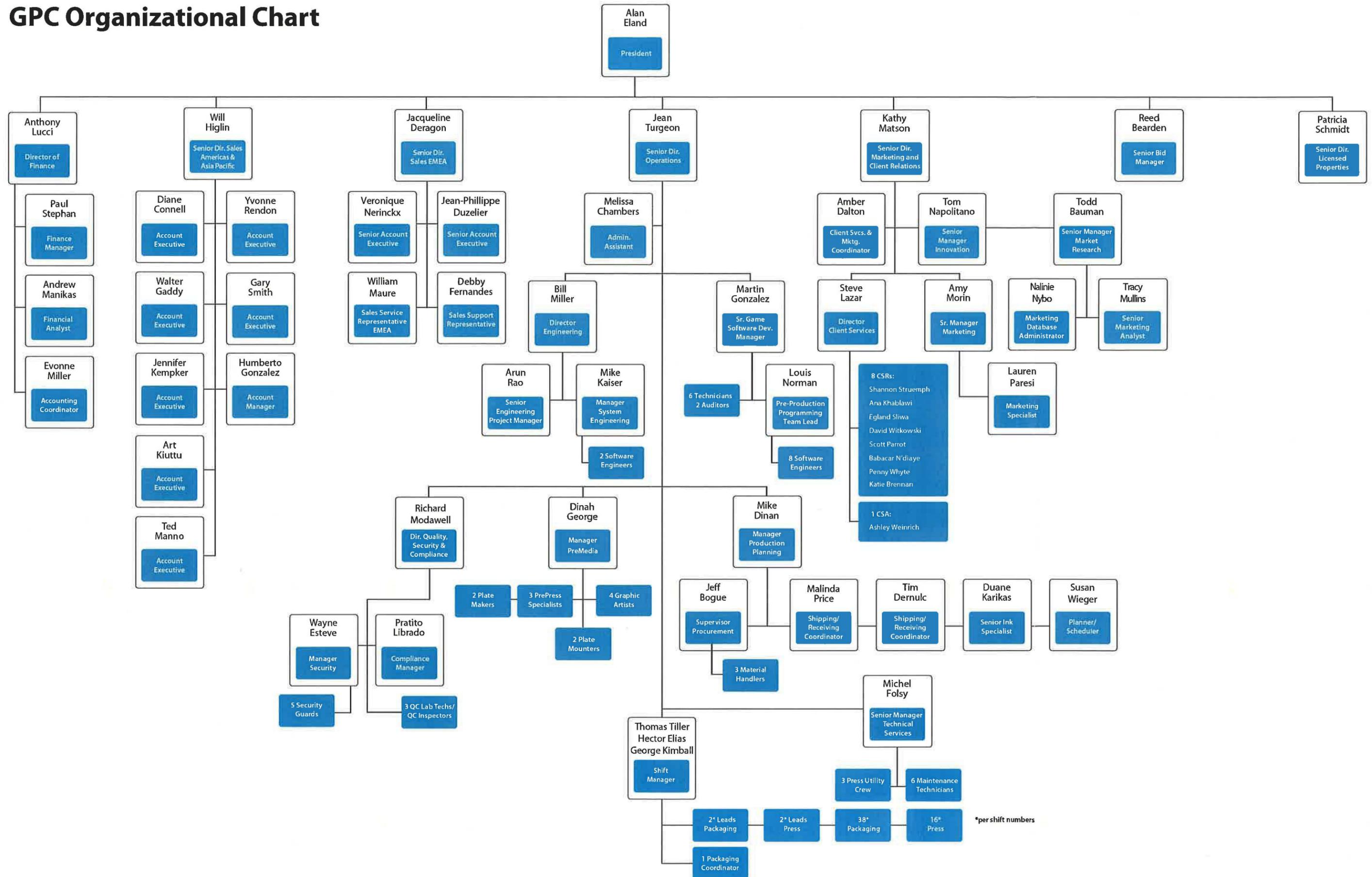
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#### 4.2.2 (a)-(m) Knowledge and Experience

As demonstrated in our delivery of 37 games to the TLC to date, and noted in the attached resumes, our dedicated Account Management team has the full range of knowledge and experience requirements listed in RFP Section 4.2.2.

In addition to our dedicated Account Services team, GPC employs approximately 200 industry professionals who support our dedicated GTECH Texas Account team and the TLC's instants business. Please refer to the **GPC Organizational Chart insert**, located on the following page, to see the full range of GPC resources.

# GPC Organizational Chart



\*per shift numbers

The collective team combines to deliver expertise in the following areas:

- a. Prize structure design.
- b. Game design elements including names, themes, play formats, color selection, etc.
- c. Graphic design.
- d. Secure computer game tape/production file generation.
- e. Production scheduling.
- f. Secure instant ticket manufacturing processes.
- g. Quality control and assurance.
- h. Packaging and distribution.
- i. Lottery sales, industry trends and market analysis relating to game recommendations.
- j. Product management.
- k. Information technology.
- l. Accounting.
- m. Security

The following table highlights the experience and knowledge of key individuals from our GPC organization who will support the development and delivery of TLC products and services:

**Figure 4.2 – 2:  
GPC Team Members’ Experience and Knowledge**

Name and Title	Years of Experience	Specialized Knowledge
<b>Account Management</b>		
Steve Lazar, Director of Client Services	30 years	<p>Steve will assist Walter, Shannon, and the TLC with all phases of instant product development</p> <p>A mathematician and statistics expert specializing in prize structure and software development, Steve is an authority in most aspects of the instant ticket business. He has experience with validation system implementations, ticket innovations, and account management. His account management experience includes facilitating the Working Papers process, administering promotions, providing retailer and sales support, managing security measures, monitoring quality control, supervising the auditing process, and supplying product scheduling and support</p> <p>To foster instant ticket game ingenuity and best practices, Steve is a member of the Innovations Team and the Instant Coordinator for the Intellectual Property Asset Steering Committee, which evaluates ideas submitted by employees around the world</p>

Name and Title	Years of Experience	Specialized Knowledge
<b>Production</b>		
Jean Turgeon, Senior Director of Operations	25 years	<p>Jean and his team will ensure that all GPC products for the TLC are in compliance with the executed Working Papers and meet the most stringent quality and security standards</p> <p>Certified in Lean Manufacturing, Jean is a recognized industry expert in all aspects of instant lottery ticket production, including game design, programming, pre-press, and production planning. He directs GPC's operational activities, supplying day-to-day leadership for the production, maintenance, and technology teams, while working to maximize organizational growth and profitability</p>
Wayne Esteve, Manager of Security	7 years (lottery industry experience) 24 years (security experience)	<p>Wayne manages the team that ensures the integrity of the TLC's instant games, when the games are in production or in storage before shipment</p> <p>He administers GPC's security plan and oversees GPC's secure manufacturing processes, physical and logical security monitoring, ticket reconstruction, prize structure balancing, and lottery shipment security</p>
Pratito "Tito" Librado, Compliance Manager	12 years	<p>Tito manages GPC's QA program and Standard Operating Procedures (SOPs) and will ensure TLC ticket quality</p> <p>Tito and his team monitor lottery ticket security and performance and in-house laboratory tests. They run repeatability and reproducibility (R&amp;R) quality tools analysis and gauge ISO 9001:2000 system performance. Six Sigma certified, Tito has experience with Enterprise Resource Planning (ERP), technical industry quality management, product/process change requests, cost control, statistical process control, and direction of multifunctional teams focused on process improvement activities</p>
Michael Dinan, Production Planning Manager	3 years (lottery industry) 25 years (production planning experience)	<p>Skilled at managing operational expenses to contain costs and maintain profitability to the benefit of both GPC and the TLC, Michael brings a wealth of experience in production planning, lean manufacturing, printing, and profit-and-loss. Using his additional expertise in plant, operational, and general management, he will coordinate press scheduling to make sure GPC produces the TLC's tickets on time</p> <p>Michael also has experience in international and domestic printing operation start-ups, production transfers, and shutdowns with additional technical expertise in flexography, screen printing, doming, pad printing, web offset, web hot stamp, web digital printing, and web and sheet letterpress</p>

Name and Title	Years of Experience	Specialized Knowledge
<b>Research &amp; Product Development</b>		
<p>Todd Bauman, Senior Manager, Market Research</p>	<p>16 years</p>	<p>Todd will provide strategic marketing planning and research services in support of the TLC Account Team. This work will include supplying analysis and guidance for decisions regarding quantitative and qualitative research initiatives and strategic game and marketing recommendations</p> <p>Additionally, Todd manages the team that advances understanding of instant products and market intelligence. Using Todd's and his team's data, GPC optimizes strategic portfolio recommendations, so that they include creative content and innovative solutions geared toward each customer's specific market</p>
<p>Tom Napolitano, Senior Manager of Innovation</p>	<p>18 years</p>	<p>Tom heads the team that develops new products and creative content. He and his team will work with the TLC to advance new products and product enhancements. Tom also leads our internal Innovation Team</p> <p>Tom works on new ideas for our customers, bringing together numerous and varied resources, including our traditional game designers, video lottery developers, instant ticket designers, licensed game producers, promotional and animation game designers, and interactive and sports betting experts</p>
<p>Bill Miller, Director of Engineering</p>	<p>25 years</p>	<p>Highly trained in technology management, Bill administers and maintains the physical and data-base systems used to produce lottery tickets for the TLC</p> <p>A technical resource for product development and testing, he is an authority in the chemistry required to make tickets secure and the industrial engineering processes that make ticket manufacturing efficient and lottery products of high quality</p>

Name and Title	Years of Experience	Specialized Knowledge
<b>Marketing Support</b>		
<p>Kathy Matson, Senior Director, Marketing and Client Relations</p>	<p>25 years</p>	<p>A specialist in her field, Kathy will ensure the timely and accurate creation of Working Papers and product deliverables for each instant ticket game produced for the TLC</p> <p>Having worked in various sales and marketing roles within the instant ticket printing business for 25 years, Kathy is well known throughout the instants industry and excels at project management process controls</p>
<p>Will Higlin, Senior Director of Sales, Americas and Asia Pacific</p>	<p>21 years</p>	<p>Will, along with your GPC Account Manager, Walter Gaddy, will facilitate strategic sales and planning sessions in collaboration with the TLC. He will focus on individual lottery plans and the variables that impact market needs</p> <p>Will oversees the team that analyzes industry trends and advises the Lottery on its game-portfolio performance in relation to the industry as a whole. So that our customers can keep pace with market demands, he and his team recommend game changes and oversee game change implementations</p>
<p>Pat Schmidt, Senior Director, Licensed Properties</p>	<p>6 years (lottery experience) 20 years (marketing brand and licensing experience)</p>	<p>Pat will be responsible for the development and execution of GPC's licensed content strategy and third-party brand management for the TLC. She will also work with the Lottery to develop second chance drawings</p> <p>Pat manages GPC's licensed property and third-party brand portfolio. To retain loyal consumers while attracting new players with branded games and promotions, her team strategically identifies fun and innovative properties and negotiates their acquisition. Working with the game development teams, she helps with creating innovative licensed property games across all lottery channels</p>

**4.2.3  
Texas-Based Personnel**

GPC acknowledges the stipulations in RFP Section 4.2.3, Texas-Based Personnel.

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**4.2.4  
Written Notification of Key  
Personnel Changes**

GPC acknowledges and will comply with the stipulations in RFP Section 4.2.4, Written Notification of Key Personnel Changes.

---

**Conclusion**

As noted in the introduction, our customer-first approach brings the full force of all of our experienced personnel to the Texas Lottery. We are committed to your success and guarantee day-to-day support of your instant business and complete alignment with your objective to optimize performance, while meeting or exceeding your high standards of quality, security, and integrity.

# 4.3

## References

GPC has read, acknowledges, and agrees with all of the requirements in RFP Section 4.3. Based on the deliverables of this section specified by the Texas Lottery, the following table contains verifiable references for which GPC has provided similar products and services.

For the references listed, GPC has provided the products and services similar in size and scope to those described in RFP Parts 6, 7, and 8. We have included the company name, contact person, phone number, fax number, email address, and a brief description of the services we have provided.

For many of the references identified, we have provided large print runs similar in size to those required by the TLC. However, we have also included additional references for which GPC has provided substantial services and products in support of a lottery's instant games. GPC acknowledges that the Texas Lottery reserves the right to verify all information in the proposal and seek other information it believes is necessary to conduct a thorough review.

In addition to the references provided below, we have also included a complete listing of our current customers in Section 4.1.2, Experience Description.

Figure 4.3 – 1:  
GPC References

REFERENCES: For GTECH Printing Corporation	
Company Name:	California Lottery
Contact Person Name and Title:	Liz Furtado, Instant Ticket Specialist
Contact Telephone Number:	916-322-5007
Contact Email Address:	<a href="mailto:lfurtado@calottery.com">lfurtado@calottery.com</a>
Fax Number:	916-737-5899
Type of Work Performed:	Instant game development, prize structures, game design, production, and related marketing services

REFERENCES: For GTECH Printing Corporation	
<b>Company Name:</b>	Lotterie Nazionali (Italy)
Contact Person Name and Title:	Marzia Mastrogiacomo, Lotteries Manager
Contact Telephone Number:	011 39 06 51 89 4670
Contact Email Address:	<a href="mailto:marzia.mastrogiacomo@lottomatica.it">marzia.mastrogiacomo@lottomatica.it</a>
Fax Number:	011 39 06 51 89 4205
Type of Work Performed:	Instant game development, prize structures, game design, production, and related marketing services
<b>Company Name:</b>	Florida Lottery
Contact Person Name and Title:	Matt Isaac, Product Development Specialist
Contact Telephone Number:	850-487-7733
Contact Email Address:	<a href="mailto:isaacm@flalottery.com">isaacm@flalottery.com</a>
Fax Number:	850-488-8895
Type of Work Performed:	Instant game development, prize structures, game design, production, sales analysis, research, and related marketing services
<b>Company Name:</b>	New York Lottery
Contact Person Name and Title:	Gardner Gurney, Deputy Dir., COO
Contact Telephone Number:	518-388-3406
Contact Email Address:	<a href="mailto:gardner.gurney@lottery.ny.gov">gardner.gurney@lottery.ny.gov</a>
Fax Number:	518-388-3403
Type of Work Performed:	Instant game development, prize structures, game design, production, sales analysis, research, and related marketing services
<b>Company Name:</b>	Massachusetts Lotfery
Contact Person Name and Title:	Paul Sternburg, Executive Director
Contact Telephone Number:	781-849-5555
Contact Email Address:	<a href="mailto:psternburg@masslottery.com">psternburg@masslottery.com</a>
Fax Number:	781-849-5509

REFERENCES: For GTECH Printing Corporation	
Type of Work Performed:	Instant game development, prize structures, game design, production, sales analysis, and related marketing services
Company Name:	Nebraska Lottery
Contact Person Name and Title:	Mike Elwood, Products Manager
Contact Telephone Number:	402-471-6121
Contact Email Address:	<a href="mailto:mike.elwood@nebraska.gov">mike.elwood@nebraska.gov</a>
Fax Number:	402-471-6108
Type of Work Performed:	Exclusive instant vendor. Instant game development, prize structures, game design, production, warehousing, distribution, ad support, attribute analysis, sales analysis, sales forecasting, and inventory management and monitoring
Company Name:	North Carolina Education Lottery
Contact Person Name and Title:	Randy Spielman, Instant Product Manager
Contact Telephone Number:	919-301-3601
Contact Email Address:	<a href="mailto:Randy.spielman@lotterync.net">Randy.spielman@lotterync.net</a>
Fax Number:	919-715-8825
Type of Work Performed:	Instant game development, prize structures, game design, inventory management, sales analysis, and related marketing services
Company Name:	Connecticut Lottery
Contact Person Name and Title:	Carlos Rodriguez, Assistant Ticket Games Coordinator
Contact Telephone Number:	860-713-2706
Contact Email Address:	<a href="mailto:carlos.rodriquez@ctlottery.org">carlos.rodriquez@ctlottery.org</a>
Fax Number:	860-713-2601
Type of Work Performed:	Instant game development, prize structures, game design, production, and related marketing services. Self-service terminals

REFERENCES: For GTECH Printing Corporation	
Company Name:	Rhode Island Lottery
Contact Person Name and Title:	Gerald Aubin, Director
Contact Telephone Number:	401-463-6500
Contact Email Address:	<a href="mailto:gaubin@rilot.ri.gov">gaubin@rilot.ri.gov</a>
Fax Number:	401-463-5669
Type of Work Performed:	Instant game development, prize structures, game design, production, related marketing services and second-chance draw Website support
Company Name:	Arizona Lottery
Contact Person Name and Title:	Barbara Anderson, Products Manager
Contact Telephone Number:	480-921-4470
Contact Email Address:	<a href="mailto:banderson@azlottery.gov">banderson@azlottery.gov</a>
Fax Number:	480-921-4507
Type of Work Performed:	Instant game development, production, game design, prize structures, research, sales analysis, and related marketing services
Company Name:	New Mexico Lottery
Contact Person Name and Title:	Karla Wilkinson, Instant Products Manager
Contact Telephone Number:	505-342-7637
Contact Email Address:	<a href="mailto:kwilkinson@nmlottery.com">kwilkinson@nmlottery.com</a>
Fax Number:	505-342-7537
Type of Work Performed:	Instant game development, production, game design, prize structures, research, sales analysis, and related marketing services

GPC encourages the Texas Lottery to contact the references provided to document the high level of service we provide to our customers. We look forward to continuing the solid business relationship we've established with the Texas Lottery.

# 4.4

## Contact Person

GPC is pleased to provide the name, address, telephone number, email address, and facsimile number of the person whom to contact concerning questions regarding its proposal:

Joseph Lapinski  
Account Development Manager  
5301 Riata Park Court  
Austin, TX 78727  
Telephone: (512) 908-4226  
Email: [joseph.lapinski@gtech.com](mailto:joseph.lapinski@gtech.com)  
Fax: (512) 339-0405

# 4.5

## Conflict of Interest

### 4.5.1 Conflict of Interest Disclosure

GPC has reviewed the disclosure requirements (letters a through e) and the list of prime Texas Lottery vendors provided in RFP Section 4.5.1, and identified the following business relationships with Texas Lottery prime vendors:

**Confidential material begins here.**

Confidentiality Claimed  
PIA §552.110

Confidentiality Claimed  
PIA §552.110

**Confidential material ends here.**

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#### **4.5.2 Continuing Disclosure**

GPC has read, acknowledges, and agrees to a continuing disclosure requirement. GPC will disclose to the Texas Lottery in writing any actual, potential or perceived conflict of interest related to the performance of the requirements of this RFP, during the period prior to the Contract award pursuant to the RFP. GPC will notify the Texas Lottery promptly if any conflict is identified, and acknowledges that failure to do so will be sufficient grounds for rejecting the proposal.

# 4.6

## Financial Soundness

GPC has reviewed, acknowledges, and has addressed all of the requirements in RFP Section 4.6.

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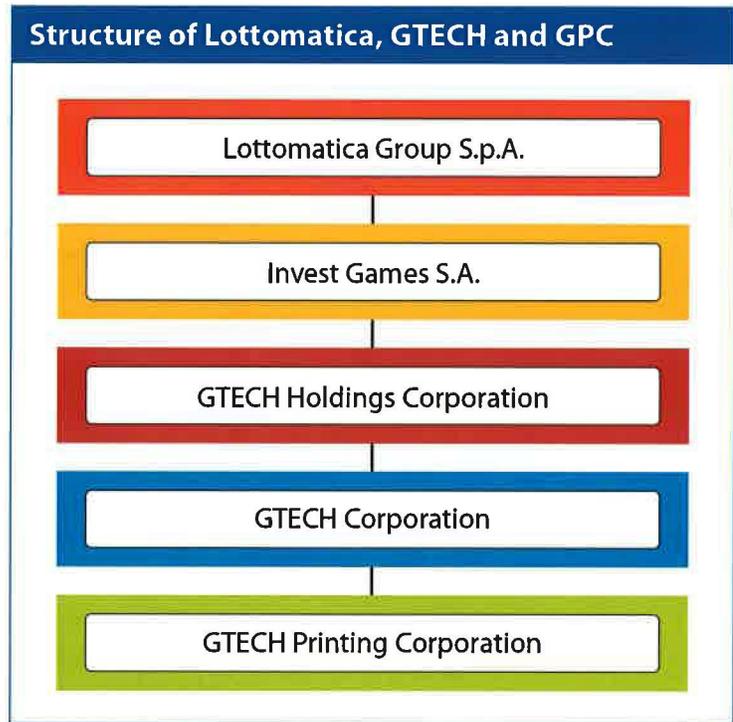
### **4.6.1 Evidence of Financial Responsibility and Stability**

GPC has provided herein evidence of its financial responsibility and stability to perform the contract that is awarded as a result of this RFP. We document our ability to finance this project for the Texas Lottery through our responses to the following subsections.

GPC is a wholly owned subsidiary of GTECH Corporation (GTECH), the world's leading operator of secure online lottery transaction processing systems, doing business in more than 50 countries. GTECH's parent company is Lottomatica Group S.p.A. (Lottomatica), one of the largest lottery operators in the world based on total wagers. Together with Lottomatica, GTECH has scale, revenue diversification, and financial viability that surpass that of all its competitors.

The following figure shows the organizational structure of Lottomatica, GTECH, and GPC.

Figure 4.6 – 1:



GTECH's financial stability is also demonstrated by its credit ratings. It is the only company among the principal lottery vendors that has an investment-grade credit rating. The two most highly recognized credit-rating agencies, Moody's and Standard & Poor's, have awarded Lottomatica Group with credit ratings of Baa3 and BBB-, respectively. Moody's and Standard & Poor's rate the credit worthiness of a company after conducting a thorough analysis of its historical financial performance and long-term financial outlook. They also consider the ability to fund lottery projects using available financial resources. The rating agencies update their credit metrics each quarter or more frequently as events may warrant.

In addition to the financial stability of its parent company, GPC has nearly quadrupled its growth over the past two years, and its ticket printing volume has more than doubled.

#### Financial Resources for the Texas Lottery

GTECH has a diversified portfolio of long-term contracts generating recurring cash flows. Additionally, GTECH has approximately \$675 million (€500 million) as a committed loan maturing in 2015 that it can use to fund the Texas project.

## 4.6.2 Evidence of Financial Soundness

**GTECH's portfolio of long-term service contracts provides a solid foundation for continued profitable growth and steady, predictable cash flow.**

GPC has provided evidence of its financial responsibility and stability based on the information provided in the following proposal subsections.

### 4.6.2.1 Sole Source

GPC is not the sole source of financial resources. Please see Section 4.6.2.2, *Subsidiary Status*, for information on GTECH and Lottomatica, GPC's parent companies.

### 4.6.2.2 Subsidiary Status

As a subsidiary of GTECH, considerable financial resources are available to GPC to support the requirements contained in this RFP. GTECH's parent company, Lottomatica, is one of the largest lottery operators in the world based on total wagers. GTECH has scale, revenue diversification, and financial viability that surpass that of its competitors. GTECH's portfolio of long-term service contracts provides a solid foundation for continued profitable growth and steady, predictable cash flow. These financial resources are all available to GPC.

As required, GTECH has completed **Attachment B, Financial Commitment and Responsibility**, which is located at the end of this section. Please also refer to Section 4.6.1, *Evidence of Financial Responsibility and Stability*, for additional information. Financials (audited financial statements) for the proposer (GPC) and its parent (GTECH) is included in **Exhibit 2, GTECH's Audited Financial Statements**, which are located behind the Exhibits tab. Please also refer to Section 4.6.2.3(a), *Audited Financial Statements*.

### 4.6.2.3 Joint Venture or Group Status

GPC is not a joint venture nor is it a group of affiliated companies.

#### 4.6.2.3(a) Audited Financial Statements

Because GPC is a wholly owned subsidiary, its financials are included within the financial statements of its parent, GTECH. As required, we have provided two years of GTECH's audited financial statements as **Exhibit 2, GTECH's Audited Financial Statements**, which are located behind the Exhibits tab.

#### 4.6.2.3(b)

##### **Other Proof of Financial Assurance**

Because documentation under Section 4.6.2.3(a) is available, we have not submitted other proof of financial assurance.

#### 4.6.2.4

##### **Additional Documentation**

GPC is not relying on financial resources other than those described in items 1 through 3 above.

#### 4.6.2.4(a)

##### **Other Proof**

According to the RFP requirements in this section, no other proof of financial assurance is needed at this time.

---

#### 4.6.3

##### **Availability of Information**

The information requested in RFP Section 4.6.2 is available at the time of submission; therefore, GPC has provided it with its proposal.

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#### 4.6.4

##### **Additional Information**

GPC acknowledges and agrees that the Texas Lottery reserves the right to require any additional information necessary to determine its financial integrity and responsibility.

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#### 4.6.5

##### **Certification of Change in Financial Condition During Contract**

If named as the successful proposer, GPC certifies that it will notify the Texas Lottery in writing of any change in financial condition during the contract term and any renewal thereof. If GPC experiences a substantial change in its financial condition prior to the award of any contract pursuant to the RFP, or experiences a substantial change in its financial condition during the term of the contract or any extension thereof, it will notify the Texas Lottery of the change in writing at the time the change occurs or is identified.

GPC acknowledges that failure to notify the Lottery of such substantial change in financial condition will be sufficient grounds for rejecting the proposal or terminating any contract. GPC has read, acknowledges, and agrees that examples of substantial changes in financial condition include events such as insolvency, bankruptcy or receivership.



**ATTACHMENT B  
FINANCIAL COMMITMENT AND RESPONSIBILITY**

This financial commitment and responsibility statement is to be completed by the parent corporation's chief financial officer.

GTECH Printing Corporation is a fully-owned subsidiary of

(Subject)

GTECH Corporation and that as such GTECH Corporation

(Parent)

(Parent)

is fully responsible for any and all financial obligations of

GTECH Printing Corporation

(Subject)

Signature: Frank L. Ward

Title: Chief Financial Officer

Date: 1/9/12

# 4.7

## Background Investigations

GPC has read, acknowledges, and agrees with *all* of the requirements in RFP Section 4.7.

---

### **4.7.1 (a-e) Background Investigation of Successful Proposer**

GPC acknowledges that the Texas Lottery may initiate investigations into the backgrounds of (a) GPC; (b) any of GPC's officers, directors, investors, owners, partners, and other principals, as more particularly described in Texas Government Code ANN. § 466.155, (collectively, GPC's principals); (c) any of GPC's employees; (d) any of GPC's subcontractors, or subcontractors' officers, directors, investors, owners, partners, principals or employees (collectively, subcontractor personnel); or (e) any other associates of GPC it deems appropriate.

We acknowledge that the TLC may also request background information for a spouse, child, brother, sister or parent residing as a member of the same household in the principal place of residence of GPC, any GPC principals, or GPC employees described above. We acknowledge that such background investigations may include fingerprint identification by the Texas Department of Public Safety, the Federal Bureau of Investigation, and any other law enforcement agency. We further acknowledge that the Texas Lottery may reject a proposal and/or terminate any contract resulting from the RFP based solely upon the results of these background investigations. GPC will fully cooperate with any such request by the Texas Lottery.

**4.7.2  
Required Background  
Investigation Information**

GPC acknowledges and agrees that, if selected as the apparent successful proposer, it and its parent, GTECH Corporation, is required to complete and return the forms included in the following subsections.

**4.7.2(a)  
List of Vendor Principals**

GPC acknowledges and agrees that, if selected as the apparent successful proposer, it and its parent, GTECH Corporation, will complete and return the Texas Lottery's Background Information Certified List of Vendor Principals Form (Attachment E-1) within three (3) business days, or as otherwise directed by the Texas Lottery, after the written announcement of the apparent successful proposer.

**4.7.2(b)  
Vendor Background Packet**

If selected as the apparent successful proposer, GPC acknowledges and agrees that it and its parent, GTECH Corporation, will complete and return the Texas Lottery's Background Packet (Attachment E) within ten (10) business days, or as otherwise directed by the Texas Lottery, after the written announcement of the apparent successful proposer.

---

**4.7.3  
Additional Background Information**

GPC acknowledges that the Texas Lottery reserves the right to require additional background information.

---

**4.7.4  
Background Information  
During Contract Term**

During the term of the contract and any extension thereof, GPC agrees that it will be obligated to provide such information about any principals, employees, and subcontractor personnel as the Texas Lottery may prescribe. We further understand and agree that the Texas Lottery may conduct background investigations of such persons.

# PART 5

## HUB SUBCONTRACTING PLAN (HSP)

We are responsible:

- Good faith effort
- Due diligence
- Commitment

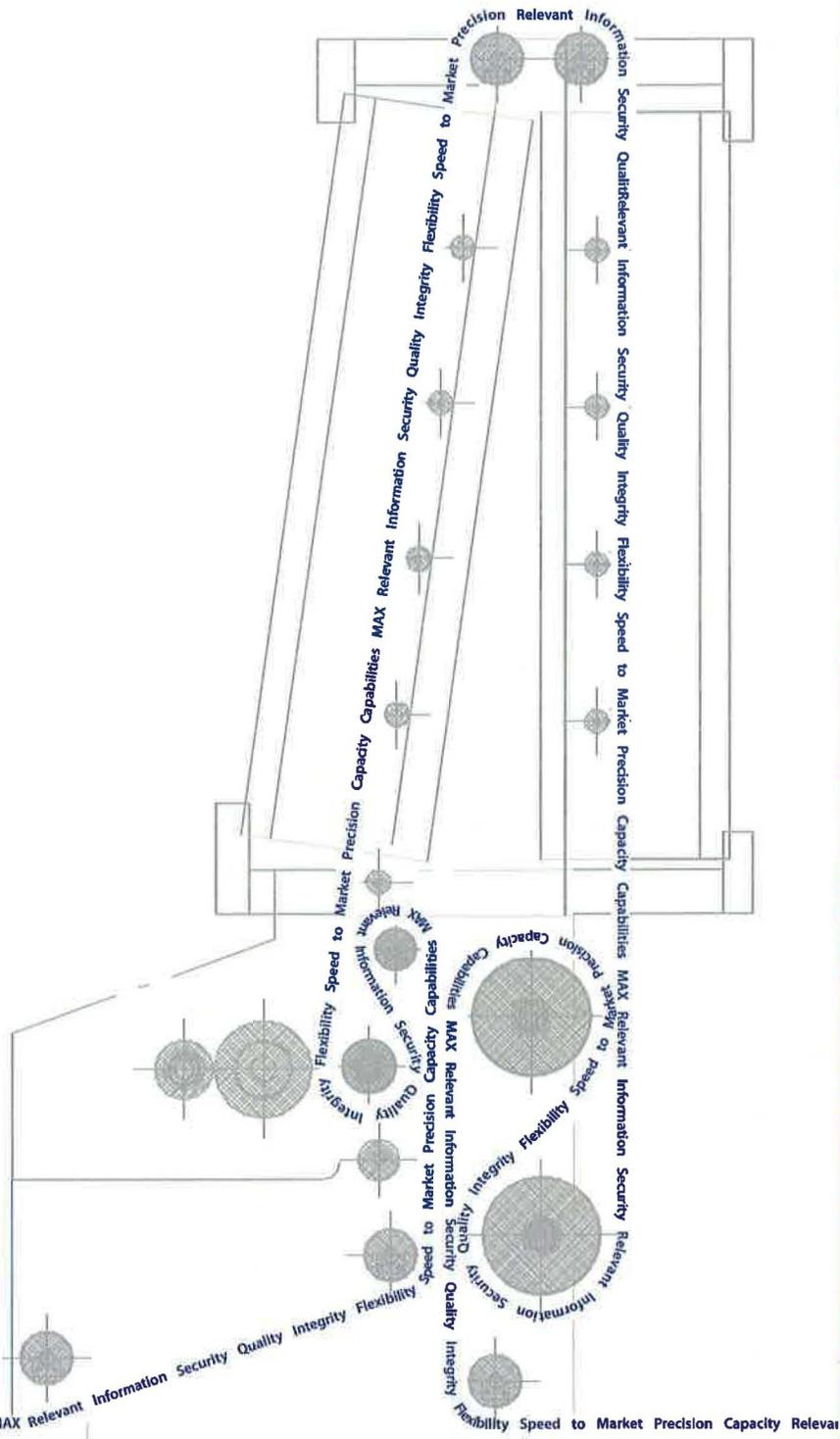
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# Part 5

## HUB Subcontracting Plan (HSP)

GPC acknowledges and complies with Part 5 and its subsections. As required, GPC has included one (1) signed original and two (2) copies of all required HSP documentation in the format required by the Comptroller of Public Accounts. Please refer to the separate binder labeled HUB Subcontracting Plan (HSP).



# Part 6

## Texas Lottery's Objectives, Goals and Expectations

As stated previously, at GTECH and GPC, we do not distinguish between business units. As a result, you can be assured that all of our efforts to support your instant ticket business will be based solely on your goal to increase sales and maximize profits, and never on our need to achieve manufacturing efficiencies.

We respect your bold decision to further your business objectives to obtain the best-available products and services in the marketplace with this innovative RFP.

---

### **6.1 Overview**

GPC acknowledges that Part 6 of this RFP contains the Texas Lottery's objectives, goals and expectations for this procurement. Parts 7 and 8 comprise the Scope of Services for any Contract resulting from this RFP.

---

### **6.2 Texas Lottery Objective**

We acknowledge that the Texas Lottery's objective is to maximize revenue to the State of Texas through the selection of "industry best" games and those consistent with the Texas Lottery's current product mix and instant ticket strategy. We have reviewed your game evaluation criteria and acknowledge that you will apply similar criteria to the selection of branded, proprietary and/or licensed games.

### **6.3 Texas Lottery Goals and Expectations**

#### **6.3.1 Multiple Vendors**

Competition drives innovation, product quality and high levels of service. Qualifying multiple suppliers without selecting a primary will enable the TLC to secure the best products and services available in the marketplace, which will in turn maximize its revenue.

And ensuring an uninterrupted supply of product from multiple suppliers will provide the TLC with the highest level of business resumption capabilities. For a more detailed perspective on the importance of business continuity, please refer to Section 8.31, Back-Up Capabilities.

---

#### **6.3.2 Multiple Successful Proposers**

The structure of the RFP will enable the TLC to derive all of the benefits that normally accompany competition, including receiving each proposer's best managerial focus, game development efforts, and price.

---

#### **6.3.3 Common Prices**

GPC looks forward to negotiations that will lead to a common price for the TLC.

---

#### **6.3.4 Comparable Number of Games**

GPC acknowledges that, as an incentive to accept common prices established by the Texas Lottery at the agency's sole discretion, that each successful proposer may be afforded the opportunity to produce a comparable number of games for a set period as determined by the Texas Lottery in its sole discretion following contact award. We also acknowledge and agree that the Texas Lottery, in its sole discretion, will determine the quantity and volume of ticket production awarded to each successful proposer and expressly reserves the right to cancel or increase game orders consistent with the considerations in Section 1.1.7, together with other factors, including but not limited to technical quality and customer service.

**6.3.5  
Rejection of Common Prices**

GPC acknowledges and agrees with this requirement.

---

**6.3.6  
New Products and Enhancements**

We are committed to providing creative new products and product enhancements to support the growth of your instant ticket business. We will work with you over the life of the contract in your efforts to determine the most cost-effective, reliable, market-oriented solutions that offer the best value to the State. We will alert the TLC of changes and product/service enhancements and/or new product offerings as they occur, and acknowledge that you make no commitment to quantity or timing for acquisition of such changes. Should the TLC determine that such changes, service/product enhancements, or new product offerings potentially are of value to the State, we will work with you to develop detailed specifications and agreed-upon prices for such changes, service/product enhancements, or new product offerings should these offerings not be covered by the terms of the existing Contract.



# 7.1

## Staffing

GPC will provide all of the positions required under Section 4.2, Experience of Personnel, of this RFP for the Texas Lottery account. If any staff proposed under Section 4.2 change during the term of any Contract resulting from this RFP, GPC will replace any staff member(s) with staff comparable in experience and training. The assignment of any replacement staff members will be subject to the Texas Lottery's approval. GPC will provide the resume of the person who is proposed to be hired or placed on the Texas Lottery's Account Team and will receive written approval from the Texas Lottery prior to the person working on the account.

We have provided resumes for all personnel proposed to work on the Texas Lottery account in **Exhibit 1, Resumes**, which is located behind the Exhibits tab.

# 7.2

## Game Planning

**Confidential material begins here.**

### **7.2.1 Game Planning Services Support**

Confidentiality Claimed  
PIA §552.110

Confidentiality Claimed  
PIA §552.110

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**7.2.1(1)**  
**Game Recommendations**

Confidentiality Claimed  
PIA §552.110

Confidentiality Claimed  
PIA §552.110



Confidentiality Claimed  
PIA §552.110

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PIA §552.110

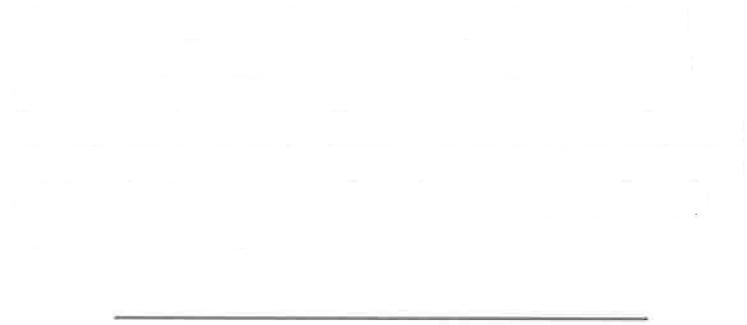
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**7.2.1(2)**  
**Game Development Services**

Confidentiality Claimed  
PIA §552.110

Confidentiality Claimed  
PIA §552.110

**7.2.2  
Instant Ticket Game Plan**



**7.2.3  
Marketing Planning and  
Commission Meetings**

**Confidential material ends here.**

# 7.3

## Individual Instant Game Development Schedule

For those games within the fiscal year instant ticket Game Plan, GPC will prepare draft artwork and prize structures well in advance of the scheduled launch date for each game we are designated to produce. GPC will provide draft artwork and prize structures for each game to the Texas Lottery within five working days upon request from the Texas Lottery.

---

### **7.3.1 Draft Working Papers**

Upon receiving artwork and prize structure approval from the Texas Lottery, GPC will provide draft Working Papers to the Texas Lottery within five business days. Further information about our Working Papers, and the work behind their creation, can be found in Section 7.8, Working Papers.

---

### **7.3.2 Requested Changes**

We will provide final Working Papers to the Texas Lottery within two business days of receiving the TLC's requested changes that result from your review of the draft Working Papers.

---

### **7.3.3 Delivery of Tickets**

We will deliver tickets to the TLC's warehouse no later than the delivery date specified in the final Working Papers as we have done under the current contract.

**7.3.4  
Post-Executed Changes**

GPC acknowledges that all post-executed changes to the final executed Working Papers will be approved in writing by the Executive Director or his designee before production of any instant game.

GPC agrees to follow all of the same processes and protocols for any games the TLC determines to add to the fiscal year instant ticket Game Plan. We will provide draft artwork and prize structure to the Texas Lottery within five business days upon request from the Texas Lottery, for all games added to the fiscal year instant ticket Game Plan.

---

**7.3.5  
Receipt of Approval**

We will provide draft Working Papers to the Texas Lottery within five business days, upon receiving approval of artwork and prize structure from the Texas Lottery for all games, including those games added to the fiscal year instant ticket Game Plan.

---

**7.3.6  
Review of Draft Working Papers**

GPC will provide final Working Papers to the Texas Lottery within two business days of receiving the TLC's requested changes that result from your review of the draft Working Papers for all games, including those games added to the fiscal year instant ticket Game Plan.

---

**7.3.7  
Delivery of Tickets**

We will deliver tickets to the Texas Lottery's warehouse no later than the delivery date specified in the final executed Working Papers for all games, including those games added to the fiscal year instant ticket Game Plan.

---

**7.3.8  
Post-Executed Changes**

GPC acknowledges that all post-executed changes to the final executed Working Papers will be approved in writing by the Executive Director or his designee before production of any instant game, including those games added to the fiscal year instant ticket Game Plan.

# 7.4

## Creative Game Design

GPC will provide creative game and graphic design of instant games including mechanical artwork and specifications of the game ticket layout consistent with Texas Lottery security requirements and methods.

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PIA §552.110





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PIA §552.110

ÉDITION LIMITÉE

# Cadeaux SURPRISE

5 lots de  
**Rs 1,000,000**

dans ce jeu  
**700 cadeaux**  
de grande valeur  
incluant 70 téléviseurs LCD

1 chance sur 4 de gagner sur ce ticket

Gagnez  
jusqu'à  
**10 fois**

5 jeux  
à l'intérieur



Portable Nokia



Home Cinema Sony



TV LCD Sony BRAVIA 32" ou 40"



Laptop Hp



Camera Digitale Sony



Les prix gagnés à ce jeu ne peuvent en aucun cas être réclamés contre de l'argent.

Photos non contractuelles

009 012



Award-Winning  
Ticket

### JEU 1



**JEU 1:**  
Découvrez 3 symboles identiques dans le même jeu sous la surface grattable et gagnez ce cadeau. Ou, découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

### JEU 3



**JEU 3:**  
Découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

### JEU 2



**JEU 2:**  
Découvrez 3 symboles identiques dans le même jeu sous la surface grattable et gagnez ce cadeau. Ou, découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

### JEU 4



**JEU 4:**  
Découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

**NE PAS SEPARER**

### JEU 5

**VOS 8 NUMÉROS**



**NE PAS SEPARER**


**JEU 5:**  
Découvrez un de "vos 8 numéros" dans l'une des 24 'cases de jeu' sous la surface grattable et gagnez le lot indiqué dans cette case de jeu. Vous pouvez gagner jusqu'à 8 fois dans ce jeu.

**CASES DE JEU**



009
012



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PIA §552.110

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§466.022

Confidentiality Claimed  
PIA §552.110



**Confidential material ends here.**

# 7.5

## Graphic Capabilities & Data Transfer

### 7.5.1 Communication

We will maintain compatibility and efficient communication with the Texas Lottery to provide for timely graphic design and approval of artwork. We will also archive the final artwork for each instant game for the duration of the Contract, including all renewal periods.

With a GPC graphic designer based in Austin, Texas, all communication between GPC and the Texas Lottery related to graphic design and artwork will be efficient, timely, and easy for the Lottery to manage. The proximity of this resource will ensure all the Lottery's design and artwork needs are met. 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.

---

### 7.5.2 Software

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Our graphic artists will exchange artwork and other files with the Texas Lottery that meets Lottery specifications and is compatible with the TLC's computer system. The file will be in a format that will allow the Lottery to make design changes in-house. Should upgrades to the application software or the acquisition of new software be necessary, GPC shall be responsible for such costs and has not included such costs in its proposal.

# 7.6

## Artwork

Upon execution of each game, GPC will provide color artwork in electronic format including an unscratched version of the ticket, a scratched version of the ticket revealing a top prize-winning combination of play symbols, the back of the ticket which includes the UPC bar code, and all other elements specified in the final Working Papers and/or approved Customer Specifications Document. This artwork will be provided within five days of the execution of the final Working Papers. Artwork will be provided in

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GPC will also provide an image to be used on the Texas Lottery's Website to support each instant game produced. The size and format of the image will be indicated in the Working Papers for each game or the approved Customer Specifications Documents.

# 7.7 (a-j)

## Production Schedule Report

Just as we do under the existing contract, we will continue to provide a weekly report that provides current updates on production schedules for all games. These reports will be distributed to TLC staff, as the Lottery specifies, and include RFP items (a) – (j) listed in this RFP section:

- Game number.
- Game name.
- Ticket quantity.
- Ticket size.
- Pack size.
- Scheduled press date.
- Scheduled ship date.
- Scheduled delivery date.
- Number of trucks for delivery.
- Date of shipment of test packs to the Texas Lottery's testing vendor.

The dates listed on the production schedule report are for planning purposes only. In the event of any conflict or contradiction between or among the dates listed on the production schedule report and deliverables schedule in the executed Working Papers, the Working Papers will control and hold priority over all production schedule reports.

We have provided a sample copy of a weekly production schedule that we have previously executed for the TLC in **Exhibit 3, Weekly Production Schedule Example**, which is located behind the Exhibits tab.

# 7.8

## Working Papers

### 7.8.1 Designated Format

Once a game concept is agreed upon, GPC converts it into artwork and a prize structure, and generates complete and error-free Working Papers to facilitate an orderly process for the production and delivery of instant games. GPC has previously worked with and will continue to work with the Texas Lottery to draft these Working Papers within the format designated by the TLC. We acknowledge and agree that production for a specific game will not proceed until the Texas Lottery Executive Director or designee gives written authorization.

Should any changes need to be made after the initial execution of Working Papers, these changes will be approved through the implementation of a post-executed change and signed by the Texas Lottery Executive Director or designee. GPC acknowledges that the TLC reserves the right to cease production of any executed game that has not been printed yet, and that GPC may invoice the Texas Lottery for actual costs incurred up to the cancellation date (up to a maximum of \$4,000 per game).

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PIA §552.110

Confidentiality Claimed  
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**Confidential material ends here.**

---

**7.8.2(a-t)  
Specifications**

The Working Papers GPC provides the TLC will contain all of the information outlined in RFP Section 7.8.2, items (a) through (t).

# 7.9

## Customer Specifications Document

Each GPC game will adhere to the requirements detailed in the Customer Specifications Document and executed Working Papers. The Customer Specifications Document will continually be complete and free of any errors.

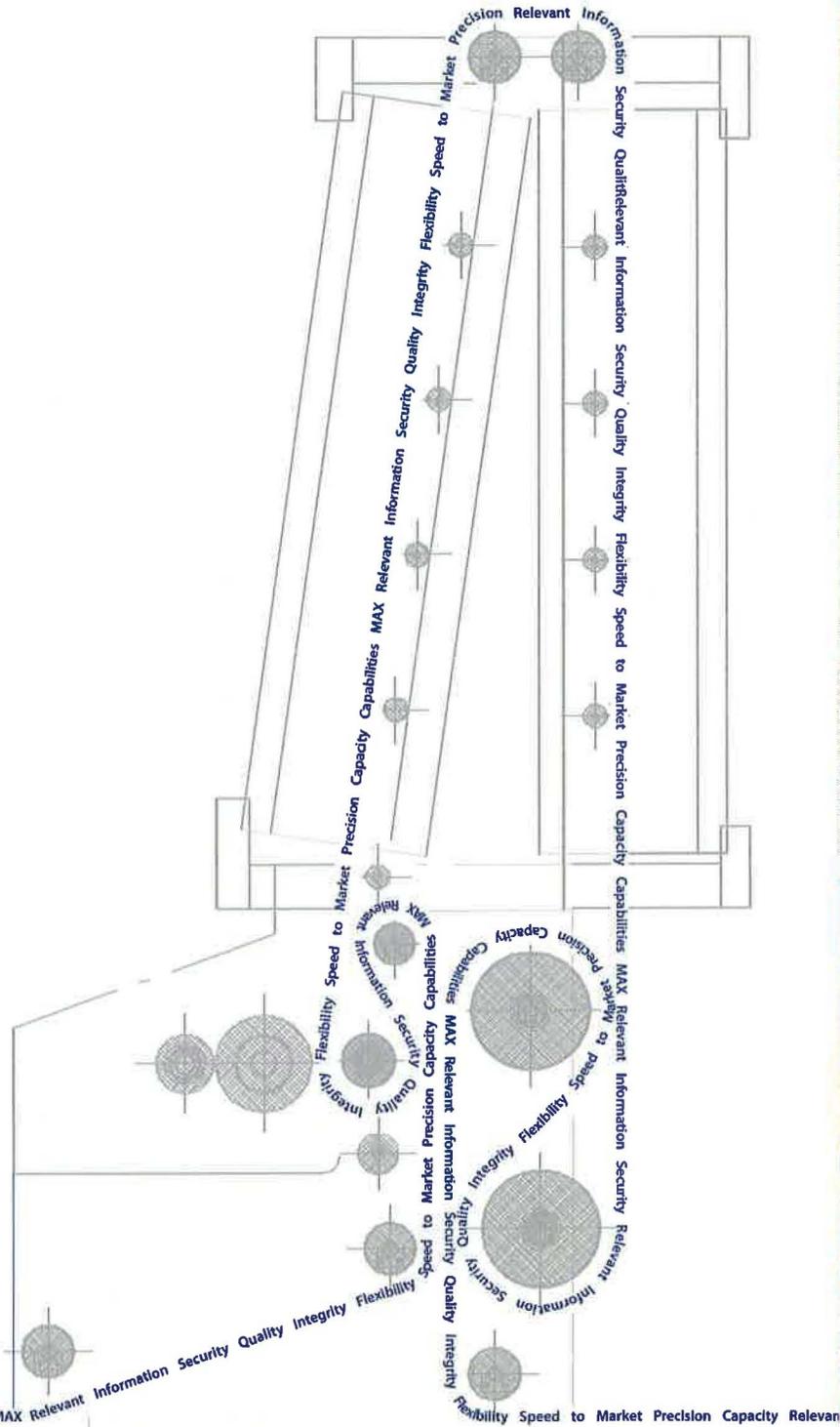
# PART 8

## INSTANT GAME MANUFACTURING

We produce with precision:

- Integrity
- Quality
- Security

on Relevant Informati  
y Capabilities MAX Re  
lon Capacity Service  
y Relevants MAX Relev  
AX Relevant Informati  
ion Security Quality Ir  
Quality Integrity Flexibi  
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exibility Speed  
Precision Capacity  
Experience



# 8.1

## Overview of Game Manufacturing Methods

### **GPC Manufacturing: Ensuring Security and Integrity**

Selecting the right instant games for the Texas marketplace is paramount to maximizing revenue for the State of Texas – and ensuring the games manufactured and presented to Texas players incorporate the highest standards of security and integrity is of equal importance.

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§466.022



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§466.022



GTECH<sup>®</sup>  
Printing Corporation

Digital Contract Proof



\$5

TEXAS LOTTERY<sup>®</sup>

# BLACK CHERRY DOUBLER

WIN UP TO \$50,000!

PULL 1		PRIZE	PULL 9		PRIZE
PULL 2		PRIZE	PULL 10		PRIZE
PULL 3		PRIZE	PULL 11		PRIZE
PULL 4		PRIZE	PULL 12		PRIZE
PULL 5		PRIZE	PULL 13		PRIZE
PULL 6		PRIZE	PULL 14		PRIZE
PULL 7		PRIZE	PULL 15		PRIZE
PULL 8		PRIZE	PULL 16		PRIZE

Reveal 3 matching symbols within a PULL, win the PRIZE for that PULL. Reveal 3 COIN "⑆" symbols in any one PULL and win DOUBLE the PRIZE for that PULL. Reveal 3 STAR "★" symbols in any one PULL and win all 16 PRIZES instantly!

WIN UP TO 16 TIMES!

VOID

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§466.022

\$5

TEXAS LOTTERY

# BLACK CHERRY DOUBLER

WIN UP TO \$50,000!

PULL 1		PRIZE	PULL 9		PRIZE
PULL 2		PRIZE	PULL 10		PRIZE
PULL 3		PRIZE	PULL 11		PRIZE
PULL 4		PRIZE	PULL 12		PRIZE
PULL 5		PRIZE	PULL 13		PRIZE
PULL 6		PRIZE	PULL 14		PRIZE
PULL 7		PRIZE	PULL 15		PRIZE
PULL 8		PRIZE	PULL 16		PRIZE

Reveal 3 matching symbols within a PULL, win the PRIZE for that PULL. Reveal 3 COIN "☺" symbols in any one PULL and win DOUBLE the PRIZE for that PULL. Reveal 3 STAR "★" symbols in any one PULL and win all 16 PRIZES instantly!

WIN UP TO 16 TIMES!

VOID

Ticket Matched  
to Color Proof





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§466.022

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PIA §552.110

Tex. Gov't Code  
§552.139/§552.101  
§466.022

- 868-VOID025-6-020 -

- Instantly win one of 25 trips to Caesars Palace in Las Vegas. Trip winners will receive a 4-day/3-night trip for two to the luxurious Caesars Palace including round-trip airfare, deluxe hotel accommodations, ground transportation to and from the airport and hotel and \$1,000 spending money. There is no cash option available for trip winners. The Missouri Lottery will pay standard federal and state withholding taxes on the trip based on the total prize value.
- Claim winning \$5, \$10, \$15 and \$20 tickets at ANY Lottery Scratchers® retailer. Prizes from \$25.01 up to \$600 are paid at retailer option. You may also claim winning tickets by signing ticket and mailing to Missouri Lottery, P.O. Box 7777, Jefferson City, MO 65102-7777, or by hand delivery to any Lottery office. Winners above \$600 must be accompanied by a completed Claim Form. Claim prizes within 180 days after Official Game End Date. Remaining prizes, including top prizes, are subject to the number of tickets distributed, sold and redeemed. For current information on prizes remaining in a game, visit [www.molottery.com](http://www.molottery.com) or call 573-751-4050. Average chances of winning a prize, including \$5, are 1 in 4.03.



▲ Scan the QR code with your Smartphone or go to [www.molottery.com](http://www.molottery.com) for more game information.

- Official Game End Date & Claim Forms are available at Missouri Lottery offices and at [www.molottery.com](http://www.molottery.com). All winners subject to validation before payment. Ticket purchasers must be at least 18 years old. All tickets, transactions and winners are subject to Official Lottery Rules, Lottery Regulations and State Law. Game Rules & Regulations available from MO Lottery. Liability for void ticket is limited to replacement of ticket or refund of retail sales price. The Missouri Lottery is not liable for lost or stolen tickets.

- Gambling problems? Call 1-888-BETSOFF.



Recyclable

*May Scheve Reardon*  
May Scheve Reardon  
Executive Director  
[www.molottery.com](http://www.molottery.com)



It's Only A Game.

Caesars and Caesars Palace is a registered trademark of Caesars World, Inc. All Rights Reserved.

GM•868•CAESARS

MISSOURI LOTTERY PROCEEDS ARE CONTRIBUTED SOLELY TO EDUCATION



Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_

Signature Required \_\_\_\_\_

ITVM length setting = 7.5"

**SAMPLE**

868-VOID025-6-020



32-inch  
Web

\$5

\$5

\$5

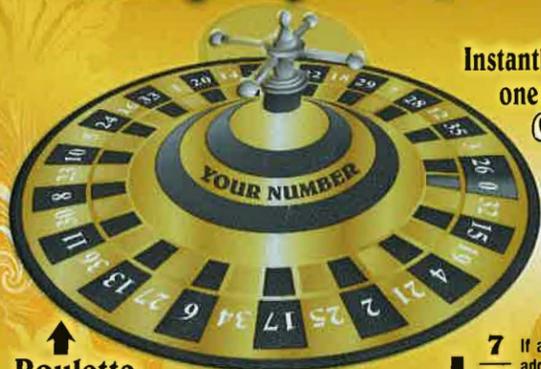
\$5



# CAESARS

## Win Up To \$100,000!

Trips to  
Caesars Palace  
in Las Vegas!



Instantly Win  
one of 25 Trips to  
Caesars Palace  
in Las Vegas!

**Roulette**  
Scratch entire ROULETTE WHEEL. Match YOUR NUMBER  
to any of the six numbers revealed under the ROULETTE  
WHEEL, win prize for that number.

**Slots** Match 3 like symbols in any PULL,  
win PRIZE for that PULL.

PULL 1	🎰	🎰	🎰	PRIZE
PULL 2	🎰	🎰	🎰	PRIZE
PULL 3	🎰	🎰	🎰	PRIZE
PULL 4	🎰	🎰	🎰	PRIZE
PULL 5	🎰	🎰	🎰	PRIZE

ROLL 1 PRIZE

ROLL 2 PRIZE

ROLL 3 PRIZE

ROLL 4 PRIZE

**2 of a Kind**  
If YOUR CARDS  
match, win  
PRIZE shown.



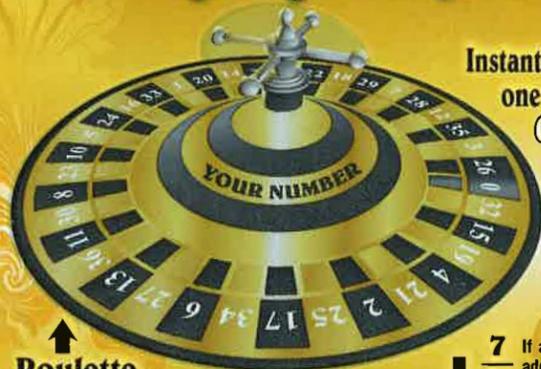
020



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PULL 1	🎰	🎰	🎰	PRIZE
PULL 2	🎰	🎰	🎰	PRIZE
PULL 3	🎰	🎰	🎰	PRIZE
PULL 4	🎰	🎰	🎰	PRIZE
PULL 5	🎰	🎰	🎰	PRIZE

ROLL 1 PRIZE

ROLL 2 PRIZE

ROLL 3 PRIZE

ROLL 4 PRIZE

**2 of a Kind**  
If YOUR CARDS  
match, win  
PRIZE shown.



020



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**Slots** Match 3 like symbols in any PULL,  
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PULL 1	🎰	🎰	🎰	PRIZE
PULL 2	🎰	🎰	🎰	PRIZE
PULL 3	🎰	🎰	🎰	PRIZE
PULL 4	🎰	🎰	🎰	PRIZE
PULL 5	🎰	🎰	🎰	PRIZE

ROLL 1 PRIZE

ROLL 2 PRIZE

ROLL 3 PRIZE

ROLL 4 PRIZE

**2 of a Kind**  
If YOUR CARDS  
match, win  
PRIZE shown.



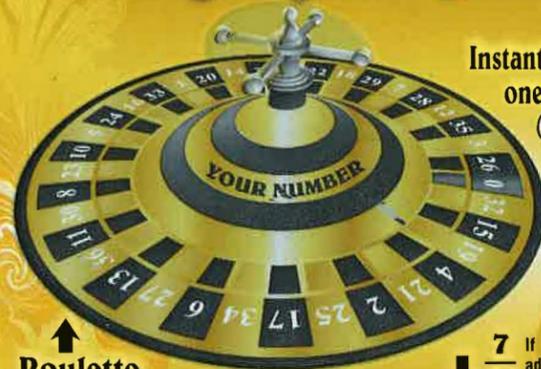
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**Roulette**  
Scratch entire ROULETTE WHEEL. Match YOUR NUMBER  
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win PRIZE for that PULL.

PULL 1	🎰	🎰	🎰	PRIZE
PULL 2	🎰	🎰	🎰	PRIZE
PULL 3	🎰	🎰	🎰	PRIZE
PULL 4	🎰	🎰	🎰	PRIZE
PULL 5	🎰	🎰	🎰	PRIZE

ROLL 1 PRIZE

ROLL 2 PRIZE

ROLL 3 PRIZE

ROLL 4 PRIZE

**2 of a Kind**  
If YOUR CARDS  
match, win  
PRIZE shown.



020

\$5

MISSOURI LOTTERY



# CAESARS

## Win Up To \$100,000!



Instantly Win  
one of 25 Trips to  
Caesars Palace  
in Las Vegas!

### Roulette

Scratch entire ROULETTE WHEEL. Match YOUR NUMBER to any of the six numbers revealed under the ROULETTE WHEEL, win prize for that number.

### Slots

Match 3 like symbols in any PULL, win PRIZE for that PULL.



2 of a Kind  
If YOUR CARDS  
match, win  
PRIZE shown.



020

7  
11 If any of YOUR ROLLS  
add up to 7 or 11, win  
PRIZE for that ROLL.



\$5

MISSOURI LOTTERY



# CAESARS

## Win Up To \$100,000!



Instantly Win  
one of 25 Trips to  
Caesars Palace  
in Las Vegas!

### Roulette

Scratch entire ROULETTE WHEEL. Match YOUR NUMBER to any of the six numbers revealed under the ROULETTE WHEEL, win prize for that number.

### Slots

Match 3 like symbols in any PULL, win PRIZE for that PULL.



2 of a Kind  
If YOUR CARDS  
match, win  
PRIZE shown.



020

7  
11 If any of YOUR ROLLS  
add up to 7 or 11, win  
PRIZE for that ROLL.



\$5

MISSOURI LOTTERY



# CAESARS

## Win Up To \$100,000!



Instantly Win  
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Caesars Palace  
in Las Vegas!

### Roulette

Scratch entire ROULETTE WHEEL. Match YOUR NUMBER to any of the six numbers revealed under the ROULETTE WHEEL, win prize for that number.

### Slots

Match 3 like symbols in any PULL, win PRIZE for that PULL.



2 of a Kind  
If YOUR CARDS  
match, win  
PRIZE shown.



020

7  
11 If any of YOUR ROLLS  
add up to 7 or 11, win  
PRIZE for that ROLL.



\$5

MISSOURI LOTTERY



# CAESARS

## Win Up To \$100,000!



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### Roulette

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2 of a Kind  
If YOUR CARDS  
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PRIZE shown.



020

7  
11 If any of YOUR ROLLS  
add up to 7 or 11, win  
PRIZE for that ROLL.



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PIA §552.110



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§466.022



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§466.022

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§466.022





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§466.022





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§466.022

**Figure 8.1 – 24:**  
**Secure Loading of Trucks**

# 8.2

## Manufacturing Specifications

GPC manufactures individual game tickets that meet or exceed all of the minimum requirements specified in RFP Part 8, Sections 8.3 through 8.34. In our responses to Sections 8.3 through 8.34, we describe how we will meet the Texas Lottery's requirements for individual game ticket manufacturing.

# 8.3

## Ticket Stock

### 8.3(1) Various Stocks

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We will print the TLC's instant tickets on various stocks including, but not limited to, 10-point virgin/recyclable paper coated two sides, 10-point foil stock coated one side, and foil laminate one side. None of these ticket stocks will curl, separate, or be easily split.

GPC's flexographic press, offers significant flexibility in terms of the range of card stock thicknesses and type it can print on. can print on stock ranging in thickness from 7-point to 20-point. can also print on foil and holographic paper.

In the following pages, we present three **10-Point Paper Stock** examples. The first insert shows a ticket coated on two sides.

Recognizing the value and strengths of paper, foil, and holographic stocks, GPC designed to print equally well on all stocks. We've also trained our designers to use the qualities of foil and holographic stock in their designs. The second insert shows a ticket we printed on 10-point foil stock using inks that complement the foil stock.

The last insert provides an example of a ticket printed on 10-point foil stock but with opaque inks that cover the shine of the foil.

### **8.3(2) Guidelines**

GPC's products will conform to the TLC's requirements. If requested, GPC will provide the TLC with proof that our ticket stock meets the guidelines specified in this RFP.

We will not use materials that:

- Weaken the security of the ticket.
- Dilute the appearance of the ticket.
- Dilute the ticket's shelf life in terms of appearance, function, and/or security within three years of delivery to the TLC.

GPC puts all ticket-stock vendors through an extensive qualification process to guarantee the quality of stock they provide us and that they meet all of our ticket stock specifications. In addition, each vendor is International Organization of Standardization (ISO)-certified and routinely checked for continuing compliance. The stock is stored in accordance with industry norms and manufacturer-recommended practices.

---

### **8.3(3) Requirements**

We recognize that the requirements for ticket stock may vary per game and will be specified by the TLC in the executed Working Papers.

---

### **8.3(4) Modifying Ticket Stock Requirements**

GPC recognizes the TLC's right to modify the ticket stock requirements during the term of the contract. All tickets produced by GPC will be compatible with the ticket dispensing systems, including in-counter, countertop, and self-service Instant Ticket Vending Machines (ITVMs), used by the Texas Lottery now or in the future.

\$5

TEXAS LOTTERY®

# \$100,000 FORTUNE

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a moneybag "\$" symbol and win PRIZE for that symbol instantly. Reveal a "WIN ALL" symbol, WIN ALL 20 PRIZES!

FAST \$100

▲ Reveal a coin "☉" symbol, win \$100 instantly!

WINNING NUMBERS



YOUR NUMBERS

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

WIN UP TO 21 TIMES!

VOID

10-Point Paper Stock

\$5



# VIP CLUB

5X MULTIPLIER

## BONUS

★  
WINS  
DOUBLE  
THE PRIZE  
INSTANTLY!

VIP Club Bonus:  
Reveal 2 same symbols,  
win Prize shown.

TOP PRIZE  
**\$75,000!**

WINNING NUMBERS

\$ \$ \$ \$ \$

YOUR NUMBERS

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a Star "★" symbol, win DOUBLE that prize. Reveal a VIP "VIP" symbol, win 5 Times that prize instantly.

**\$5 VIP CLUB**

00938-XXX038-016

10-Point  
Foil Stock

\$5



# Blazing Saddles

## TOP PRIZE \$50,000!



**PRIZE**

GAME 1: Reveal 3 IDENTICAL symbols in any one ROW, COLUMN, or DIAGONAL LINE, win PRIZE shown. Reveal 3 "🐉" symbols in any one ROW, COLUMN, or DIAGONAL LINE, win DOUBLE the PRIZE shown. Reveal a "🎰" symbol, win PRIZE instantly.



GAME 3: Match any of YOUR SYMBOLS to either WINNING SYMBOL, win prize shown. Reveal a "🐉" symbol, win prize shown instantly. Reveal a "🎰" symbol win DOUBLE the prize shown instantly.

GAME 2: Match 3 IDENTICAL prize amounts and win that prize. Reveal a "🐉" symbol, win \$25 instantly.



**YOUR SYMBOLS**

**BLAZING SADDLE BONUS:**  
Reveal an amount, win that amount instantly.



### Win up to 13 Times!

**\$5 BLAZING SADDLES** 00896 - XXX618 - 016

10-Point  
Foil Stock  
(Opaque Inks)

### **8.3.1 Point of Sale (POS) Pieces**

Except as otherwise specified by the TLC, we will provide 4" x 4" POS pieces that will be included in each shrink-wrapped pack of tickets. We will provide an additional 500 4" x 4" pieces two weeks prior to ticket delivery.

The POS pieces will be printed front and back according to the TLC's specifications, as indicated in the executed Working Papers for a specific game and/or in the Customer Specifications Document for all TLC instant games. Sample draft artwork will be submitted for your approval before we print the POS samples.

---

### **8.3.2 Retail Samples (Voids)**

We will supply approximately one thousand (1,000) (depending upon pack size) voided, non-winning samples of actual size tickets for each game produced, excluding reorders of games with the same game number. Such tickets will have the word "VOID" printed prominently on the back of the ticket. The word VOID will also replace the ticket number on the front of the ticket. All void samples will be shrink-wrapped in pack sizes equal to those of the actual game. The number of retail (void) samples to be produced is subject to change at the sole discretion of the TLC during the contract period, based on the use of these samples in the field.

---

### **8.3.3 Ticket and Pack Sizes**

We will produce tickets and packs in various sizes. We can produce tickets in the sizes listed in the following table. We will also provide the tickets in the pack sizes listed in Attachment H.

We acknowledge the ticket and pack size will vary, will be determined by the TLC on a game-by-game basis, and will be specified in the executed Working Papers. We also acknowledge that you may modify the ticket and pack sizes at your sole discretion. Any ticket and pack size modifications will be specified in the executed Working Papers. Pricing for tickets and pack sizes are provided in the format set forth in Attachment H of the RFP.

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§466.022

**Confidential material ends here.**

As the table illustrates, you have considerable flexibility in terms of designing games in a variety of sizes.

---

#### **8.3.4 Ticket Orientation**

GPC can print instant game tickets in both horizontal and vertical formats as specified in the RFP. The following **Horizontal Orientation Insert** and **Vertical Orientation Insert** show examples of tickets we've produced in these two formats.

### **8.3.5 Perforations**

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§466.022

GPC will produce perforations on the four-inch side of the TLC's instant tickets regardless of the vertical or horizontal format. The perforations between tickets will be deep enough and contain adequate space between the perforations to allow retailers and/or self-service vending machines to separate the tickets without damage. The perforations will not be so deep as to allow detachment of the tickets during normal handling or dispensing.

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**Confidential material ends here.**

\$5

# GROOVY CASH

## GROOVY GRID

TEXAS LOTTERY

Scratch the FAR-OUT NUMBERS, then scratch ONLY the matching numbers on the GROOVY GRID. If you match all of the numbers to complete a row or column in the GROOVY GRID, win the prize in the corresponding arrow.

FAR-OUT NUMBERS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60

WIN UP TO 5 TIMES!

\$3	\$6	\$15	\$100	\$1,000	\$50,000	\$250	\$50	\$9
\$3	\$6	\$15	\$100	\$1,000	\$500	\$10	\$5	\$3

WIN UP TO \$50,000! More than \$19.7 Million in Cash Prizes!

VOID



\$20

TEXAS LOTTERY

# MERRY MILLIONAIRE

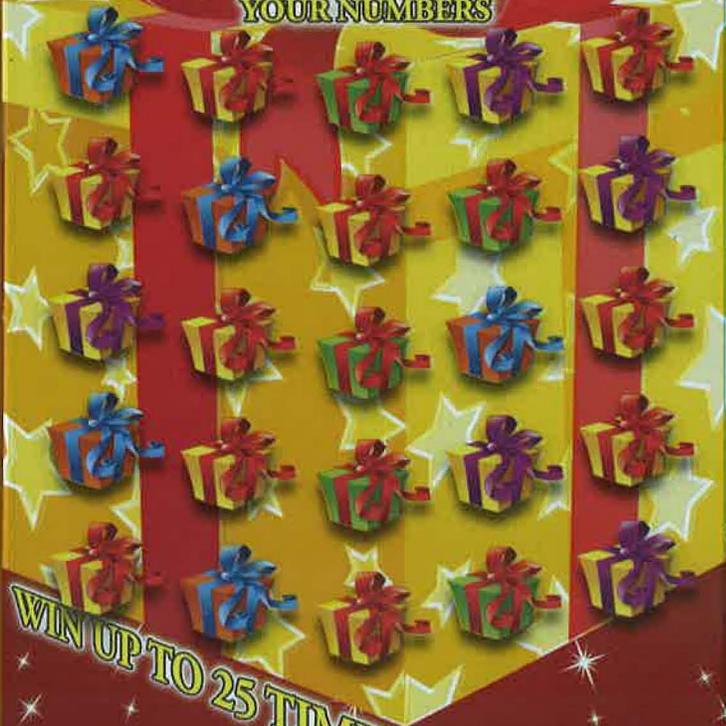
WIN UP TO \$1,000,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a BELL symbol "🔔" and win DOUBLE the PRIZE for that symbol.

WINNING NUMBERS



YOUR NUMBERS



WIN UP TO 25 TIMES!

VOID



Vertical Orientation

### **8.3.6 Font Generation**

All imaged data (computer controlled) or graphic fonts (display printing) produced by GPC for instant games, whether they are standard, customized, or licensed, will be submitted to the TLC for approval. We will provide the TLC with samples of all imaged fonts and symbols that are available for use on tickets. In addition, we will create any imaged data or graphic fonts, whether or not provided as samples, as specified in the executed Working Papers.

---

### **8.3.7 Imaged Data**

We will produce game data that includes, but is not limited to, symbols, legends, captions, retailer codes, ticket numbers, pack numbers, validation numbers, and Interleaved Two-of-Five (ITF) and other standard bar codes. These items will be printed using a computer-controlled imaging printer.

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PIA §552.110

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§552.139/§552.101  
§466.022



Confidentiality Claimed  
PIA §552.110

Tex. Gov't Code  
§552.139/§552.101  
§466.022

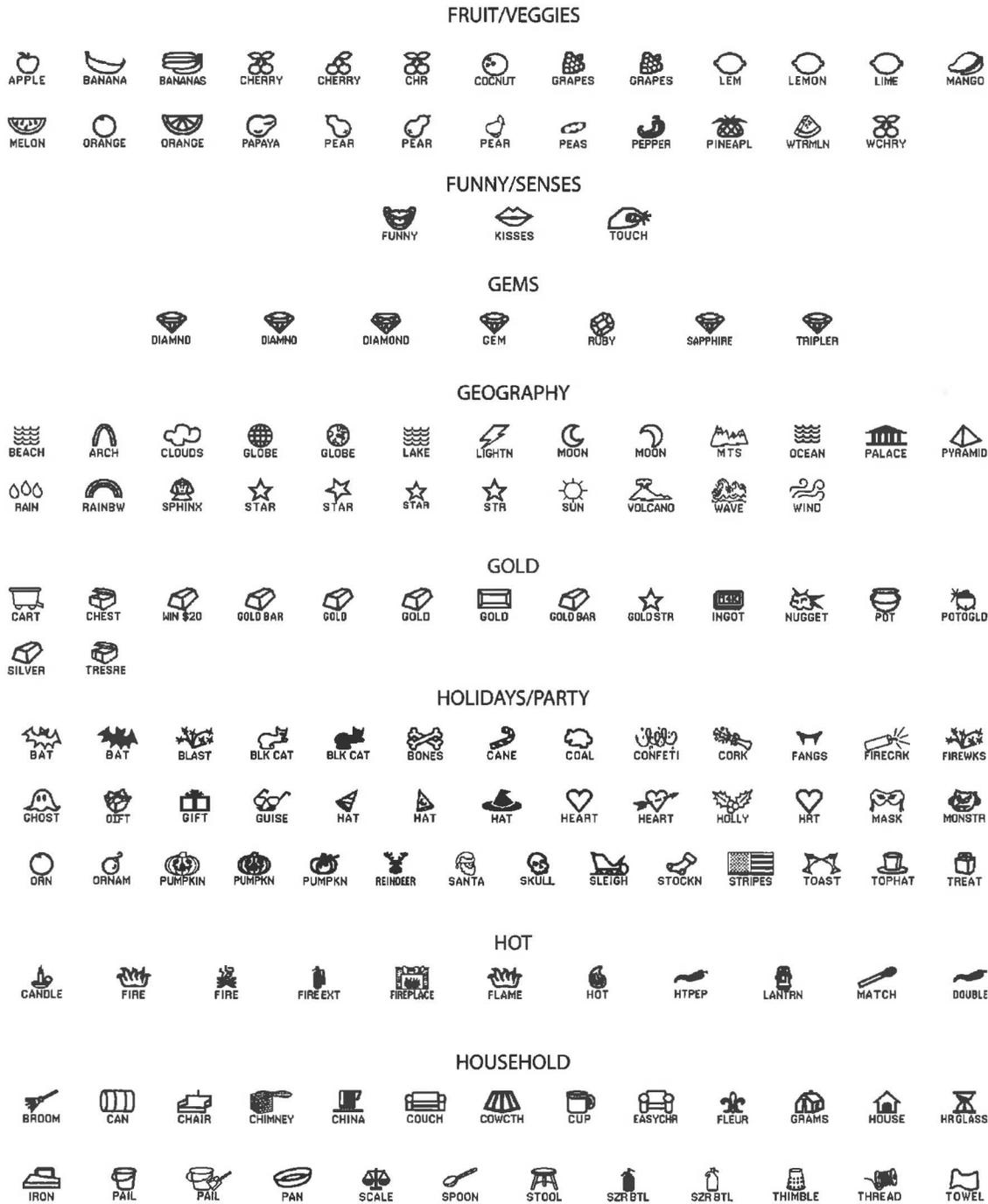
**Confidential material ends here.**

## **Custom Fonts**

GPC can provide any imaged font or play symbol required to complement and fulfill a game's design. We have an extensive library containing thousands of game fonts ready and available for use, so we can quickly and accurately select and present, for your approval, the appropriate fonts that best complement your game's theme.

Game symbols and fonts can also be custom-designed – at no additional charge – to meet the requirements of a game's design and the Working Papers. We regularly provide our customers with special symbols, such as boats, TVs, moneybags, cars, etc., for special game designs. We can also apply any play symbol and/or font we create in different colors, to complement any game design. Finally, the size of the symbols and fonts will conform to the particular game design and play area layout you select. The game symbols and fonts we image on your tickets will be easy for the playing public to read. The following figures provide just a few samples of the many fonts in our catalog.

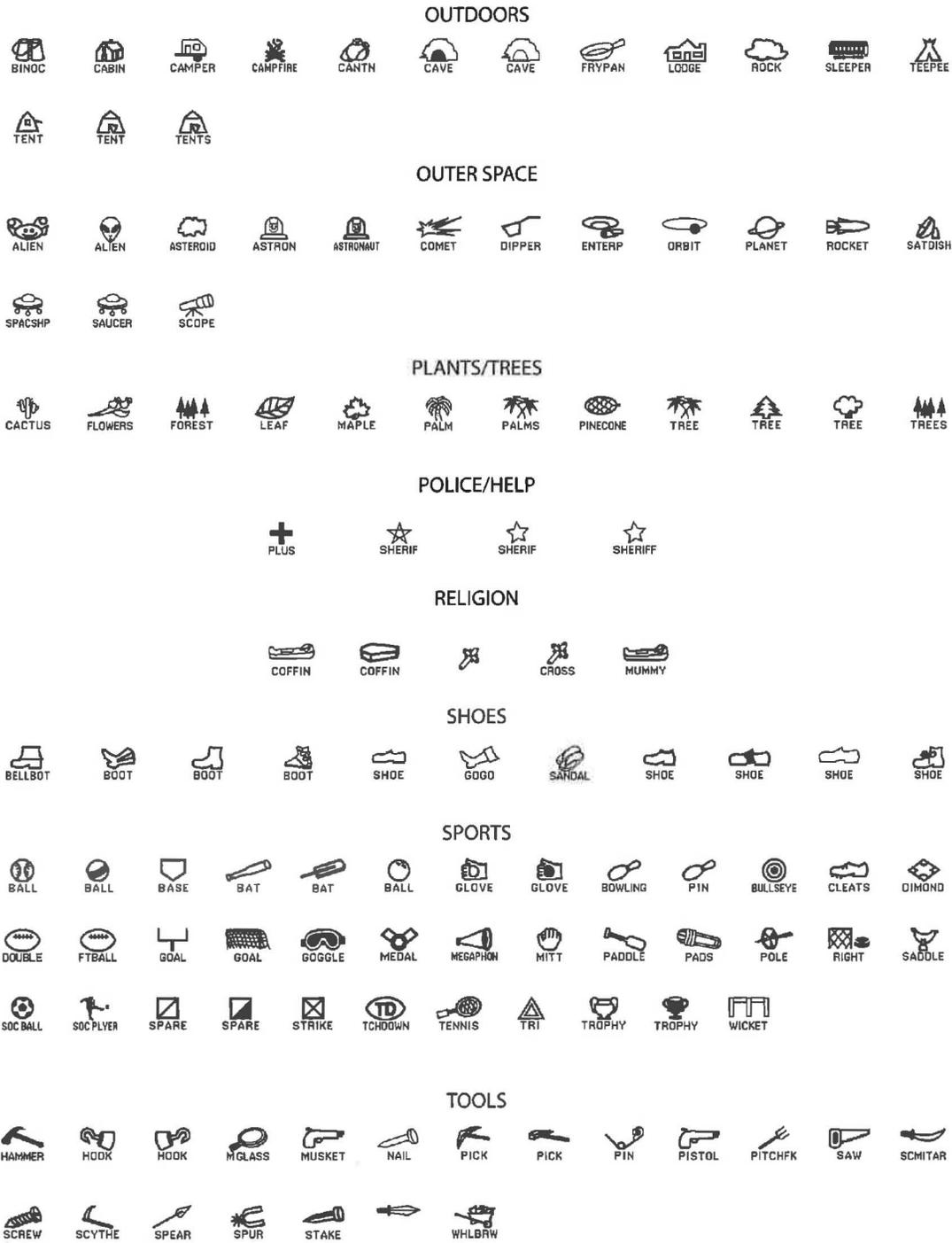
**Figure 8.3 – 3:  
Available Fonts**



Game Font Approval (Initial & Date)

Client \_\_\_\_\_ CSRAM \_\_\_\_\_ Software \_\_\_\_\_

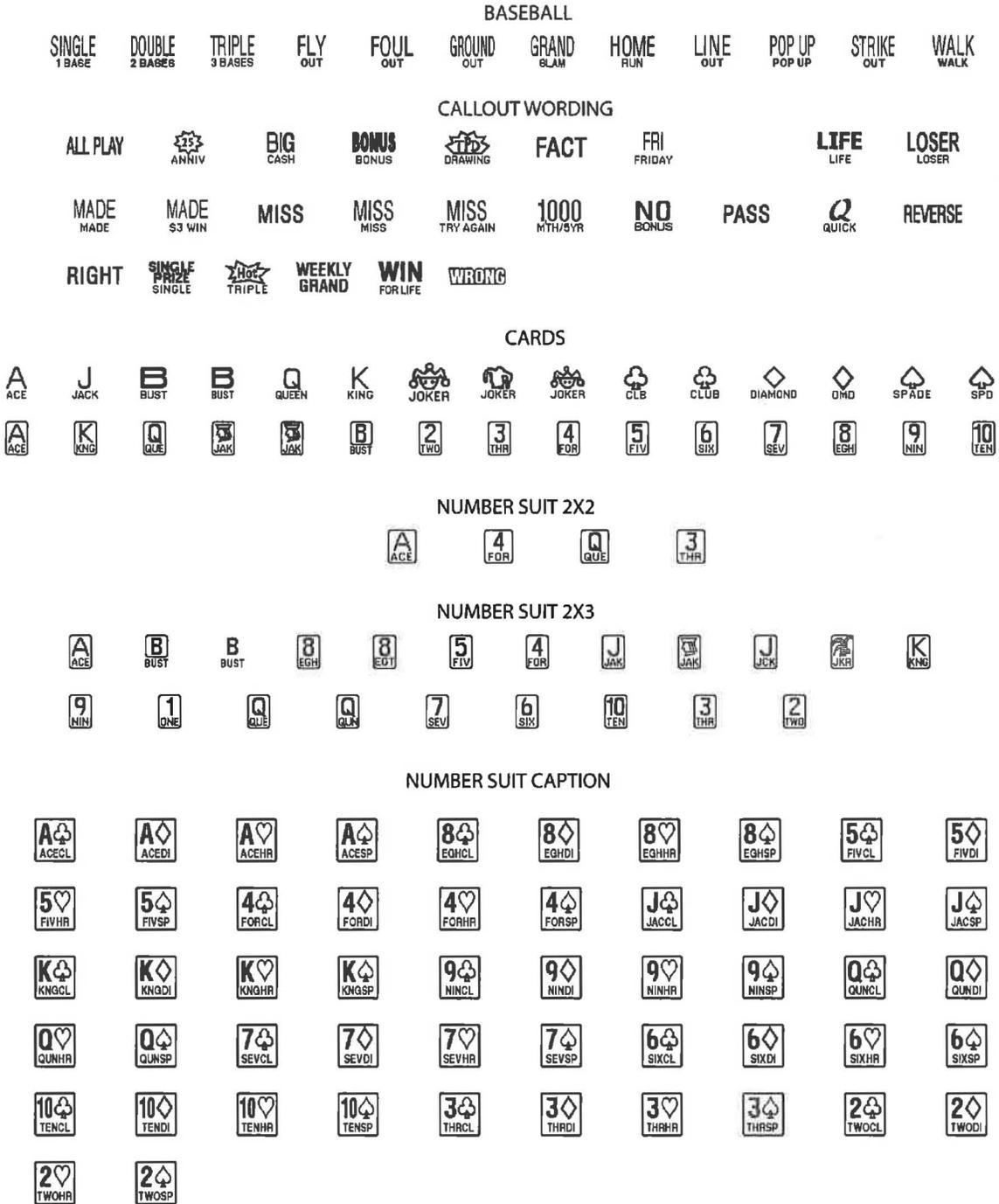
Figure 8.3 – 4:  
Available Fonts (continued)



Game Font Approval (Initial & Date)

Client \_\_\_\_\_ CSRMAM \_\_\_\_\_ Software \_\_\_\_\_

Figure 8.3 – 5:  
Available Fonts (continued)



Game Font Approval (Initial & Date)

Client \_\_\_\_\_ CSR\AM \_\_\_\_\_ Software \_\_\_\_\_

On the following page, we present a **Custom Fonts Insert**, showcasing a ticket with customized fonts.

---

### 8.3.7.a Imaging Ink

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§552.139/§552.101  
§466.022

The imaged data will be imaged in black or colored ink, approved by the TLC, on the display printing side.

can image the ticket symbols in black or colored inks, and image up to four colors simultaneously on each ticket. can also image play data using multiple ink colors. We have imaged tickets with black, red, blue, and green inks for our customers and imaged up to four colors simultaneously on each ticket.

The following three inserts demonstrate the use of multiple symbol colors in ticket design. The **Dual Color Imaging Symbols Insert** presents a sample ticket with two-color dual imaging symbols. The **Four Color Imaging Insert** showcases a ticket featuring four-color imaging.

### **8.3.7.b Uniform and Aligned Positioning**

We uniformly position and align the game data on the tickets unless otherwise specified in the Working Papers. We also evenly distribute the images on the play area so that no one symbol or its position can indicate the value of the ticket. Accordingly, all imaged game data for most games are programmed to float randomly from ticket to ticket within the play area to frustrate pick-out attempts. As part of the Working Papers development process, we evaluate the positioning, alignment, float, and color(s) of the game data for each game. Any issues that may arise will be discussed with the TLC and resolved before the Working Papers are executed.

---

### **8.3.7.c Clear, Readable, and Distinguishable Symbols**

GPC images the game data at 240 dots per inch for sharp, clear symbols and fonts that are easy to distinguish and read. The inks used to image the data are chemically designed to dry quickly so the symbols and fonts do not bleed, distort, or smear. One of our game design quality control procedures is to evaluate the contrast of the proposed imaging ink color(s) against the proposed primer colors to ensure the maximum contrast is obtained for legibility and clarity.

Tex. Gov't Code  
§552.139/§552.101  
§466.022

We image the game data so that the intensity of each play symbol is great enough to be easily discernible. We then monitor all game data imaged by our imagers for intensity and completeness. Any images that do not meet the parameters set for imaging quality are marked as unacceptable, and the bar codes for the tickets are recorded by so that the tickets can be removed during packaging. As soon as a quality issue is noted, the imagers are automatically calibrated back to the quality parameters..

---

### **8.3.7.d Captions and Legends**

The imaged play and prize symbols will be accompanied by appropriate captions and legends to:

- Provide redundancy for security reasons.
- Prevent consumer disputes.
- Preserve alignment between play and prize symbols and their relative position on the ticket.

\$5

# TREASURE HUNTIN' with LARRY the Cable Guy

PARADISE LOTTERY

Reveal the word "TRIPLE" in the 3X MULTIPLIER shovel, win 3 times your combined prize amount.

TRY AGAIN

Scratch each "DIG HERE" play area. If you reveal a symbol shown in the PRIZE LEGEND, you win the prize shown for that symbol.

WIN UP TO 12 TIMES!

### PRIZE LEGEND FIND AND WIN

	\$5
	\$10
	\$15
	\$20
	\$25
	\$50
	\$100
	\$500
	\$1,000

WIN UP TO \$36,000!

VOID

Custom Fonts

\$7

TEXAS LOTTERY

# SCORCHING

# 7'S

## WIN UP TO \$77,777!

Match any of YOUR NUMBERS to any of the HOT NUMBERS, win prize for that number. Reveal a RED "7" symbol and win DOUBLE the prize instantly. Reveal a "HOT" symbol and win all 20 prizes!

HOT NUMBERS

22 TWTD	30 TRTY
33 TRTH	14 FTN

YOUR NUMBERS

5 FIV \$10 <sup>00</sup> TENS	29 TNNI \$50 <sup>00</sup> FIFTY
12 TLV \$10 <sup>00</sup> TENS	20 TWY \$40 <sup>00</sup> FORTY
18 ETX \$40 <sup>00</sup> FORTY	36 TRGX \$100 ONE HUND
26 TMSX \$20 <sup>00</sup> TWENTY	39 TRMI \$20 <sup>00</sup> TWENTY
32 TRTD \$100 ONE HUND	6 SIX \$7 <sup>00</sup> SEVENS
VOID	
10 TEN \$50 <sup>00</sup> FIFTY	15 FFN \$500 FIV HUND
25 TNFV \$500 FIV HUND	35 TRFV \$2,000 TWO THOU
31 TRON \$15 <sup>00</sup> FIFTN	3 THR \$2,000 TWO THOU
16 SXX \$15 <sup>00</sup> FIFTN	28 TNET \$77,777 77710777
19 NTN \$7 <sup>00</sup> SEVENS	13 TRN \$77,777 77710777



VOID



Dual-Color Imaging Symbols

\$2

NEW MEXICO LOTTERY

# FINALLY CASH!



Scratch the Play Area. If YOUR HORSE matches the HORSE NUMBER that crosses the FINISH LINE, win prize shown. Reveal a "🐾" symbol, in any one GATE, win \$15.

HORSE NUMBER		PLAY AREA					
GATE 1	4 FOR					YOUR HORSE <b>3</b> THR	YOUR PRIZE <b>\$10,000</b> TENTHO
GATE 2	6 SIX						
GATE 3	3 THR						
GATE 4	7 SVN						
		FINISH LINE					

0000000000

VOID

www.nmlottery.com

Multiple Color Symbols

The captions and legends will spell out or abbreviate the play and prize symbols, be in a smaller font size than the play and prize symbols, and be in a different but recognizable format. We image a caption under each symbol. The captions and legends used in each game will be specified in the executed Working Papers and approved by the TLC. If specified in the executed Working Papers, GPC will image legends to maintain alignment between the play symbols and the captions. The legends will be imaged in the same process and at the same time as the ticket play symbols. The legend used will also preserve alignment between the play spots and a position on the ticket (i.e., when the placement or order in which a symbol appears determines the incidence and/or value of a winning ticket).

---

**8.3.7.e**  
**Authorized Data**

GPC's game programmers follow the executed Working Papers during the programming of the game. Therefore, each game ticket will only contain the game data authorized by the TLC.

---

**8.3.7.f**  
**Game Data Security Guidelines**

Our current Customer Specifications Document for Texas incorporates the TLC's game data security guidelines and measurements, and will be updated as directed by the TLC. GPC will use this document along with the executed Working Papers for quality control checks and to ensure game data adheres to the guidelines established by the TLC. The security coatings we apply over the game data are chemically designed to protect the game data from compromise and alteration.

During production, sample tickets (i.e., the QC document) are pulled every eight minutes so that the in-line quality inspector can check the quality of the security coatings. If the quality is below our quality standards, the inspector radios the press operator or imaging technician to adjust the security coatings.

**8.3.7.g**  
**Imaged Data Not Easily Obliterated**

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§552.139/§552.101  
§466.022

We will test tickets to ensure the imaged data is not damaged to a degree where the imaging is made illegible in the course of removing the scratch-off covering, using normal pressure. The protective coating/seal coat will remain intact.

The inspector also checks that the imaged data remains readable after moderate rubbing and the application of any commonly-occurring solvent, perspiration, saliva, water, soft drinks, etc. Any issues are immediately addressed during production.

---

**8.3.7.h**  
**Imaged Symbols Completely Covered**

For security purposes, GPC covers every imaged symbol, except for the inspection window, on the front of the ticket with scratch-off material. The exception to this is any game where the imaging is duplicated on the security coating, visible through a translucent security coating, or any other process so that players know where to scratch.

---

**8.3.7.i**  
**Meeting Required Specifications**

We employ many checks and inspections to guarantee that the imaging on the tickets matches the requirements specified in the executed Working Papers regardless of design, ticket size, and press layout. The executed Working Papers are used by the Game Programming Group to create the game programming that generates the game data. The quality and accuracy of the game data is inspected twice before being released for use. When the game is loaded on the press, a sample set of tickets is run before the "real" tickets are so that the quality of the tickets can be evaluated. The inspection includes a check of the game data against the executed Working Papers.

### **8.3.8 Game Pack Numbers**

The instant games produced by GPC will have a unique, consecutive, and non-duplicating pack number (except for omissions) for use in controlling ticket distribution, retailer inventory, and accounting. Audits and reports through our Verification (VER) program will ensure that the ticket numbers within each pack are consecutive. The game and pack numbers will appear on the back of the ticket above the bar code image.

The **Game Pack Number Insert** that follows includes a ticket sample showing a game pack number.

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§466.022

**Confidential material ends here.**

### 8.3.9 Ticket Numbers

In accordance with the TLC's requirements, each ticket produced by GPC will display a unique sequential number and reverse ticket count so that the ticket count left in the pack is included as part of the ticket number. For example, on a 250-ticket pack, the numbering will begin with 001(250), 002(249), continuing all the way to 250(001). This ticket number will be consecutive and non-duplicating in the pack, and no omissions will be allowed within the pack. The ticket number will appear on the back of the ticket and will follow the game and pack numbers that will be printed above the bar code.

We currently provide the TLC tickets with a unique sequential number and reverse ticket count number. We understand how useful this is for retailers when performing accounting and inventory functions.

In addition, as requested, a small quality control inspection window will be placed on the front of all tickets. The window will contain the same three-digit reverse ticket count number that is printed on the back of the ticket. We will document the procedures used to assure that ticket numbers are consecutive and will not appear more than one time per pack.

Using the executed Working Papers and the Customer Specifications Document, the Game Programming Group will program each game so that each pack within the game has a unique, consecutive, and non-duplicating pack number. The game and pack numbers will be imaged above the bar code during imaging.

Please refer to Section 8.3.8, Game Pack Numbers, for more information.

We present an **Instant Ticket with Reverse Ticket Count Numbering Insert**, which includes a ticket we produced for the Texas Lottery that has a reverse ticket count number; this is located after the Game Pack Number Insert. GPC has experience producing tickets with reverse ticket count numbers.

**#1365 HAUNTED HALLOWEEN**

**At Start of Game:**

**OVERALL ODDS: 1 in 4.15 (including break-even prizes)**

**TOP PRIZE ODDS : 1 in 420,000.00**

**(Top prize odds may vary +/- 3%)**

- Sign your ticket upon receipt.
- Prize amounts for this game are \$2, \$4, \$5, \$10, \$20, \$50, \$100, \$1,000 and \$20,000.
- Prizes over \$599 must be claimed at a claim center or by mail. To claim a prize by mail, send signed ticket and completed claim form to: Texas Lottery, PO Box 16600, Austin, TX 78761-6600. The Texas Lottery is not responsible for tickets lost in the mail.
- Prizes must be claimed no later than 180 days after close of game. For information about claiming prizes or prizes already claimed, see [www.txlottery.org](http://www.txlottery.org) or call 1-800-375-6886.
- Game closing procedures may be initiated for documented business reasons. These games may have prizes unclaimed, including top prizes. Game closing procedures will be initiated when all top prizes have been claimed. During closing, games may be sold even after all top prizes have been claimed. Claims are subject to applicable laws, rules, procedures and final decisions of Executive Director.
- Must be 18 or older to buy a lottery ticket. Please Play Responsibly.



8 17522 01365 0



[www.txlottery.org](http://www.txlottery.org)  
1-800-37-LOTTO

Claimant Signature (Required)

Name

Street

City

State

Zip

Phone No.

FailSafe®

1365-VOID292-095(031)



**Texas Lottery  
Game Pack  
Number  
Requirements**



8 17522 01326 1

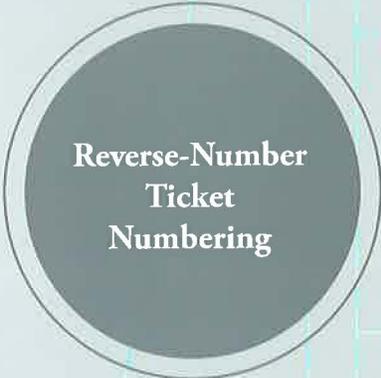
Claimant Signature (Required) \_\_\_\_\_  
 Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone No. \_\_\_\_\_  
 Texas Lottery Supports Texas Education  
 FallSafe®

#1326 DIAMOND DASH  
 At Start of Game:  
 OVERALL ODDS: 1 in 4.56 (Including break-even prizes)  
 TOP PRIZE ODDS: 1 in 120,000.00  
 (Top prize odds may vary +/- 3%)

- Sign your ticket upon receipt.
- Prize amounts for this game are \$1, \$2, \$5, \$10, \$20, \$40, \$100 and \$1,000.
- Prizes over \$999 must be claimed at a claim center or by mail. To claim a prize by mail, send signed ticket and completed claim form to Texas Lottery, P.O. Box 14000, Austin, TX 78761-6500. The Texas Lottery is not responsible for tickets lost in the mail.
- Prizes must be claimed no later than 180 days after close of game. For information about claiming prizes or prizes already claimed see [www.txlottery.org](http://www.txlottery.org) or call 1-800-375-5386.
- Game closing procedures may be initiated for documented business reasons. These games may have prizes unclaimed, including top prizes. Game closing procedures will be initiated when all top prizes have been claimed. During closing, games may be sold even after all top prizes have been claimed. Claims are subject to applicable laws, rules, procedures and final decisions of Executive Director.
- Must be 18 or older to buy a lottery ticket. Please Play Responsibly.

[www.txlottery.org](http://www.txlottery.org)  
 1-800-37-LOTTO

1326-VOID769-011 (140)



### 8.3.10 Validation Number

GPC will image a unique 14-digit validation number on the front of each ticket. A four-digit “security number” will be individually boxed and randomly placed within the 14-digit validation number. None of the four digits will be contiguous. The validation number will be covered with a security coating, scratch-off material that meets the requirements of the TLC. The location of the validation number will be at the approval of the TLC. However, unless otherwise approved by the TLC, the validation number will be positioned in the middle portion of the play area under the security coating covering.

On the following page we present our **Validation Number Ticket Sample Insert**. This ticket demonstrates GPC’s ability to image a 14-digit validation number on the front of the ticket

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§466.022

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Tex. Gov't Code  
§552.139/§552.101  
§466.022

**Confidential material ends here.**

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### **8.3.11 Validation Algorithm**

GPC will use the low-tier algorithm the TLC currently uses, which is subject to change/revision during the contract term at the sole discretion of the TLC. We acknowledge that the TLC's operator will provide the software code for the low-tier algorithm. We acknowledge that we must provide a compatible mid-/high-tier algorithm within two days of contract execution or use the mid-/high-tier algorithm provided by the TLC.

\$3

TEXAS LOTTERY

WIN UP TO \$30,000!

# MONEY TRIPLER

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a COIN "☉" symbol and win the PRIZE for that symbol instantly. Reveal a "3X" symbol, win 3 TIMES the PRIZE for that symbol.

WINNING NUMBERS

16 28 4  
SXN THET FGR

YOUR NUMBERS

18 ETW \$90.00 NINTY	7 SVH \$3.00 THREES	17 SVT \$6.00 SIXS	2 THO \$30.00 THIRTY
12 TLV \$300 THA HUND	26 THSX \$1,000 ONE THOU	8 EGT \$300 THA HUND	27 THSV \$1,000 ONE THOU
15 FFN \$1,000 ONE THOU	9 NIN \$18.00 EGHTN	21 THON \$30,000 30 THDU*	20 THY \$3,000 THA THOU



VOID □ □ □ □ □ □ □ □ □ □

VOID

Validation  
Number

### 8.3.12 Back of Ticket Bar Codes

Each ticket produced by GPC will contain a 24-digit bar code using Interleaved Two of Five (ITF) symbology imaged on the back of the ticket. The bar code will consist of a 4-digit game ID, a 7-digit pack number, a 10-digit validation number, and a 3-digit ticket number. We will place the bar code in a location suitable for reading by the validation equipment used by the TLC. GPC does not have any restrictions on the placement of an interleaved bar code on the back of tickets.

On the following page, in the **24-Digit Interleaved 2 of 5 Back Bar Code Insert**, we present a ticket sample with the 24-digit interleaved 2 of 5 back-of-ticket bar code, which represents the game, pack, ticket and validation numbers, and which will be printed on the back of each ticket.

GPC produces each instant ticket with a unique imaged bar code representation of the game number, validation number, pack number, and ticket number. The bar code can be printed on the front or the back of the ticket. We can produce all standard bar codes, such as ITF, PDF417 stacked linear, and other standard bar codes including 2-dimensional matrix bar codes, or any other formats as determined by the TLC. Our bar codes meet the most current specifications of the American National Standards Institute (ANSI), as well as the North American State and Provincial Lotteries' (NASPL's) Standards Initiative (NSI) specifications.

We will attain a first-time read rate of 95%, a third-time read rate of 99%, and print to your specifications.

#### **The First Verifier to Provide *Automatic 10 Scan* ANSI/ISO Grading**

Simply press **one** button and the laser moves over the entire bar code from top-to-bottom – providing automatic **hands-free** scanning. Combined with fixed speed and focal distance, it guarantees *true* ANSI readings time and time again. Results are extremely repeatable since any chance of operator error is removed.

The following figure provides an example of the bar codes we produce and an explanation of each.

Figure 8.3 – 6:  
Bar Code Definitions

Bar Code Symbology	Bar Code Definition
<b>Numeric-only Bar Codes</b>	
	<p><b>Universal Product Code (UPC)</b> A 12-digit all-numeric code that identifies the company/product combination. The 6-digit number identifies the lottery, the 5-digit number identifies the product, and the 1-digit is the check character</p>
	<p><b>Interleaved 2 of 5 (ITF)</b> A compact numeric code widely used in the lottery industry. Designed to be read by a fixed or portable bi-directional scanner</p>
	<p><b>European Article Numbering (EAN)</b> A 13-digit all numeric code that identifies the company/product combination in European countries</p>
<b>Alpha-numeric Bar Codes</b>	
	<p><b>Code 128</b> A multilevel, continuous alpha-numeric ASCII code used worldwide</p>
	<p><b>Code 39</b> General purpose alpha-numeric code used worldwide</p>
<b>2-Dimensional/Stacked Linear Bar Codes</b>	
	<p><b>DataMatrix</b> A symbol which appears as a checker board and contains some form of unique “finder patten,” which distinguishes it from others and provides a decoding reference for scanners. Can hold large amounts of data</p>



17522 01326

Claimant Signature (Required)  
 Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone No. \_\_\_\_\_  
 Texas Lottery Supports Texas Education  
 FallSafe®

#1326 DIAMOND DASH  
 At Start of Game:  
 OVERALL ODDS: 1 in 4.56 (including break-even prizes)  
 TOP PRIZE ODDS: 1 in 120,000.00  
 (Top prize odds may vary +/- 3%)

- Sign your ticket upon receipt.
- Prize amounts for this game are \$1, \$2, \$5, \$10, \$20, \$40, \$100 and \$1,000.
- Prizes over \$500 must be claimed at a claim center or by mail. To claim a prize by mail, send signed ticket and completed claim form to: Texas Lottery, P.O. Box 16600, Austin, TX 78761-6600. The Texas Lottery is not responsible for tickets lost in the mail.
- Prizes must be claimed no later than 180 days after close of game. For information about claiming prizes or prizes already claimed, see [www.tlottery.org](http://www.tlottery.org) or call 1-800-375-6888.
- Game closing procedures may be initiated for documented business reasons. These games may have prizes unclaimed, including top prizes. Game closing procedures will be initiated when all top prizes have been claimed. During closing, games may be held even after all top prizes have been claimed. Claims are subject to applicable laws, rules, procedures and final decisions of Executive Director.
- Must be 18 or older to buy a lottery ticket. Please Play Responsibly. [www.tlottery.org](http://www.tlottery.org)  
1-800-37-LOTTO

1326-VOID673-034 (117)



24-Digit  
 Interleaved  
 2 of 5 Back  
 Bar Code

Bar Code Symbology	Bar Code Definition
	<p><b>QR</b> A 2-D bar code that can be encoded with a website address, which can then be scanned. Also used for material control and order confirmation</p>
	<p><b>PDF417</b> A machine-readable symbol composed of rows of encrypted data arranged in a rectangular or square pattern. The rows of data may be composed of bar code strips "stacked" to form the 2-D pattern or arranged as a checkerboard matrix pattern. Used for encoding large amounts of data</p>

**8.3.13  
PDF417 Bar Codes**

GPC will print PDF417 (or other bar codes) in the play area of all Texas Lottery instant tickets. The addition of this bar code to the ticket design will be at no additional cost to the TLC. The bar codes will comply with the standards agreed to by the TLC.

As discussed in Subsection 8.3.12, Back of Ticket Bar Codes, we have the ability to print 2-D bar codes. Over the last two years, we have proven our ability to print PDF417 bar codes in the play area of the instant tickets we have produced for the TLC.

The ticket sample in the following **PDF417 Bar Code Insert** presents our PDF417 bar code. Bar codes are usually printed on the backs of tickets. The bar codes are generated for each ticket in each game using our proprietary algorithms.

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**8.3.14  
Uniform Product Codes (UPC)**

GPC will print UPC bar codes on the back of all instant tickets as specified in the executed Working Papers and the Customer Specifications Document.

The ticket sample in the following **UPC Bar Code Insert** shows our UPC bar code. UPC bar codes are printed with the same water-based graphic ink we use to print the ticket back. All of the bar codes that we print are of a commercial quality that meets the standards of the ANSI/ISO.

### **8.3.15 Screened Price Point**

We will print the price point of each instant game screened on the back of the ticket. The price point will be no more than a 25% screen of the same ink color as the ticket back. The ticket shown in Subsection 8.3.14, Uniform Product Codes (UPC), shows the \$5 price point printed in a 10% black screen behind the claimant signature and address information.

---

### **8.3.16 Security Coating/ Scratch-Off Material**

The security coating we use on our instant tickets is opaque and of such quality as to maintain the security of the ticket symbols and validation numbers as required under Section 8.26.1 of the RFP. The border between the scratch-off surface and the uncovered portion of the ticket is sharp and even. This means the scratch-off material will not “drip” onto the display printing. The scratch-off material is smooth and regular to the touch. It is readily removable with a reasonable degree of resistance when scratched with commonly used items like scrapers, knives, keys, coins, etc. After the scratch-off material is removed, little residue is left on the play area.

The scratch-off material will remain readily removable for a minimum shelf life of 36 months under normal warehouse conditions. The scratch-off material is non-toxic and not irritating to the skin. The scratch-off material will cover the play area and overlay into the display area.

The design of the overprint will cover all the scratch-off material. The overprint will extend up to or beyond the edges of the scratch-off onto the paper or foil and will be regular so the consumer can easily detect any irregularities in the ticket. Any and all security coating areas will meet the requirements as specified in the executed Working Papers regardless of design, ticket size, and press layout.

\$2

TEXAS LOTTERY

# Haunted Halloween

Match any of YOUR NUMBERS to any of the HAUNTED NUMBERS, win prize for that number. Reveal a Ghost "A" symbol, win DOUBLE the PRIZE for that symbol!

### HAUNTED NUMBERS

4 20 9  
FOR THY WIN

### YOUR NUMBERS

8 EDT \$1,000 ONE THOU	5 FIV \$1,000 ONE THOU	19 NTH \$2.00 TWO\$	13 TRN \$50.00 FIFTY	14 FTN \$50.00 FIFTY
---------------------------------	---------------------------------	------------------------------	-------------------------------	-------------------------------

VOID [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

15 FFN \$100 ONE HUND	2 TWO \$100 ONE HUND	17 SVT \$10.00 TENS	3 THR \$2.00 TWO\$	12 TLV \$20,000 20THOU
--------------------------------	-------------------------------	------------------------------	-----------------------------	---------------------------------



VOID



PDF 417  
Bar Code

**#1358 MEGA MONEY**

**At Start of Game:**

**OVERALL ODDS: 1 in 3.50 (including break-even prizes)**

**TOP PRIZE ODDS : 1 in 1,011,428.57**  
**(Top prize odds may vary +/- 3%)**

- Sign your ticket upon receipt.
- Prize amounts for this game are \$5, \$10, \$20, \$50, \$100, \$500, \$1,000 and \$175,000.
- Prizes over \$599 must be claimed at a claim center or by mail. To claim a prize by mail, send signed ticket and completed claim form to: Texas Lottery, PO Box 16600, Austin, TX 78761-6600. The Texas Lottery is not responsible for tickets lost in the mail.
- Prizes must be claimed no later than 180 days after close of game. For information about claiming prizes or prizes already claimed, see [www.txlottery.org](http://www.txlottery.org) or call 1-800-375-6886.
- Game closing procedures may be initiated for documented business reasons. These games may have prizes unclaimed, including top prizes. Game closing procedures will be initiated when all top prizes have been claimed. During closing, games may be sold even after all top prizes have been claimed. Claims are subject to applicable laws, rules, procedures and final decisions of Executive Director.
- Must be 18 or older to buy a lottery ticket. Please Play Responsibly.
- The number of prizes available may vary based on number of tickets manufactured, tested, distributed and sold.



[www.txlottery.org](http://www.txlottery.org)  
1-800-37-LOTTO

Claimant Signature (Required)

Name

Street

City

State

Zip

Phone No.

1358-VOID670-030(046)

FailSafe®



UPC Bar  
Code

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§552.139/§552.101  
§466.022

**Confidential material ends here.**

The ticket sample in the next insert, the **Elastomeric Scratch-Off Material Insert**, shows an example of our elastomeric scratch-off material.

### 8.3.17 Protective Coating/Seal Coat

GPC covers the game data under the opaque scratch-off material with a transparent coating in a manner that ensures the symbols are protected when the consumer rubs off the scratch-off material. If the security seal coat is removed, it will exhibit evidence of tampering and will be non-repairable.

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The second insert, **Transparent Seal and Release Coats**, is an example of a ticket with transparent seal and release coats. The seal coat

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§466.022

The third ticket sample shows an example of tinted seal coat. We can add a security tint to the colored primer or to either or both of the release and seal coats.

\$5

TEXAS LOTTERY

# BLACK CHERRY DOUBLER

WIN UP TO \$50,000!



Reveal 3 matching symbols within a PULL, win the PRIZE for that PULL. Reveal 3 COIN "⑆" symbols in any one PULL and win DOUBLE the PRIZE for that PULL. Reveal 3 STAR "★" symbols in any one PULL and win all 16 PRIZES instantly!

WIN UP TO 16 TIMES!

V01D

Elastomeric  
Scratch-off  
Material



Transparent  
Seal and Release  
Coats

**\$10** 

# DIAMOND MINE

## 9x

		VV SPECIMENS				
	PRIZE				PRIZE	
GAME 1 25 TWIFV	7 SEVEN	11 ELEVN	\$50.00 FIFTY	GAME 9 1 ONE	1 ONE	4 FOUR \$5,000 5 THOUSAND
GAME 2 12 TWELV	16 SIXTN	16 SIXTN	\$90.00 NINETY	GAME 10 13 THRTN	19 NINTH	13 THRTN \$20,000 20 THOUSAND
GAME 3 14 FORTH	30 THRTY	14 FORTH	\$10 FREE TICKET	GAME 11 5 FIVE	19 NINTH	21 TWONE \$1,000 1 THOUSAND
GAME 4 28 TWEGT	28 TWEGT	16 SIXTN	\$10 FREE TICKET	GAME 12 2 TWO	20 TWENTY	20 TWENTY \$10,000 10 THOUSAND
GAME 5 25 TWIFV	20 TWENTY	25 TWIFV	\$25.00 TWIFV	GAME 13 4 FOUR	12 TWELV	3 THREE \$40.00 FORTY
GAME 6 24 TWFOR	10 TEN	10 TEN	\$20.00 TWENTY	GAME 14 11 ELEVN	11 ELEVN	7 SEVEN \$300 3 HUNDRED
GAME 7 24 TWFOR	23 TWTHR	24 TWFOR	\$50.00 FIFTY	GAME 15 23 TWTHR	23 TWTHR	22 TWTWO \$300 3 HUNDRED
GAME 8 7 SEVEN	21 TWONE	21 TWONE	\$1,000 1 THOUSAND	GAME 16 6 SIX	2 TWO	8 EIGHT \$60.00 SIXTY



**LOADED WITH PRIZES OF \$20-\$100!**



See back for play instructions

120-VOIDLVO-018

XGT \$40\$



Tinted Seal Coat

### **8.3.18 Display Printing**

We will print the display colors on the front of the ticket using four-color process, spot colors, or both, at the TLC's option. The spot colors may be specified by the TLC as Pantone Matching System (PMS) colors or the equivalent. One color will be available for printing on the back of the ticket. However, up to three additional colors are available. Since the TLC recognizes certain ticket options may lend themselves better to one process over the other, we will specify the most efficient and cost-effective system that meets your marketing goals and the quality standards for any given press run.

GPC will apply the necessary production processes in order to produce the game tickets as represented in the executed Working Papers.

We use display inks that do not "offset" or "pick" from the front of tickets to the back of tickets and to the back of tickets on an adjacent page, and vice versa. We register the display printing according to normal printing trade tolerances and practices.

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§466.022



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PIA §552.110

Tex. Gov't Code  
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§466.022

**Confidential material ends here.**

Next is our **Flexographic Press Display Printing Insert**. In this insert, we present a ticket sample printed with continuous four-color process printing. This process enhances the graphic capabilities for instant tickets.

\$5

TEXAS LOTTERY®

# \$100,000 FORTUNE

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a moneybag "\$" symbol and win PRIZE for that symbol instantly. Reveal a "WIN ALL" symbol, WIN ALL 20 PRIZES!

FAST \$100

▲ Reveal a coin "☉" symbol, win \$100 instantly!

WINNING NUMBERS



YOUR NUMBERS



WIN UP TO 21 TIMES!

VOID

Flexographic Press Display Printing

### 8.3.19 Overprint

As required, we will print overprint colors on top of the scratch-off material. The overprint area will consist of an artistic design that covers at least the same dimensions as the scratch-off material. Our overprint will be well defined, unblurred, and sharp in order to highlight any tampering to the ticket.

We will also use overprint inks that do not “offset” or “pick” from the front of the tickets to the back of the tickets and to the back of tickets on an adjacent page and vice versa. Since we fan-fold in-line, as opposed to other vendors who rewind at the end of the press, the risk of “offsetting” is greatly reduced to begin with.

GPC registers its scratch-off material and overprint according to normal printing trade tolerances and practices.

The ticket sample on the following page, in the **Overprint Ink Insert**, is an example of a game GPC produced using four color process overprint inks. Our digital-plate-technology, on-press, quality-control systems, and visual inspections ensure that overprints are well-defined, unblurred, and sharp in order to highlight any attempts at tampering.

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### 8.3.20 Ink Colors

GPC will produce a total of up to 10 colors on a ticket, with the following projected breakdown of the 10 colors:

- Five front display colors, with one of these colors being a full bleed.
- One back color.
- Three overprint colors.
- 

When using four color process to print one design across the display graphics and overprint area, we guarantee the colors will be consistent from one surface to the other, meaning the same ink will be used for the display and overprint colors. All printing methods will be approved by the TLC.

In the base configuration of our flexographic press, we will use five display colors, one full bleed color, three overprint colors, and one color on the back of the ticket for a total of up to 10 colors. Using four color process, we can print a nearly limitless variety of colors on instant game tickets for the TLC.

#### **Additional Security: (Offered Option)**

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Even though the TLC uses \_\_\_\_\_ today,  
\_\_\_\_\_ could offer  
additional security benefits to Texas instants. \_\_\_\_\_ uses printing  
plates that can clearly print

It follows  
the U.S. government's approach to protecting higher-dollar-  
denomination currency and is recommended for higher-price-  
point tickets

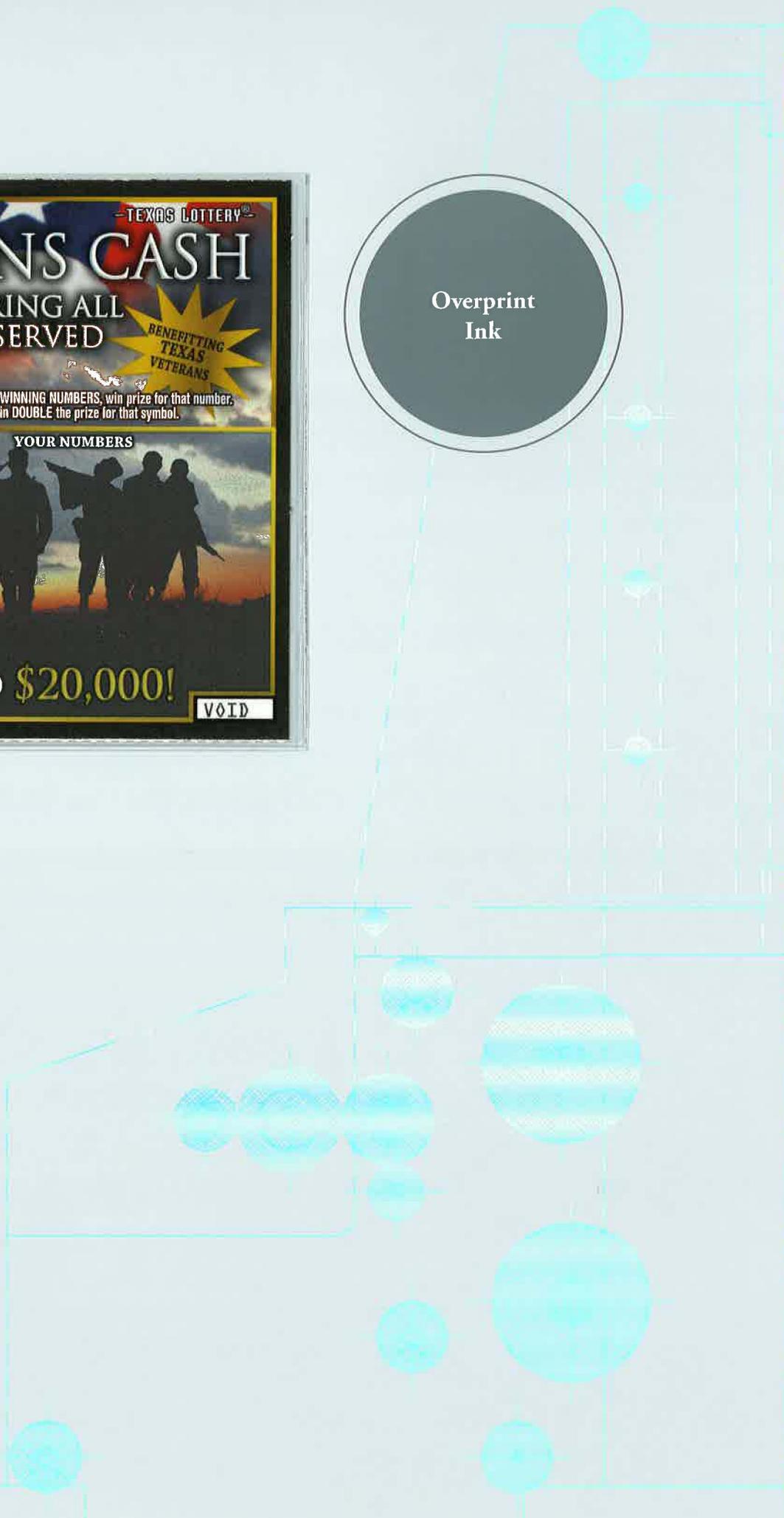
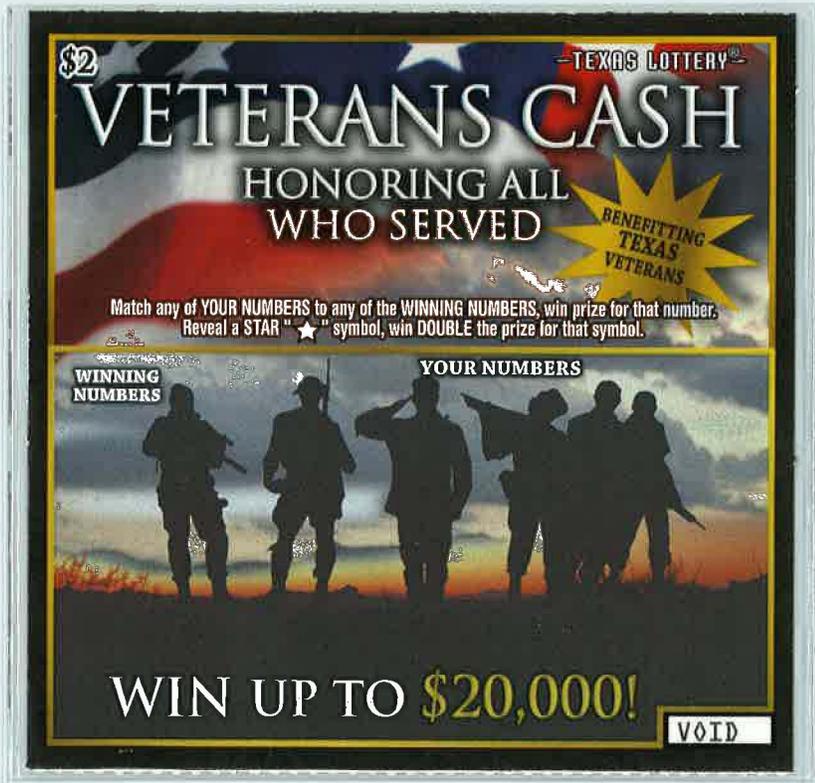


Figure 8.3 – 8:

**8.3.21  
Benday Patterns**

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§466.022

We will print benday patterns on all games in a configuration approved by the TLC. The benday patterns will be printed using the maximum number of patterns that can be used based on the number of tickets across the web and the number of repeats on the press for each game, unless previously authorized by the TLC.

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§552.139/§552.101  
§466.022

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### 8.3.22 Security Tint or Primer

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§466.022

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#### **Security Tint Color Draw Downs**

In the following **Sample Draw Down Insert**, we have provided sample draw downs of all the security colors available on 10-point paper stock coated on two sides, and on 10-point foil stock coated on one side. A breakdown of the components of each color is also provided.

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 \$552.139/\$552.101  
 \$466.022

\$5

TEXAS LOTTERY

# MEGA MONEY

MORE THAN \$23 MILLION IN TOTAL PRIZES

WIN UP TO \$175,000!

MORE THAN 265,000 PRIZES OF \$20 TO \$500

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a Dollar "D" symbol and win PRIZE for that symbol. Reveal a "5X" symbol and win 5 times the PRIZE for that symbol.

WINNING NUMBERS

<b>3</b> THR	<b>16</b> SXN	<b>28</b> THET	<b>11</b> ELV	<b>7</b> SVN
-----------------	------------------	-------------------	------------------	-----------------

YOUR NUMBERS

<b>34</b> TRFR \$40.00 FORTY	<b>25</b> THFV \$1,000 ONE THOU	<b>29</b> THNI \$1,000 ONE THOU	<b>6</b> SIX \$500 FIV HUND	<b>17</b> SVT \$5.00 FIVES
---------------------------------------	--	--	--------------------------------------	-------------------------------------

<b>40</b> FRFY \$50.00 FIFTY	<b>15</b> FFN \$100 ONE HUND	<b>2</b> THO \$20.00 TWENTY	<b>24</b> THFR \$1,000 ONE THOU	<b>27</b> THSV \$20.00 TWENTY
---------------------------------------	---------------------------------------	--------------------------------------	--	--

VOID □ □ □ □ □ □ □ □ □ □

<b>19</b> NTN \$5.00 FIVE\$	<b>26</b> THSX \$15.00 FIFTN	<b>37</b> TRSV \$500 FIV HUND	<b>12</b> TLV \$500 FIV HUND	<b>13</b> TRN \$40.00 FORTY
--------------------------------------	---------------------------------------	--	---------------------------------------	--------------------------------------

<b>1</b> ONE \$50.00 FIFTY	<b>38</b> THET \$5.00 FIVES	<b>10</b> TEN \$100 ONE HUND	<b>35</b> TRFV \$175,000 HUN 75 THOU	<b>4</b> FOR \$50.00 FIFTY
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VOID

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§466.022

# 8.4

## Omissions

### 8.4.1 Omitted Packs

GPC will omit any pack in which any part of the pack fails to meet the quality requirements specified in the RFP. Omitted packs will be reflected in the validation and inventory media. We will provide an independently audited report showing the disposition of all omitted tickets. Any omitted packs will be removed from the shipping cartons and will not be delivered to the TLC. We use an automated tracking system on the finishing line to account for omitted packs.

The following paragraphs describe how we identify and handle omits in our in-line production process.

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Tex. Gov't Code  
§552.139/§552.101  
§466.022





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**8.4.2  
Number of Omitted Packs**

The number of omitted packs will not result in a variation between the end-of-production prize structure and the executed Working Papers' prize structure that is deemed unacceptable under RFP Section 8.8, Prize Guarantees.

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# 8.5

## Scratch-Off Material Quality

### 8.5.1 Scratch-Off or Other Exposing Material

To ensure the integrity of the Texas Lottery's brand, every Texas Lottery instant ticket that GPC prints must pass numerous automated and visual inspections to verify the registration accuracy of the ticket's images and coatings. We take every measure possible to ensure that neither winning nor non-winning tickets can be identified by any characteristic of the ticket other than symbols concealed under the scratch-off or other exposing material.

We monitor tickets to ensure that identifying characteristics do not occur, including:

- Any variation of or irregularity in the front or back display printing.
- Stock.
- Perforations.
- Cuts.
- Exposed pack numbers.
- Exposed ticket numbers.
- Bar codes.
- Folds.
- Packaging.
- Color, thickness or texture of the scratch-off material.
- Overprints.
- Protective coatings.
- Printing registration or misregistration.

In addition, captions, retailer validation codes, and validation numbers are completely concealed by opaque scratch-off material, and winning tickets are evenly distributed throughout the entire game and do not bear any identifying characteristics.

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## **8.5.2 Minimize Possibility of Tampering**

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Tex. Gov't Code  
§552.139/§552.101  
§466.022

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**8.5.3**  
**Minimize Game Compromise**

GPC will make every effort to minimize the risk of ticket or game compromise.

# 8.6

## Randomization

### 8.6.1 Odds of Winning

The odds of winning any prize of any level on a given ticket will not vary from the odds of winning that prize, as stated in the final approved prize structure by reason of deficiencies of randomization, including, without limitation:

- By virtue of the ticket's location in its strip, pack, lot, shipping box, or pool.
- By virtue of the contents (whether exposed or covered with scratch-off material) of any other ticket in the same or neighboring strip (page), shipping box, or pool.

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§552.139/§552.101  
§466.022

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### 8.6.2 High-Tier Winners

High-tier winners will be randomly distributed within the pools of tickets or the game as a whole as specified by the Texas Lottery in the executed Working Papers. The size of said pools will be agreed upon by the Texas Lottery and GPC.

#### GPC's Randomization Process

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Tex. Gov't Code  
§552.139/§552.101  
§466.022

**Confidential material ends here.**

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**8.6.3  
Consecutive Non-Winning Tickets**

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§552.139/§552.101  
§466.022

GPC can limit the number of consecutive non-winning tickets in a pack by configuring the . GPC understands that the maximum number of consecutive non-winning tickets within a pack will be specified in the executed Working Papers by the Texas Lottery.

---

**8.6.4  
Inspection of Randomization**

GPC recognizes the Texas Lottery's right to inspect the methodology and implementation of such randomization on its own or with the aid of an independent consultant at any time. GPC acknowledges that any information gathered throughout the process will be held in confidence by the Texas Lottery and/or its representative.

# 8.7

## Guaranteed Low End Prize Structure (GLEPS)

Each pack of tickets will contain a guaranteed dollar value of low-tier prizes as specified by the Texas Lottery in the executed Working Papers. Four (4) different configurations of low-tier prizes will be equally and randomly incorporated in each pool and throughout all pools in the game. The different ways to win a low-tier prize within a GLEPS configuration will be randomly placed within a pack of tickets. Each pack configuration will have the same total dollar value of low-tier winners, but each will have varying numbers of winners of various denominations.

GPC acknowledges that low-tier is currently defined as a prize value of \$24.99 or less and, in certain circumstances, when requested by the Texas Lottery, some higher-price-point games will include prizes of larger value in the low-tier files for pack settlement purposes. The low-tier values will be defined in the Customer Specifications Document and Working Papers.

# 8.8

## Prize Guarantees

GPC uses proven methods to guard against predictability of winners by ensuring that winning tickets are randomly distributed in each pack. For details on this topic, please refer to Section 8.6, Randomization.

We will submit a standard audit letter by Deloitte & Touche (GPC's certified public accounting firm) related to game production within two (2) weeks of delivery of each game. We will guarantee the following:

---

### **8.8(1) No Discernible Pattern**

Winning tickets will be distributed with no discernible pattern throughout the entire population.

---

### **8.8(2) Guaranteed Ticket Quantities**

Ticket quantities will be guaranteed within  $\pm 2\%$  from the quantity stated in the executed Working Papers, and all prize levels will be guaranteed within  $\pm 2\%$  of the percentage of prize fund within the final executed prize structure from the executed Working Papers proportionate to the actual quantity shipped. In addition, overall prize payout will be within  $\pm .005$  (1/2 percent).

---

### **8.8(3) Overall Odds Variance**

Overall odds of the game will not vary more than  $\pm .0005$  (1/20 percent) from the final executed prize structure from the executed Working Papers.

---

### **8.8(4) Top- or Other-Tier-Level Prize Verification**

Top- or other-tier-level prizes that are specified in the executed Working Papers as a guaranteed quantity will be verified and guaranteed in the end-of-production prize structure for the game produced.

# 8.9

## Security Specifications

### 8.9.1 Specific Security Measures

GPC acknowledges that the Texas Lottery's need for security is implied in all sections of the RFP, even when not explicitly stated. In this section, we clearly specify the precautions, safeguards, inspections, reporting and other measures that will attend the entire program and its parts.

### Security Certifications and Credentials

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PIA §552.110

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PIA §552.110



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§466.022



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PIA §552.110

Tex. Gov't Code  
§552.139/§552.101  
§466.022

Confidentiality Claimed  
PIA §552.110

Tex. Gov't Code  
§552.139/§552.101  
§466.022

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PIA §552.110

Confidentiality Claimed  
PIA §552.110

## **8.9.2 Security Standards**

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PIA §552.110

Confidentiality Claimed  
PIA §552.110

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### **8.9.3 Constructed Samples**

Included with our proposal, GPC has submitted one thousand (1,000) constructed samples of instant lottery tickets: five hundred (500) samples of Cash Blast printed on coated two-sided paper stock, and five hundred (500) samples of Civil War printed on foil stock. GPC's sample tickets were produced using the current and proposed printing process (flexographic). These sample tickets have required bar codes on them. GPC acknowledges that these submitted tickets can be used for further security testing by the Texas Lottery, if desired, and for examination of the appearance and overall quality of the construction of the proposed ticket. One of the sample tickets submitted was produced for the Kansas Lottery, but all tickets will conform to the Texas Lottery's requirements. We also recognize that acceptance of sample tickets as part of our proposal does not limit or restrict the Texas Lottery's authority to test tickets manufactured and submitted by GPC under any Contract resulting from this RFP. Acceptance of sample tickets as part of our proposal will not be deemed approval of tickets manufactured under any Contract resulting from this RFP.

# 8.10

## Test Game Samples

### **8.10.1 Test Game**

Prior to approval of the first game, we will provide, at no additional cost, a test game that includes the high-tier algorithm, inventory, high- and low-tier validation media and samples of high-, mid-, low-tier and non-winning tickets to verify compatibility and functionality of information and systems. We will submit a minimum of four (4) packs to the Texas Lottery's independent testing laboratory or the Texas Lottery upon request. The remaining instant ticket inventory will be shipped to the Texas Lottery's instant ticket warehouse prior to production of the first game under the Contract. The test game will be delivered to the Texas Lottery no later than six (6) weeks from the date of execution of a Contract resulting from this RFP. We acknowledge that the test game must be approved by the Texas Lottery prior to production.

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### **8.10.2 Additional Test Games**

If, at any time, the Texas Lottery decides to change ticket, bar code, or validation media formats, GPC will provide additional test games for testing at no additional cost to the Texas Lottery.

# 8.11

## Ticket Reconstruction

To verify the integrity of play for any instant game, it must be possible for the play data, including an image of the ticket play area, to be reviewed independently by the Texas Lottery. Upon request by the Texas Lottery, GPC will provide only authorized Texas Lottery security personnel a report reconstructing the play data of any ticket. The reconstruction will be accomplished by using the game, pack and ticket numbers, validation number or bar code or portions of combinations of those items. The reconstruction report will be submitted by electronic transfer or, upon request, by fax, and contain the following information:

- The complete game number, pack number, ticket and validation number.
- An indication of whether the ticket was a winning or non-winning ticket.
- In the case of a winning ticket, the prize amount.

Upon request, GPC will provide a representation of the play area as it would have appeared on the actual ticket. This image can be electronically transferred using a secure transfer protocol approved by the Lottery. GPC will maintain an audit log of each ticket reconstructed that will provide the requestor, game/ ticket information, date requested, date of reply, non-winning or winning ticket, amount of prize and person responding.

A monthly reconciliation report listing all reconstructions requested by the Texas Lottery will be provided to the Lottery Security Manager no later than the 10th of the following month.

## GPC's Secure Reconstruction Procedure

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# 8.12

## Employee Security

We ensure that no GPC, subsidiary or parent company employee or retailer has any knowledge of the location or placement of winning tickets. Maintaining the integrity and reputations of its customers is crucial to GPC, and all employees review and sign a Code of Conduct annually.

GPC is committed to the highest levels of security by adhering to practices, policies, and procedures developed in accordance with its corporate Information Security Management System (ISMS). GPC sets the industry standard for the production of secure instant games, and the Texas Lottery can be assured that our production of instant tickets is in accordance with the strictest security standards:

- Printing industry standards, such as ISO 27001:2005, SSAE 16, and the Payment Card Industry Data Security Standard (PCI DSS).
- Lottery industry standards, such as WLA SCS: 2006 and Multi-State Lottery Association (MUSL) Member Rule 2.

We implement strict employee security procedures to preclude any GPC employee involved in instant ticket production from ascertaining the location of winning tickets. These procedures also fully mitigate risk of an employee providing information to any retailer that would be useful in predicting the location of winning tickets.

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# 8.13

## Security Breach

**GPC has never experienced a security breach in the design, production, or distribution of instant tickets for any lottery customer.**

Upon discovery of any breach of security experienced by GPC during the term of the Contract, especially theft or disappearance of any paper stock, tickets, waste, printing plates, imaged media, program files or the like, GPC will immediately notify the Texas Lottery Security Manager and/or designated contacts as outlined in the Customer Specifications Document.

This will also be followed up with written notification detailing the specifics of the occurrence and the steps taken by GPC to correct the problem. If such a breach of security occurs, we will provide to the assigned Texas Lottery Enforcement investigator any and all information and documentation requested during the investigation of said security breach. We acknowledge that the Texas Lottery will be the sole judge of the adequacy of the steps taken and reserves the right to specify other steps to be taken.

As evidence of its commitment to stringent security processes and procedures, GPC has never experienced a security breach in the design, production, or distribution of instant tickets for any lottery customer.

# 8.14

## Production and Transfer of Game Production Data

GPC acknowledges that, in the unlikely event that the game tickets are produced at a location different from the production facility, the Texas Lottery requires secure transfer of the game production data. Any production media data that is transported via telecommunications will be encrypted and transferred using a method approved by the Texas Lottery. This will include the transfer of encryption key data.

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and control measures certified by ISO 27001:2005, WLA SCS: 2006, and AICPA's SSAE 16 security control objectives.

# 8.15

## Plant and System Security

### 8.15.1 Importance of Security in All Phases

To offer the highest-quality instant lottery tickets, the Texas Lottery needs a partner who fully appreciates the importance of security to your reputation and the integrity of your instant games. GPC fully acknowledges the overriding importance of security in all phases of design, material procurement, and ticket production, transportation, storage, validation, and disposition. In the following sections, we describe the security measures we employ for each of these phases.

#### Design Security

To support the Texas Lottery's goal of increasing sales, GPC's tickets integrate layers of security with vibrant, eye-catching designs that appeal to players and incorporate best-practice design techniques to maximize their impact in the marketplace. At the same time, we take great care to include security features in our ticket designs to ensure game integrity throughout its life cycle. Our games are sold throughout the world, and are exposed to ongoing compromise attempts. Through lessons learned over the years, GPC's tickets have evolved into highly secure products that our customers can rely on to perform as expected.

#### GPC's Multi-Layered Game Design Security Features

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**8.15.2(2)  
Visitor's Log**

As previously described in Production Security above, GPC maintains a log of all visitors who have entered all facilities in connection with the manufacturing and storage of Texas Lottery instant tickets.

GPC will maintain a log of the destination and disposition of Texas Lottery imaged material and omitted tickets by securely destroying them at our facility. No material will leave our facility until it has been so processed and is no longer identifiable as Texas Lottery material. The log will be available for audit by the Texas Lottery. We acknowledge that destruction of any imaged or un-imaged ticket stock must be approved by Texas Lottery Enforcement.

**8.15.2(3)  
Access to Production and  
Storage Areas**

GPC acknowledges that access to the area where lottery tickets are produced or stored will be approved by the Texas Lottery. We will provide the Lottery with a copy of our security procedures regarding access to the area where tickets are produced or stored for the Lottery's approval.

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**8.15.3  
Computer Generated Media**

GPC will \_\_\_\_\_ at the completion of production of the game(s) for which they were used unless specifically authorized to be kept for a period of time by the Texas Lottery. Computer generated media not scheduled for erasure at the end of the production run will be kept in a secure location with access control as specified by the Texas Lottery.

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**8.15.4  
Data Security Plan**

As the Successful Proposer, GPC will provide a data security plan approved by the Texas Lottery Director of Security and Business Continuity and Information Security Administrator detailing the security, during development and production, of all computer generated media, software, systems, and any other information designated by the Texas Lottery. This plan will be in accordance with the GTECH ISMS and identify any encryption and decryption algorithms to be implemented. We acknowledge that any and all changes to the data security plan must be pre-approved by the Texas Lottery Security Manager and Business Continuity and Information Security Administrator.

# 8.16

## Pre-Production Certification and Color Proof Approval

### 8.16.1 Ticket Inspection

Just as the TLC does, we incorporate the highest standards of security and integrity into our ticket production process. We welcome you to inspect all tickets produced under any Contract to ensure compliance with RFP specifications.

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### 8.16.2 Accuracy of Game Prize Structures and Other Requirements

We will certify,  
the accuracy of the game prize structure, and that all Texas Lottery requirements, including any parameters and/or constraints, have been met.

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### 8.16.3 Computer and Program Reports

Upon written request by the Texas Lottery Operations Director or, we will furnish all of the actual game computer and related program reports to the Texas Lottery prior to production.

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### 8.16.4 Test Pools

Upon written request by the Texas Lottery Operations Director, for each game, we will provide an image of the computer-generated printout from the test pools illustrating each of the four (4) GLEP patterns and the reconstruction reports of these packs. We will also provide all information pertinent to the test pools, including any summary reports.

### **8.16.5 Color Proofs**

We will provide the Texas Instant Product Coordinator a color proof of the ticket image for each game for approval.

The Texas Lottery approves in the Working Papers and color proof are the colors produced on the press. The maximum discrepancy between the proof and the final tickets printed is 2%-3% of the color tolerance.

While much of this accuracy is due to a combination of technology and process, experience also plays a role. Recently introduced for Texas, another step taken includes the addition of a screened black layer to the overprint in the artwork file to accurately reflect how the overprint colors will look on the actual scratch off. This screened black layer is removed when the plates are made but allows us to more realistically simulate color in this area of the ticket during proofing. For more information on color proofs, please see Section 8.1, Overview of Game Manufacturing Methods.

Our pre-media group will also produce a color proof for the Lottery's review and signature. The color proof is produced from the digital file of the ticket artwork represented in the executed Working Papers. The proof is output from a printer calibrated to match the color fingerprint of our flexographic press. The colors on this proof will match the colors of the instant tickets on the press. Once the Lottery signs off on the color proof, the pre-media group will begin plate production.

---

### **8.16.6 Authorization of Game Production**

We will not produce any game until the Texas Lottery receives the preproduction certification email, approves the ticket color proof, and authorizes game production.

# 8.17

## Production Audit

Integrity, transparency, and high quality are not only important to the Texas Lottery; they are inherent in our manufacturing process. In particular, our tickets go through numerous audits such as the International Organization for Standardization (ISO) 9001:2008 accreditation we received in January of 2010 for quality management and ISO 14001 for environmental management, as mentioned in Section 8.1, Overview of Game Manufacturing Methods. GPC welcomes these inspections because we understand your business requirements. In addition, we also received a positive unqualified opinion in the SAS 70 (currently called SSAE 16) audit in 2010.

GPC, at its expense, will engage Deloitte & Touche, a qualified and independent certified public accountant to review the procedures and controls it employs for each game. Deloitte & Touche will render a letter to the Texas Lottery stating the results of the audit performed on our production procedures and controls. The procedures for these audits are described in the following subsections.

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### **8.17(1) Random Selection**

We will randomly select two (2) pools for printing.

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### **8.17(2) Audit Program Report Review**

We will review audit program reports for the two pools selected for agreed-upon conformity of such results with the game specifications and prize structure in the final executed Working Papers, noting any and all exceptions.

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**8.17(3)  
Test Data and Audit Error  
Report Review**

We will review test data and the audit error report to determine whether the audit program detected errors corresponding to the programming parameters and game specifications, noting any and all exceptions.

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**8.17(4)  
Recorded Data Comparison**

We will compare the recorded date and time stamp of the audit program used in the performance of the above reports, including dates, to the date and time stamp of the audit program used in the production of the game tickets, noting any and all exceptions.

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**8.17(5)  
Review Print Image Data**

We will review print image data for each possible character image used and determine whether the correct character is set to print, noting any and all exceptions.

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**8.17(6)  
End of Production Prize  
Structure Review**

We will review the end-of-production prize structure and agreed-upon high-tier seeded prizes with the prize structure in the final executed Working Papers, noting any and all exceptions. In addition, we will provide the following documentation to the Texas Lottery Products Manager prior to the arrival of a printed game at the Texas Lottery's warehouse facility:

- i. A letter from Deloitte & Touche stating the results of the audit performed.
- ii. Final Working Papers for the game being audited.

# 8.18

## Security Testing Sample Packs

Upon completion of a press run, GPC will place a minimum of 150 live tickets per game in omit status and ship via overnight delivery to the Texas Lottery's independent laboratory testing facility and/or directly to the Texas Lottery. GPC acknowledges that the tickets will be tested in accordance with RFP Section 8.26, Testing Protocols. These 150 tickets will not be drilled, stamped or rubbed and will represent tickets from the beginning, the middle, and the end of the press run for each game. GPC will be responsible for its own test costs associated with testing not required by the Texas Lottery.

# 8.19

## End of Production Prize Structure

Prior to the arrival of a printed game at the Texas Lottery's warehouse facility, GPC will submit an End-of-Production Prize Structure report for each game that summarizes the prize values of each game by prize level. We will email the End-of-Production Prize Structure report, as specified by the Lottery, the low-, mid-, and high-tier electronic validation files prior to the actual delivery of tickets to the warehouse.

We acknowledge that the TLC will review each game's end-of-production prize structure for any errors, and if any are detected, we will correct them immediately. We also acknowledge that the deadline for instant ticket delivery, as specified in the executed Working Papers, will not be extended due to errors.

Should the End-of-Production variance cause the odds or other statements on the printed tickets to be incorrect, we acknowledge that the TLC may determine the game to be non-conforming and, in accordance with RFP Section 3.54.15, withhold any amounts due to GPC under the Contract.

# 8.20

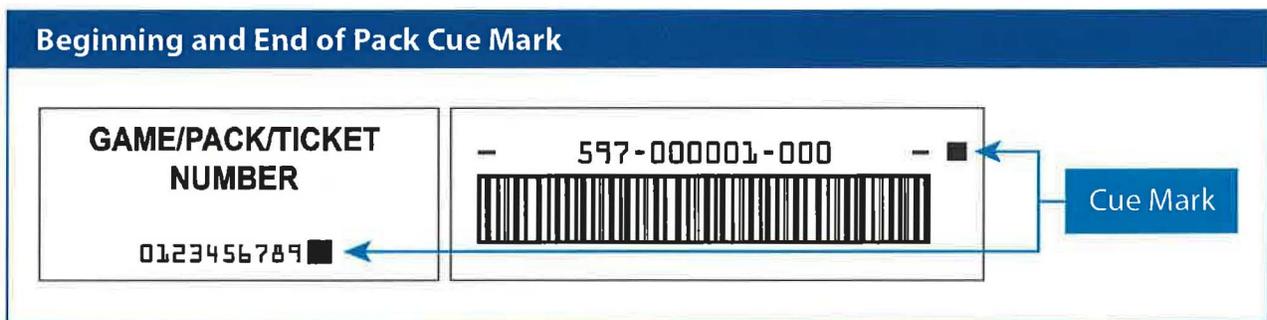
## Packaging

GPC will package tickets in accordance with the packaging specifications detailed in the Customer Specifications Document. We acknowledge that no breaks in packs will be permitted, and the number of tickets per pack in each game will be specified in the executed Working Papers. We further acknowledge that partial, broken, miscut or incomplete packs are not acceptable. In addition, the tickets within each pack will be in the numerical sequence prescribed by the Texas Lottery (e.g., 001 to 250; 001 to 125).

Section 8.4, Omissions, describes our Lean Manufacturing packaging process in detail. All packs of tickets are scanned multiple times, physically inspected before and after they are shrink-wrapped, and then counted before they are placed in a carton.

To ensure the correct number of tickets is present in each pack, the beginning and ending pack/ticket number has a small mark imaged beside it. The mark allows our finishing and packaging technicians to readily determine that the correct number of tickets is present in each pack, or if the mark isn't visible or is not on the first or last ticket in the pack, the pack is removed and processed as an omit.

Figure 8.20 – 1:



**Visual Confirmation:** Cue marks aid in determining the accuracy of ticket counts in packs.

# 8.21

## Shrink Wrapping

Before shrink-wrapping, GPC uses precise blades to separate the web of tickets into individual channels. The excess web is removed from the tickets and automatically directed to the shredder. As packs move along the packaging conveyor, small particles fall off of the packs. By the time the packs reach the shrink wrap machines, most if not all residue is dissipated so that only a minimal amount of paper residue might fall out upon opening of a pack.

**Figure 8.21 – 1:  
High-Speed Trimming**

**Single Piece Flow:** Tickets move immediately into finishing where the web is perforated, trimmed, slit into channels, and then fan folded.



All packs produced by GPC will be individually shrink-wrapped in pack sizes determined by the Texas Lottery on a game-by-game basis. Subject to normal printing trade tolerances and practices, the packs of tickets will be properly trimmed and slit. GPC acknowledges that the Texas Lottery requires all ticket packs to be wrapped in a manner such that the sealing seam of the pack does not obscure the bar code when packs are scanned. Individual shrink-wrapped packs will be able to withstand normal handling during distribution.

They will not contain more than a minimal amount of security coating, foil or paper residue or other material that falls out upon opening. Shrink-wrapping will remain intact throughout the shelf life of the game and packs will be assembled in a uniform manner.

**Figure 8.21 – 2:  
Shrink-Wrapped Ticket Packs**

**Quality Shrink Wrapping:** Ticket packs emerge from wrapping and flow directly into heat tunnels. The quality of shrink wrap ensures all packs withstand handling and remain intact throughout their shelf-life.



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# 8.22

## Shipping Cartons

### **8.22.1 Carton Sizes**

GPC acknowledges that carton sizes will vary dependent upon ticket sizes as specified in the executed Customer Specifications Document, and that shipping carton sizes must be pre-approved by the TLC. We will only use cartons whose sizes have been pre-approved by the TLC.

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### **8.22.2 Consecutive Numbering**

We will ensure that all cartons are consecutively numbered and labeled with a computer-produced label showing game name, game number, shipping carton number, range of pack numbers, omissions (if any) and a bar code showing the game number and beginning and ending pack numbers for the carton. Labels will be color coded by game or an additional color-coded sticker will be placed on the box. The sticker will not obscure the shipping label. There will be "Full Packing" in each shipping carton. If, during the balancing process, a carton contains less than the required number of packs per carton for that game, the omitted pack(s) will be replaced by a air pillow film. We acknowledge that "Full Packing" may vary dependent upon ticket sizes.

---

### **8.22.3 Lowest Numbered Pack**

We will pack each carton so that the lowest-numbered pack of tickets is visible when the carton is opened from the top. The lowest pack number will be in the front left corner and the highest pack number will be in the right back. Packing tape will not obscure the shipping label. Shipping cartons will be numbered starting with 00001. Shipping cartons will be 275-lb. test.

# 8.23

## Pallets

### 8.23.1 Pallet Requirements

To ship tickets to the Texas Lottery, GPC will use pallets that meet the following specifications for your 4" x 2.4" tickets. We will work with you to determine the specifications needed for your other ticket sizes.

- The pallet will contain 56-60 cartons.
- Cartons will be packed with the lowest carton number on the top layer of the pallet, and the highest carton number on the bottom layer of the pallet.
- The pallet size will be 48" x 40" and provide four-way entry with bottom boards and center brace to allow a forklift to enter 40" sides.
- Pallets loaded with tickets will be able to be transported, moved, and double stacked without damage to pallets or product.
- The four corners of the pallet will be stabilized by cardboard brackets, or similar means, running the height of the pallet.
- Cartons will be tightly stretch-wrapped and secured to the pallet so as not to topple in transit.
- Carton labels will face outward and must be color-coded by game.
- The label will be placed on the narrow side of the carton (packs of tickets inside carton will face label).
- Pallets will contain bar-coded labels indicating game name, game number, pallet number, range of carton numbers and pack numbers on the pallet.
- The bar codes will show the game number and the beginning and ending pack number for the pallet.
- Pallet labels will also be color-coded to match the same color as the carton label.
- Omits will be legibly written on the pallet label when applicable.
- Labels will be placed on both 40" sides.
- Other pallet sizes and configurations may vary, dependent upon ticket sizes, and will be specified in the executed Working Papers for each game.
- The use of pallets other than 48" x 40" will be pre-approved by the TLC.

### **8.23.2 Shipping Pallets**

Pallets of finished tickets will be loaded with the lowest-numbered pallet in the "nose" of the trailer and the highest-numbered pallet at the rear of the trailer. TLC-required shipping documentation will be placed on the highest-numbered pallet at the rear of each trailer. Shipping documentation will be placed in a sealed envelope and labeled "Texas Lottery Commission Shipment Report." We acknowledge that the format of each report must be pre-approved by the TLC.

# 8.24

## Delivery of Tickets to Lottery Warehouse(s)

### **8.24.1 Shipment Departure Notification**

After production, when the game is ready to be shipped to the TLC, GPC will email a "Shipment Departure Notification" to the TLC contacts identified in the executed Working Papers and/or Customer Specifications Document. The Shipment Departure Notification will include, at a minimum, the following:

- Date.
- Company name.
- Shipment date and time.
- Expected delivery date and time.
- Game number and name.
- Transportation carrier.
- Trailer number.
- All seal numbers per trailer.
- Total pallets per trailer.
- Total number of trailers.
- Total number of pallets.
- Primary and secondary contact with name, title, email address and phone number.

### **8.24.2 Shipment Requirements**

We will adhere to the following shipment requirements specified by the Texas Lottery:

- All ticket shipments will represent the whole game per the executed Working Papers.
- Split shipments of game and validation media will not be accepted.
- Deliveries of packaged tickets will be F.O.B. to the TLC's instant ticket distribution warehouse in Austin, Texas, or such other location(s) in Texas as designated by the Texas Lottery.
- GPC will make continuous and uninterrupted deliveries of instant game tickets, without storage.
- All instant game tickets will be transported on a sealed and dedicated vehicle, i.e., no other customer's products will be on board.
- The seal requirements will be approved by the Texas Lottery.
- The seal will be broken only by an authorized representative of the Texas Lottery; we acknowledge that failure to adhere to this requirement may be grounds for rejection of the entire shipment.
- Each game shipment will include retail void samples.
- Each trailer delivered will have Texas Lottery shipping documentation on the last pallet loaded on the trailer.
- The shipping documentation will consist of two reports: 1) Texas Lottery Commission Shipment Summary Report and 2) Texas Lottery Commission Shipment Detail Report.
- The Texas Lottery Commission Shipment Summary Report will include:
  - Game number and name.
  - Date shipped.
  - Number of tickets per pack.
  - Number of packs per carton.
  - Number of tickets per carton.
  - Number of pallets per trailer.
  - Number of cartons per pallet.

The Texas Lottery Commission Shipment Detail Report shall include:

- Game number and name.
  - Date shipped.
  - Pallet number.
  - Starting carton number per pallet.
  - Ending carton number per pallet.
  - Number of packs on pallet.
  - Starting pack number per pallet.
  - Ending pack number per pallet and total tickets per pallet.
  - Total number of packs.
  - Total number of tickets in the shipment.
- 

### **8.24.3 Changes to Scheduled Delivery Dates**

GPC will immediately notify, by email and telephone, the Instant Product Coordinator and Products Manager of any changes to scheduled delivery dates of instant game tickets. All changes in scheduled delivery dates will be in writing and pre-approved by the Texas Lottery.

# 8.25

## Instant Ticket Testing

GPC acknowledges that the TLC contracts with an independent laboratory to test all instant games for compliance with quality, security, and durability standards set by the Texas Lottery. We further acknowledge that, in the event an instant game fails testing and is not accepted by the Texas Lottery, all testing costs for any new production run of the same game will be at GPC's expense, and GPC will reimburse the Texas Lottery for all test expenses.

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# 8.26

## Testing Protocols

GPC acknowledges that the TLC subjects its instant tickets to an array of tests to ensure their security, integrity, and playability, and tests tickets for consistency from ticket to ticket and pack to pack within each game. We further acknowledge that the Texas Lottery tests all games, reserves the right to require additional tests on any instant ticket game, and performs a series of tests that fall into the categories detailed in the next section.

GPC acknowledges that the Texas Lottery will regularly review the tests and, at any time, may consider the addition or elimination of one or more tests based on necessity, and/or the benefits or effectiveness of substituted methods. We realize that subsequent tests may be developed based upon newly acquired industry information or advancements in ticket technology.

GPC acknowledges that instant tickets may be subject to additional tests after initial release as deemed necessary by the TLC. We also acknowledge that we will receive a copy of the TLC's instant ticket testing procedures upon contract award and execution of a non-disclosure agreement.

### 8.26.1 Guidelines for Instant Ticket Testing

GPC acknowledges that the TLC tests tickets to determine whether or not they meet the following criteria:

- **Quality:** The construction of the ticket must meet the specifications stated in the Working Papers as it relates to bar codes and benday patterns. In addition, quality tests will establish that the ticket is playable before release for sale.
- **Durability:** The construction of the ticket is reasonably sufficient to endure environmental rigors and still be readily marketable.
- **Compromise-ability:** The construction of the ticket is sufficient and secure enough to withstand attempts, using methods and materials available to the public, to determine if the ticket is a winning or non-winning ticket without evidence of tampering.
- **Alterability:** The construction of the ticket is sufficient and secure enough to withstand attempts, using methods and materials available to the public, to alter or copy the play data, prize amounts, or bar code that would change a non-winning ticket into a redeemable winning ticket and/or increase the prize amount on a winning ticket.

## 8.26.2(1)-(11)

## Current Tests

GPC acknowledges that the Lottery currently performs the following tests on instant tickets:

1. **Security Coating Scratch Test:** This test determines the amount of force needed to remove the scratch-off security coating.
2. **Bar Code Measurements:** This test determines that the quality of the bar codes is sufficiently compatible with the electronic equipment that reads them.
3. **Washing Test:** This test determines durability when exposed to conditions simulating "accidental" machine washing.
4. **Environmental Exposure Tests:** These tests determine susceptibility to compromise when exposed to intense light, heat, humidity, water, and steam.
5. **Chemical Exposure Tests:** This test determines susceptibility to compromise when exposed to commonly available chemicals and chemical fumes.
6. **Electrostatic/Magnetic Tests:** This test determines susceptibility to compromise after electrical charging or exposure to magnetic sources.
7. **Mechanical Lift Tests:** This test determines the security coating's susceptibility to compromise by lifting the scratch-off layer and replacing it onto the ticket.
8. **Delamination Test:** This test determines susceptibility to compromise by separating the card stock.
9. **Ultraviolet Test:** This test evaluates the ultraviolet security features that may or may not be present on the tickets.
10. **Alteration Tests:** These tests determine susceptibility to compromise by alteration attempts such as cut and paste, hand alterations, color copy reproduction and computer counterfeiting.
11. **Transparentizing Tests:** These tests determine susceptibility to compromise when exposed to alternate light sources, microscopes, magnification, and computer equipment.

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§552.139/§552.101  
§466.022



**Confidential material begins here.**

Figure 8.26 – 2:

**ISO 27001 Certification**

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**DET NORSKE VERITAS**  

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**MANAGEMENT SYSTEM CERTIFICATE**  

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Certificate No. 90608-2010-AIS-USA-UKAS

*This is to certify that*

**GTECH Corporation**  
4100 South Frontage Road,  
Building 400  
Lakeland  
Florida  
33815  
USA

*has been found to conform to the Management System Standard:*

**ISO/IEC 27001:2005**

*This Certificate is valid for the following product or service ranges:*

**Design and development of instant lottery tickets, in accordance with the latest revision of the Statement of Applicability.**

<p><i>Initial Certification date:</i> December 21<sup>st</sup>, 2010</p> <hr/> <p><i>This Certificate is valid until:</i> December 21<sup>st</sup>, 2013</p> <hr/> <p><i>The audit has been performed under the supervision of:</i> EJ Bauman Lead Auditor</p>	 013	<p><i>Place and date:</i> Barendrecht, January 11<sup>th</sup>, 2011</p> <hr/> <p><i>for the Accredited Unit:</i> DET NORSKE VERITAS CERTIFICATION B.V., THE NETHERLANDS</p>  Ron J. Meijer Management Representative
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Lack of fulfilment of conditions as set out in the Certification Agreement may render this Certificate invalid.

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# 8.27

## Non-Conforming Tickets

### **8.27.1 Failure to Meet Requirements**

GPC acknowledges that, if the result of any test or inspection establishes that any tickets, packs, or the entire game fails to meet the requirements specified in this RFP, the tickets, packs or entire game may be deemed non-conforming by the Texas Lottery, and, in accordance with Section 3.54.15, Non-conforming Delivered Tickets, the Texas Lottery may withhold any amounts due under the Contract.

---

### **8.27.2 Pull Selected Non-Conforming Packs**

GPC acknowledges that, if it recommends pulling selected packs of non-conforming tickets and the Texas Lottery agrees, the Texas Lottery may assess sanctions for these packs, pursuant to RFP Section 3.54.15, Non-conforming Delivered Tickets.

Other vendors' techniques cannot identify the problem or its extent, so problems are often unknown until their tickets reach the market and are on sale. GPC's proactive process, described previously, minimizes this risk. We regularly communicate with our customers and their testing labs and contractors who examine our products to monitor their protocols. Whenever something new is added to a method or a procedure is altered, we upgrade our equipment and document the test procedures to ensure that we are able to address any new perceived threats. We also actively research ticket security through experimentation using common household chemicals, products, additives, light sources, etc., to reveal our products' reaction under a variety of tests.

**Figure 8.27 – 1:  
Omit Processing Station**

**Automation Solves Omit Problems:**

Packs identified for omit processing are automatically sent to the processing station for scanning into the omit file.

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Good packs of tickets move downstream to the shrink-wrap stations and then to packaging. Packs are scanned twice more while in packaging: once before they are visually inspected and again when they are placed in a carton.

**Figure 8.27 – 2:  
Scanning and Staging for Final Packing**

**Inspections Continue During In-Line**

**Packaging:** An additional scan and a visual inspection are performed prior to building a pack file.

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# 8.28

## Computer System Compatibility

GPC will maintain compatibility with the TLC's and Lottery Operator's computer systems. Detailed programming specifications, including but not limited to those related to production and validation, will be developed in joint meetings between GPC and the TLC. GPC acknowledges that programming specifications will be approved by the Texas Lottery before any system or programming work begins.

# 8.29

## High-Tier Winner Validation Media

GPC manufactures instant tickets in such a manner that there is no record of any kind in the validation media that connects the location of high-tier winning tickets in the game with the exposed pack number on the ticket.

Specifically, all high-tier validation media that we supply to our customers include only the internal validation number and prize value associated with the internal validation number, along with an indicator of the prize type (cash prize, merchandise, etc.). This data is supplied in the format specified by our customers' instant ticket management system supplier.

# 8.30

## Electronic Data Transfer Process

GPC will transfer validation files to the TLC using the electronic data transfer process defined by the Lottery. We acknowledge that the TLC will provide the procedures for this electronic data transfer process.

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### **8.30.1 CD Requirements**

GPC acknowledges that the TLC may request that we provide original validation CD(s) in a sealed container that meets all of the requirements outlined in the RFP. We will record the numbers of all single-use seals and fax them to the Texas Lottery Operations Security Manager. In addition, we will verify the seal number by telephone, fax and email, and deliver all CDs as soon as possible via an approved courier. We will provide all validation media (high/mid- and low-tier), inventory and balancing reports on CD.

# 8.31

## Back-Up Capabilities

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Confidentiality Claimed  
PIA §552.110

**Confidential material ends here.**

# 8.32

## Specified Options

In this section, we describe a number of the instant ticket manufacturing Specified Options we are offering. Please also see Attachment H, Cost Proposal. To see examples of tickets that showcase the manufacturing Specified Options we can provide, please refer to the **Specified Options Ticket Samples** at the end of this section.

---

### 8.32.1 Ticket Manufacturing Options

As a **Specified Option**, we will provide the following ticket manufacturing options:

#### **(1) Reduction for Colors Less than Ten (10)**

GPC has the ability to print instant game tickets with less than 10 colors at a reduced price.

#### **(2) Fluorescent Inks**

GPC can provide instant game tickets printed with fluorescent inks (other than the required fluorescent benday). Our fluorescent colors can be used to complement a game's design or theme and ensure the tickets stand out at the retail point of sale.

#### **(3) Metallic Inks**

We can provide instant game tickets printed with metallic inks. Our metallic inks can be used in the display graphic of the ticket to enhance the theme of the ticket and attract the attention of players. We have a variety of metallic inks at our disposal. For instance, we can print common metallic inks like gold, silver, and bronze, as well as non-traditional metallic colors such as red, green, blue, etc. Metallic inks can also be used in the overprint designs.

#### **(4) Dual-Color Game Data Imaging**

GPC produces instant tickets with dual- and multiple-color imaging. The play data can be imaged in black or five standard spot colors (red, blue, green, yellow, and orange). Up to four colors can be imaged simultaneously.

### **(5) Multiple/Continuous Scenes**

GPC can produce instant ticket games with multiple scenes, and the scenes can be individual or continuous. We can produce two, three, four, or more scenes in a game. The scenes can alternate from ticket to ticket, or you can have several different scenes in a row before a repeat of those scenes. The scenes can change in the display area, the play area, or both.

GPC can also print continuous-scene games. As a natural extension of our ability to print an unbroken graphic image over the entire ticket, including the scratch-off area, we can print an unbroken graphic image across two, three, four, or more tickets by using our continuous-image four-color or six-color process.

### **(6) Color Pulsing/Color Changes**

GPC can incorporate one or more color pulses within a press run.

### **(7) Full Ultraviolet Coating**

We can provide instant game tickets that have a full ultraviolet (UV) coating over the front. We can also print tickets that have full UV coating except for designated spots.

### **(8) Marking Process**

Player's MARK™, a marking process other than full opaque security coating cover, takes advantage of MAX's unique printing process to create screens that show a variety of ink-element patterns and shapes. The patterns of opaque ink elements can form a variety of symbols, letters, words, logos, or security marks.

### **(9) Cylinder or Plate Changes**

GPC can change cylinders or plates before and during production. GPC is pleased to offer this Specified Option at no additional cost.

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### (10) Multiple Games Across Web

two, or four games –simultaneously.

– typically one,

### (11) Hourly Rate

GPC provides test game programming for software changes at an hourly rate.

### (12) Holographic Paper Stock

We can print instant ticket games on holographic paper stock. We obtain holographic ticket stock in a variety of patterns from our paper vendors.

### (13) Foil Paper Stock

We can print instant ticket games on foil paper stock.

## 8.32.2 Second Chance Drawings

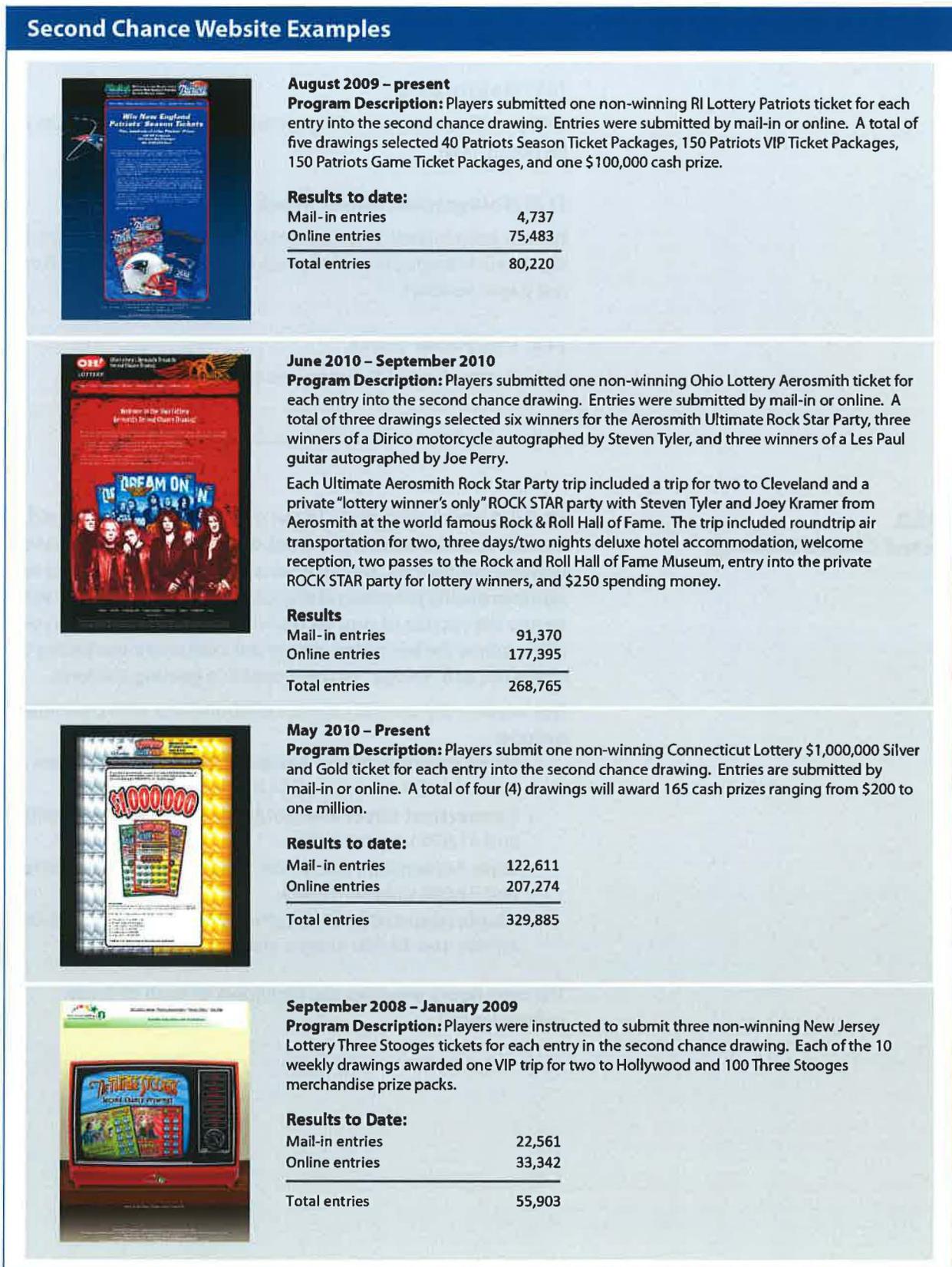
Working closely with many of our customers, we've designed, managed, and analyzed hundreds of successful second chance drawing promotions. We can work with the TLC as well, using our rigorous quality processes and security compliance measures to ensure the success of your second chance program. These types of programs are becoming part of our customers' marketing strategies as a "bridge" to the interactive gaming platform.

Our noteworthy second chance collaborations with customers include:

- **North Carolina World Series Of Poker (WSOP):** More than 130,000 entries and 54,000 unique visitors.
- **Connecticut Silver and Gold:** More than 207,000 entries and 41,000 unique visitors.
- **Ohio Aerosmith Promotion:** More than 175,000 entries and 73,000 unique visitors.
- **Rhode Island NFL Patriots Promotion:** More than 75,000 entries and 20,000 unique visitors.

The next figure provides the highlights of each of these collaborations.

Figure 8.32 – 1:



Because second chance drawing promotions are important to certain instant games, we offer a broad background in player and retailer promotions, incentive programs, and event marketing to join our team.

With advancements in technology, lotteries can now develop a direct relationship with players by collecting customer data through second chance drawing entries and then use this data to mail or email game information, promotional offers, and coupons to play other games, or even the location of lottery-related special events. By saving player information (e.g., names, addresses, games played), you can also measure the success of your second chance drawing promotions, track your customers' play behaviors, offer redemptions, and analyze demographics.

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**8.32.2(1)**  
**Mail-In Promotional**  
**Second Chance Drawings**

We'll provide a drawing location (subject to TLC approval) in Texas where mail-in entries will be received and stored and drawings conducted. The drawing location will be accessible to the general public to view each draw. We will provide sufficient space for the TLC's verification equipment to be installed by the TLC and used during the drawings. GPC will give the TLC (and its authorized designees) access to the equipment for software updates and maintenance. We will also transport the second chance drawing equipment to the drawing location, and we can invoice the TLC for the actual cost of freight and insurance with no mark-up.

At no additional cost to the TLC, we will provide the TLC with an independent certified public accountant, Deloitte & Touche, to observe and certify each drawing.

We will provide a Web page(s) that:

- Outlines the features of the game being promoted.
  - Includes the second chance drawing rules and regulations using the U.S. mail.
  - Shows the available prizes and other features deemed necessary for the promotion and marketing of the specific game.
  - Provides information on claiming prizes as well as links to related information (e.g., the TLC Website information sheet, Portable Document File [PDF] and Hyper-Text Markup Language [HTML] versions of the how-to-play brochure, etc.).
- 

### **8.32.2(2) Promotional Internet Entry Second Chance Drawings**

We will conduct drawings at Texas Lottery Headquarters, or another location in Texas, as specified by the TLC at its sole discretion. We will provide and use an automated drawing solution/ Random Number Generator (RNG) to select winning entries for these drawings. We will provide written certification from an independent third party, approved by the TLC, that the drawing solution/RNG has been tested and certified. We will test and recertify the drawing solution/RNG each time updates, if any, are made. Prior to the date of the first Internet entry second chance drawing, GPC will ensure that two drawing solution/RNGs are delivered to the TLC.

Deloitte & Touche, GPC's selected independent certified public accountant, will observe and certify each Internet entry second chance drawing at no additional cost to the TLC. On the day of each Internet entry second chance drawing and under the observation of the independent certified public accountant, the TLC will provide GPC with a secure Internet connection to enable us to transfer and verify the drawing entry records for the drawing. After the drawing entry records have been transferred via a secure Internet connection and verified by GPC, we will securely transfer the drawing entry records file to the drawing solution/RNG being used for the drawing. In the event that the foregoing method of transferring drawing entry records becomes impractical (e.g., the electronic file containing the entry records becomes too large to fully download the day of a particular drawing), GPC and the TLC agree to collaboratively consult on alternative methods for the transfer of drawing entry records.

We will:

- Develop, maintain, and host Web pages for Internet second chance entries.
- Provide customized database management systems including player account management and entry management.
- Provide real-time entry validation.
- Provide files of drawing entry records for GPC to conduct promotional second chance drawings as approved by TLC security.
- Provide geolocation services for in-state address verification of all entries submitted if requested by the TLC.

We will securely store all electronic Internet entries for each drawing and securely transfer the appropriate drawing Entry records for the appropriate drawings according to agreed upon entry deadlines and drawing schedules.

GPC can also provide a Web page(s) that outlines the features of each game that offers Internet entry promotional second chance drawings. The Web page will include the drawing rules and regulations and show available prizes and other features for the specific game, including information on claiming prizes and links to related information (e.g., TLC Website information sheet, PDF and HTML versions of how-to-play brochure, etc.).

### **Facebook Promotions**

We would be happy to work with you to leverage social networks to drive ticket sales. This can be done in conjunction with the Bejeweled product by:

- Posting wins and achievements on the Website to market products across social networks.
- Allowing players to post updates to friends.
- Using the networks to drive acquisition of younger demographics.
- Establishing the capability for second chance draw tickets on Facebook and other social networks in the future.

### **8.32.3 Bar Coded Coupons**

We will work with the TLC to produce coupons for any game it wishes. This includes planning, executing, and providing related recommendations at your request. Each coupon will also have a unique bar code that meets the validation specifications outlined in the RFP. We acknowledge that the TLC or its designee will supply us with the mailing address data to be printed on the direct mail pieces.

#### **The GPC Team**

Our team's lottery-specific couponing knowledge will be a great asset to the TLC in terms of facilitating its coupon projects. Senior Account Manager, Walter Gaddy, and Customer Service Representative, Shannon Struempf, both have extensive experience managing coupon promotions. They can collaborate with your security manager and product manager to help in a range of ways, such as:

- Overseeing coupon projects.
- Developing concepts.
- Securing printing environments (monitoring print runs and confirming destruction of used plates, unacceptable coupons, and bar code files).
- Organizing production (overseeing printing in Lakeland or facilitating contracting with local, trusted, TLC-approved, print shops).
- Managing distribution via newspaper inserts, direct mailings, promotional handouts, the Web, etc.
- Supplying a nightly file to the TLC with information on all redeemed coupons.

Walter and Shannon can also help facilitate the development of e-coupons, should you seek help in this area as well. Coupon promotions will run at your convenience, and we will happily provide recommendations with regard to timing if you so desire.

#### **Production**

At the TLC's discretion, we can print serialized bar-coded coupons, adhering to all the requirements outlined in the RFP.

To produce a bar-coded coupon, our software engineering team can create a file with a specified number of unique bar codes for each coupon based on the number of coupons you request. Each single-use coupon will have a unique, traceable, and accountable bar-coded serial number. We will create the bar-coded serial number using a validation file-type process, similar to the process for instant tickets.

The following figure shows an example of test coupons.

Figure 8.32 - 2:

Test Coupons	
<p>990-0102201-7-010</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-010</p> 	<p><b>NON WINNER</b></p> <p>Y</p> <p>V</p> <p>003186776197</p> <p>T</p>
<p>990-0102201-7-011</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-011</p> 	<p><b>NON WINNER</b></p> <p>W</p> <p>V F</p> <p>003198870151</p>
<p>990-0102201-7-012</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-012</p> 	<p>S</p> <p><b>\$100 X 5</b> FIFTY</p> <p>W</p> <p>003095376116</p> <p>C</p>
<p>990-0102201-7-013</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-013</p> 	<p><b>NON WINNER</b></p> <p>W</p> <p>003106670116</p> <p>R S</p>
<p>990-0102201-7-014</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-014</p> 	<p><b>\$20</b> TWENTY</p> <p>T</p> <p>W</p> <p>003114679172</p> <p>Y</p>
<p>990-0102201-7-015</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-015</p> 	<p><b>NON WINNER</b></p> <p>V</p> <p>003734396110</p> <p>F C</p>
<p>990-0102201-7-016</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-016</p> 	<p><b>NON WINNER</b></p> <p>V C</p> <p>003749699116</p>
<p>990-0102201-7-017</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-017</p> 	<p><b>NON WINNER</b></p> <p>N</p> <p>F</p> <p>003759694172</p> <p>W</p>
<p>990-0102201-7-018</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-018</p> 	<p>T</p> <p><b>\$20</b> TWENTY</p> <p>W</p> <p>Y</p> <p>003374425190</p>
<p>990-0102201-7-019</p> <p>-THIS IS NOT A TICKET-</p> <p><b>VOID-VOID-VOID-VOID</b></p> <p>TEST GAME MO 990</p> <p>NOT REDEEMABLE</p> <p>990-0102201-7-019</p> 	<p><b>NON WINNER</b></p> <p>C R</p> <p>003388524156</p> <p>V</p>

**Ready to Go:** GPC and its staff members are prepared to print coupons that will meet all of your couponing requirements.

## Distribution

The coupon bar code file we produce can be shared electronically with other printing vendors so they can print instant game coupons. With our validation files, these coupons would still be unique, traceable, and accountable. The coupons could be distributed through newspaper inserts, direct mailings, or promotional handouts.

These files can also be used by Web programmers, as the TLC sees fit, to develop e-coupons for birthday mailings and other promotions.

## Coupon Processes

Our coupon processes are as follows:

- Under rigorous security standards, GPC software engineering personnel use proprietary software to create a file with unique, traceable, accountable bar codes with serial numbers for each coupon the TLC wants produced.
- As players redeem the coupons, the TLC's retailer terminals send data associated with each serial number to the TLC's central system. The system then flags the coupons as validated; no one will be able to use any coupon twice.
- The TLC can then track and analyze the coupons depending on the functionality of the TLC's central system.

If the TLC chooses, it can share coupon bar code files with printing vendors, so that said vendor can print the coupons. For Web-based coupons, the TLC can share the files with Web programmers, to develop birthday, loyalty program reward e-coupons, etc.

### **8.32.4 Branded, Proprietary, or Licensed Games**

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We will provide the TLC, in writing, the fee for each new game within thirty (30) days of acquiring that brand, license, or proprietary process. Upon request by the TLC, GPC can provide prize fulfillment services for games manufactured by GPC (for licensed and non-licensed properties). Please refer to the Cost Proposal.

## Experience

The following tables list samples of what we have done in the past to fulfill prizes for the Aerosmith and World Series of Poker brands.

Figure 8.32 – 3:  
Lotteries that Have Used the Aerosmith Brand

Lottery	Launched	Details
Colorado Lottery	March 2010	<ul style="list-style-type: none"> <li>The Colorado Lottery hosted a second chance drawing that included Aerosmith merchandise and trip fulfillment. Two winners were sent to the Ultimate Rock Star Party with Aerosmith. GPC handled all trip fulfillment and winner relations. The prize package included:               <ul style="list-style-type: none"> <li>- Spending money</li> <li>- Roundtrip airfare</li> <li>- Hotel accommodations</li> <li>- Ground transportation</li> <li>- A welcome reception</li> <li>- Two tickets to the Rock &amp; Roll Hall of Fame and Museum</li> <li>- Two V.I.P. passes into the Ultimate Rock Star Party with Aerosmith</li> </ul> </li> <li>In April 2011, Colorado held a drawing for an Aerosmith Dirico motorcycle autographed by Steven Tyler. GPC handled winner relations and shipping of the bike</li> </ul>
Idaho Lottery	May 2010	<ul style="list-style-type: none"> <li>The Idaho Lottery hosted a second chance drawing that included Aerosmith merchandise and trip fulfillment. Two winners were sent to the Ultimate Rock Star Party with Aerosmith. All trip fulfillment and winner relations handled were by GPC</li> </ul>
Montana Lottery	April 2010	<ul style="list-style-type: none"> <li>The Montana Lottery accompanied the launch of the Aerosmith game with Point-Of-Sale (POS) material and multiple promotional channels including Facebook, press releases, and email blasts</li> <li>Promotions include a second chance drawing that sent one winner and guest to the Ultimate Rock Star Party with Aerosmith</li> </ul>
New Hampshire Lottery	September 2009	<ul style="list-style-type: none"> <li>Two live second chance drawings were held for Pro Street Dirico motorcycles autographed by Steven Tyler and valued at \$52,000</li> <li>The public was invited to the drawings, held at a New Hampshire Fisher Cats baseball game and at lottery headquarters</li> </ul>

Lottery	Launched	Details
Ohio Lottery	May 2010	<ul style="list-style-type: none"> <li>• GPC managed the Ohio Lottery Aerosmith second chance drawing program, including initial design, Web development, graphics, program management, and prize fulfillment</li> <li>• Awarded prizes included six trips-for-two to the Ultimate Rock Star Party, three Dirico motorcycle autographed by Steven Tyler, and three Les Paul Signature guitars autographed by Joe Perry</li> <li>• Top-performing Ohio Lottery retailers were also included as guests at the Ultimate Rock Star Party</li> </ul>
Oregon State Lottery	March 2010	<ul style="list-style-type: none"> <li>• The launch of the Aerosmith ticket was supported with exciting POS designs</li> <li>• One winner and a guest were sent to the Ultimate Rock Star Party with Aerosmith</li> </ul>
Rhode Island Lottery	August 2009	<ul style="list-style-type: none"> <li>• Exciting professionally produced TV commercials were used to market the game. The commercials featured Steven's daughter Chelsea Tyler</li> <li>• Eight drawings were held. Prizes included a trip for two to the Ultimate Rock Star Party, 200 merchandise prize packs, and a \$35,000 grand prize</li> </ul>

**Figure 8.32 – 4:**  
**Lotteries that Have Used the World Series of Poker Brand**

Lottery	Launched	Details
Arizona Lottery	December 2010	<ul style="list-style-type: none"> <li>• Game accompanied by POS material and a mass-marketing and promotions campaign</li> <li>• GPC created the Arizona Lottery's WSOP second chance drawing Website, which included Website design, development, hosting, and management services</li> <li>• A drawing was held in June 2011 for the Main Event prize package (two trips to the WSOP Main Event). The trip included round trip airfare, hotel accommodations, ground transportation, and spending money</li> <li>• Prizes also include eight WSOP merchandise prize packs</li> <li>• GPC handled prize fulfillment and trip coordination</li> </ul>
Atlantic Lottery Corporation	October 2010	<ul style="list-style-type: none"> <li>• Game accompanied by POS material and a mass-marketing campaign</li> </ul>
La Francaise Des Jeux (FDJ)	January 2011	<ul style="list-style-type: none"> <li>• FDJ is the second largest lottery in the world, and the WSOP deal was the first time a European lottery licensed the WSOP brand</li> <li>• FDJ sent one winner to the WSOP Europe Main Event in Cannes</li> </ul>

Lottery	Launched	Details
Idaho State Lottery Commission	March 2011	<ul style="list-style-type: none"> <li>• Game accompanied by POS material and a mass-marketing and promotions campaign</li> <li>• Prizes included two trips to the 2011 WSOP Main Event (round trip airfare, hotel accommodations, ground transportation, and spending money)</li> <li>• GPC handled prize fulfillment and trip coordination</li> </ul>
Kansas Lottery	November 2010	<ul style="list-style-type: none"> <li>• Game accompanied by POS material and a mass-marketing and promotions campaign</li> <li>• Prizes included two trips to the 2011 WSOP Main Event. (round trip airfare, hotel accommodations, ground transportation, and spending money)</li> <li>• GPC handled prize fulfillment and trip coordination</li> </ul>
Nebraska Lottery	August 2009	<ul style="list-style-type: none"> <li>• Game accompanied by POS material as well as a mass-marketing and promotions campaign</li> </ul>
North Carolina Education Lottery	July 2009	<ul style="list-style-type: none"> <li>• GPC created the NCEL WSOP second chance drawing Website, including Website design, development, hosting, and management services</li> <li>• Four trips to the 2010 WSOP Main Event were awarded. GPC handled all trip coordination, fulfillment, and customer relations</li> <li>• Richard Taylor, a NCEL Main Event trip winner, made it through five days of the tournament and won more than \$30,000! Press releases were sent out about Richard's win</li> <li>• Hundreds of merchandise prize packs were also awarded with GPC handling procurement and fulfillment</li> </ul>
North Carolina Education Lottery	July 2010	<ul style="list-style-type: none"> <li>• GPC created the NCEL WSOP second chance drawing Website, including Website design, development, hosting, and management service</li> <li>• Hundreds of merchandise prize packs were also awarded. GPC handled procurement and fulfillment</li> <li>• Prizes include four trips to the 2011 WSOP Main Event (round trip airfare, hotel accommodations, ground transportation, and spending money)</li> <li>• GPC handled prize fulfillment and trip coordination</li> </ul>
Rhode Island Lottery	November 2009	<ul style="list-style-type: none"> <li>• GPC created the Rhode Island's Lottery WSOP second chance drawing Website, including Website design, development, hosting, and management services</li> <li>• One trip to the 2010 WSOP Main Event was awarded</li> <li>• GPC handled all trip coordination, fulfillment, and customer relations</li> </ul>

Licensed content games give lotteries unique marketing, promotional, and messaging opportunities. Combining relevant and popular brands with exciting game formats can attract new players and encourage current players to try new games and play more often.

GPC uses a strategic approach to evaluating, analyzing, acquiring, developing, and managing licensed properties. Our approach has resulted in many exciting, successful licensed property games being implemented throughout the world. We begin by performing a thorough evaluation to seek out properties that will enhance our game library. We acquire only those that lottery players will find relevant, appealing, and entertaining. Our brand strategy focuses on the following premises:

- Select brands with a demographic focus that will attract new players, establish a devoted fan base, appeal to current players, and provide exciting marketing opportunities.
- Develop branded content that can be offered across multiple game channels.
- Construct the right financial model to maintain game profitability.
- Create innovative game designs and play mechanics appropriate to each brand.
- Offer customized marketing and promotional programs to support branded games.

We put careful thought into how each licensed property can be transformed into appealing games, exciting marketing campaigns, engaging promotional opportunities, one-of-a-kind entertainment experiences, and creative merchandise packages. We then engage in tough negotiations to ensure we keep the price-value relationship fair and equitable for our customers. Our analysis and evaluation methodology includes the following stages:

- **Initiate:** We identify licensed property opportunities via a variety of input methodologies that include:
  - Internal brainstorming.
  - Customer solicitations.
  - Player feedback.
  - Industry trade shows, contacts, and journals.
  - Entertainment industry contacts.
  - Retailer input.
  - Competitive analysis.
  - Unsolicited submissions.
- **Evaluate:** We analyze various licensing opportunities using our proprietary 16-point License Evaluation Criteria to:
  - Determine relevance in today's market and to today's lottery player.
  - Determine the licensed property's relative value.
  - Identify unique value-added marketing and promotional opportunities that can be offered to lottery players.
- **Activate:** If a licensed property fits our criteria, we proceed to preliminary creative execution and enter into discussions with the property owner to develop potential product applications and concept designs. Then, we employ a variety of research methodologies to determine the property's relevance to a particular jurisdiction's core and non-core consumers; these methods include focus groups and online research questionnaires.
- **Negotiate:** We negotiate final deal parameters with the property owner to make sure the property is priced fairly and that we can in turn offer the licensed property to customers at a reasonable price.
- **Green Light:** We sign a license deal with the property owner and present a licensed property turnkey program to our customers.

Figure 8.32 – 5:



**Resonating with Players:** Because players respond to recognizable brands, we combine highly popular brand names with exciting game formats to retain existing players and attract new ones.

We are prepared to create an entire marketing package based on the particular properties the TLC chooses. We can work with you to:

- Design, implement, and track a fully integrated marketing program that will grab new and non-players' attention.
- Develop games, promotions, POS materials, advertising, public relation initiatives, events, staff training, and Website material in conjunction with each property.
- Provide and conduct secure, audited second chance drawings with complete fulfillment of experiential trip and merchandise prizes.

Current licensed properties available to the TLC are:

- Bejeweled.
- Plants vs. Zombies.
- Zuma.
- Mystery Pl.
- WSOP.
- Caesars.
- Harrah's.
- The Three Stooges.
- Billboard.
- Huevo Cartoon.

GPC will continue to secure new licenses going forward, providing the TLC with access to a steady stream of new and exciting licensed content and marketing programs. We are very flexible and accommodating in the licensing area and would like to find the best brands and marketing programs with the most efficient pricing based on your budgets and operational environment.

Please refer to the **Licensed Properties Brochure Insert** located on the following page. The insert highlights these licensed properties. Samples of each ticket are also provided. Following the insert are the **Specified Options Ticket Samples** mentioned at the beginning of this section.

# BEJEWELLED

**BEJEWELLED MINE 10X**  
 55 YOUR LOTTERY  
 WINNING NUMBERS  
 YOUR NUMBERS  
 Top Prize \$50,000!

**BEJEWELLED BINGO**  
 \$3 YOUR LOTTERY  
 CALLER'S CARD  
 CARD 1  

02	24	22	37	05	52	22	08		
20	69	32	06	13	20	69	49	42	07
34	50	70	23	21	34	45	88	23	21
33	73	17	11	48	65	02	17	11	48
59	67	58	64	63	51	67	58	64	63

 CARD 2  

02	24	22	37	05	52	22	08		
20	69	32	06	13	20	69	49	42	07
34	50	70	23	21	34	45	88	23	21
33	73	17	11	48	65	02	17	11	48
59	67	58	64	63	51	67	58	64	63

 CARD 3  

48	08	02	10	19	40	39	55	47	10
56	42	04	10	50	04	72	11	68	43
25	23	70	10	67	71	61	88	75	53
31	10	29	72	20	41	44	18	07	
67	58	12	09	14	21	05	16	46	36

 CARD 4  

40	34	14	08	37	73	29	14	15	37
01	72	11	68	13	01	50	32	06	13
16	01	20	30	29	66	65	88	30	29

**BEJEWELLED Diamond Payout**  
 55 YOUR LOTTERY  
 GAME 1: Find 3 IDENTICAL gem symbols in the SAME ROW/COLUMN and PRIZE shown for that row.  
 YOUR GEMS  
 JEWELERS GEMS  
 GAME 2: Find 2 "TRINOMIES" (3) symbols from the PRIZE LEGEND below that symbol. PRIZE shown for that symbol.  
 GAME 3: Match any 4-10 gem symbols in any of the JEWELERS GEMS. PRIZE shown below that number.

**BEJEWELLED Jeweled Gems**  
 55 YOUR LOTTERY  
 Match any of the JEWELERS GEMS to YOUR GEMS and win PRIZE below your matching gem(s). Reveal a "XXX" symbol and win DOUBLE the PRIZE shown.  
 RUBY RED BONUS: Reveal one RUBY and win \$5 instantly. Reveal 2 RUBY's: win \$25. Reveal 3 RUBY's: win \$50.  
 JEWELERS GEMS  
 YOUR GEM

**BEJEWELLED Diamonds**  
 55 YOUR LOTTERY  
 TOP PRIZE \$50,000!  
 Scratch the play area. Reveal a blue diamond symbol, win prize shown for that symbol. Reveal a "XXX" symbol, win DOUBLE the prize shown for that symbol.  
 WIN UP TO 10 TIMES!

**BEJEWELLED Diamonds**  
 55 YOUR LOTTERY  
 Win Up To \$50,000!



GTECH Printing's Licensed Content Portfolio



# BEJEWELLED™

In the past 10 years, Bejeweled® has experienced explosive growth. The casual game that made its debut as an online game is now enjoying brilliant success in stores and on computers, gaming systems, social networks, mobile devices, and in-flight.

## A Gem in the Casual Game Market

In a recent study of casual game players, Bejeweled had the highest unaided awareness of any casual game. According to the study results, 74% of casual game players are aware of the brand and 81% have played the game.

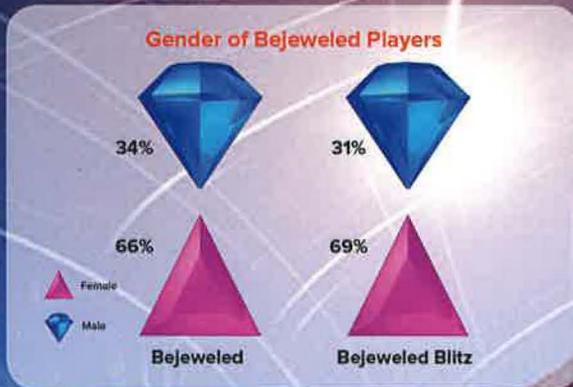
## Dazzling Fun Facts

- Bejeweled is one of the top 10 best-selling games of all time.
- 50 million copies have been sold.
- Played by more than 500 million people.
- Bejeweled has consumed 7 billion leisure hours.
- Bejeweled Blitz – played on Facebook – is the #1 social game of all time with 600 million hours played in the first 12 months.
- 100 million games of Bejeweled Blitz are played each day.
- Bejeweled 2 is the best-selling game of all time for the Apple iPhone – more than 1 in 10 iPhone owners have purchased the game.
- Every 4.3 seconds another copy of Bejeweled is purchased.

## High-Carat Gem-Matching Fun!

Sparkling graphics and brilliant game play make the Bejeweled family of instant scratch ticket lottery games a “cut above the rest.” Dazzling high-definition graphics and explosive fun make Bejeweled the ultimate game of chance and skill – it’s nearly impossible to get your fill!

## Bejeweled players’ age and gender distribution maps closely to that of lottery players.



## Casual Gaming Industry Accolades

- “2001 Puzzle Game of the Year” – *Computer Gaming World*
- “2004 Computer Gaming World Hall of Fame” – *Computer Gaming World*
- “2008 Casual Game of the Year” – *Yahoo! Games*
- “Best Facebook Game” – *IGN*

## For More Information:

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\$3

# BEJEWELLED

Reveal a consecutive string of three like symbols in any horizontal LINE, win the corresponding prize in the legend. Find a "WIN" symbol and win \$15 automatically.

**REVEAL WIN**

3		\$3
3		\$5
3		\$15
3		\$30
3		\$60
3		\$90
3		\$300
3		\$1,000
3		\$30,000

LINE 1

LINE 2

LINE 3

LINE 4

LINE 5

LINE 6

LINE 7

## Win Up To \$30,000!

VOID

Licensed Properties



# PLANTS vs. ZOMBIES™

Get Ready To Soil Your Plants



GTECH Printing's Licensed Content Portfolio





# Get Ready To Soil Your Plants

## A Player Favorite

- #1 iPhone app – soared to the #1 paid app and the #1 grossing app within 24 hours of release!
- #1 on the Apple iPad.
- More than 70 million hits on Google.
- More than 15 million downloads on PC/Mac in 9 months.
- An incredible 1,000,000+ members in the official PvZ Facebook fan group.
- Available on multiple platforms: PC, Mac, Web, iPhone, iPod Touch, iPad, XBLA, and Xbox 360.
- More than 1 million copies sold to date and rising!

Plants vs. Zombies™ Invaded the Internet in 2009, winning the Best PC Game award in 2010. From there, the game penetrated the mobile phone market, shattering download records. Now, Plants vs. Zombies has infiltrated the instant ticket market, taking players by storm!



Plants vs. Zombies is an addictive blend of nonstop, fun-filled action, strategy, and humor set in a bizarre landscape where plants are the last line of defense against zombies.

## Industry Accolades

A masterful combination of serious strategy and cartoonish delights. – EuroGamer

It has that elusive special something that gets its hooks in you and convinces you to forego food, sleep and other essentials just to see what the next level has in store. – IGN

There's no reason you shouldn't purchase it right now. Skip lunch if you have to. This one is worth it. – MTV

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NEW MEXICO LOTTERY

# PLANTS VS. ZOMBIES

PLAY AREA

## \$25,000 TOP PRIZE!

[nm lottery.com](http://nm lottery.com)

VOID

### \$3

Scratch the Play Area to reveal 12 plant symbols. Reveal 3 identical plant symbols, win prize shown for that symbol in the legend below.

GARLIC	JALAPENO	SQUASH	SEA-SHROOM	GOLD MAGNET
\$3	\$5	\$15	\$100	\$25,000
CHEERY BOMB	ICE-SHROOM	POTATO MINE	POTATO MINE	POTATO MINE
\$25	\$50	\$1,000	\$1,000	\$1,000
PWNE-SHROOM				
\$500				





# ZUMA



GTECH Printing's Licensed Content Portfolio



# ZUMA™

Discover the ancient world of Zuma® the critically acclaimed action game.

Deep in the jungle, among hidden temples bursting with traps and trickery, players fire spheres to make matches of three or more and destroy the deadly stream of balls before it reaches the golden skull.

## ZUMA'S ON FIRE!

- Since launching on the PC, Zuma has spread to 11 platforms including the Web, Mac, XBLA, Xbox 360, PlayStation Network, PS3, J2ME/Brew, Palm OS, Pocket PC, iPod, and in-flight systems.
- People have spent about 3.7 billion hours playing Zuma.
- It is consistently one of the top games on all of the major portals.
- More than 15.4 million units of Zuma have sold across all platforms.
- The game has more than 200 million downloads and mobile embed distributions.

## THE WORLD LOVES ZUMA!

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\$3

# ZUMA

**TOP PRIZE  
\$50,000!**



**BONUS**

Reveal a Green FROG in the BONUS area, win \$25 instantly.

## ZUMA NUMBERS



## PRIZE LEGEND

- 3 IN A ROW = \$5
- 3 IN A ROW = \$10
- 3 IN A ROW = \$25
- 3 IN A ROW = \$50
- 4 IN A ROW = \$100
- 4 IN A ROW = \$500
- 4 IN A ROW = \$2,000
- 4 IN A ROW = \$50,000

Scratch off your ZUMA NUMBERS. Scratch off the corresponding ball in the ZUMA ARCADE. Match 3 or more balls together of the same color, win the corresponding prize in the PRIZE LEGEND.

## ZUMA ARCADE



017



Licensed  
Properties

# MYSTERY P.L.



GTECH Printing's Licensed Content Portfolio



# MYSTERY P.I.

The Mystery P.I.™ games are without a doubt the best hidden object PC franchise on the market today. In each of these intriguing mysteries you're a private investigator with a knack for finding hidden objects and solving mysteries. The stories are compelling and the visual effects keep you engaged for hours of crime-solving fun.

## Mystery P.I. – The Lottery Ticket

Sweet ol' Grandma Rose lost her winning lottery ticket – and the jackpot was a whopping \$488 million! You have 12 hours to find the missing ticket!

## Mystery P.I. – The Vegas Heist

The biggest theft in history has occurred and Las Vegas needs your help! Only you can solve the mystery, and keep the new casino from folding.

## Mystery P.I. – New York Fortune

A fun-loving New York billionaire has hidden his will somewhere in New York City! You are the world famous Mystery P.I. and the family has hired you to track down the will.

## Mystery P.I. – Lost In Los Angeles

The only copy of this year's biggest blockbuster movie has gone missing a day before its premiere. You have to find and return the movie or the Hollywood studio will be ruined. Scour glitzy, glamorous spots around L.A. in search of the missing reel.

## Mystery P.I. – The London Caper

The priceless Crown Jewels have been stolen and you have been hired to track down the jewels and return them to the Royal Family. Search London's famous landmarks to find the clues to this historic theft.

## Find – Solve – WIN!

Now the fun of finding hidden objects and solving crimes is available in lottery games for your customers to find, solve, and win!

## Case Closed: Get This Game!

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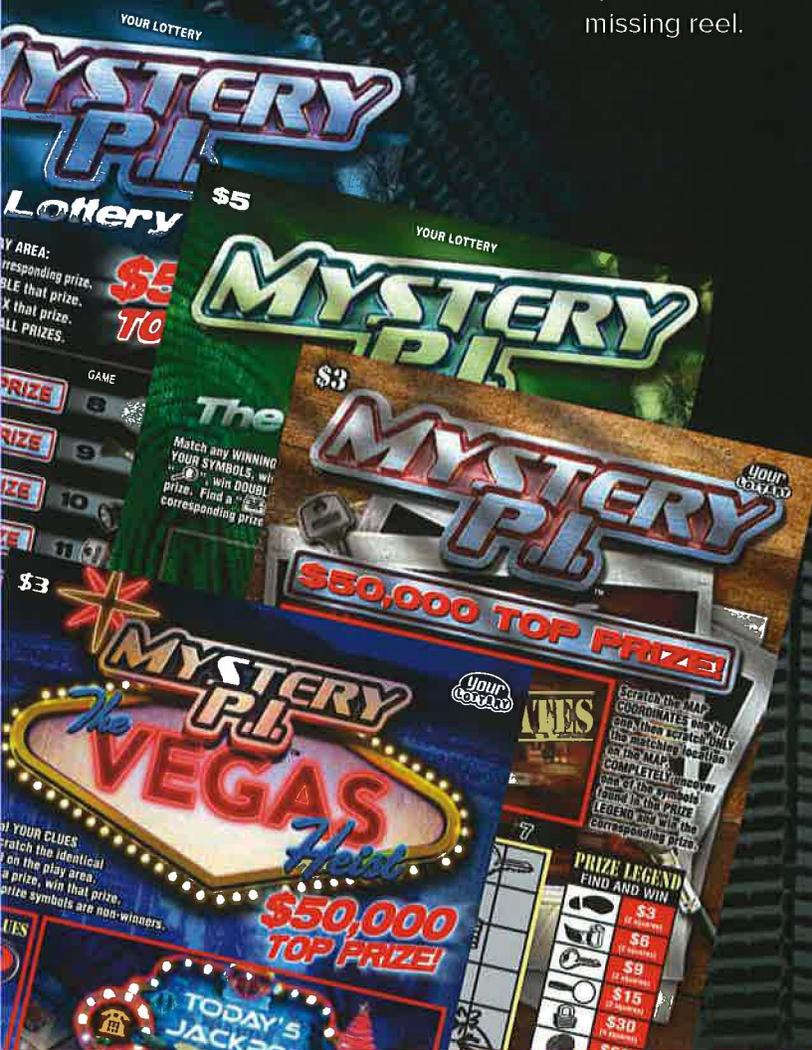
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\$3

# MYSTERY PI

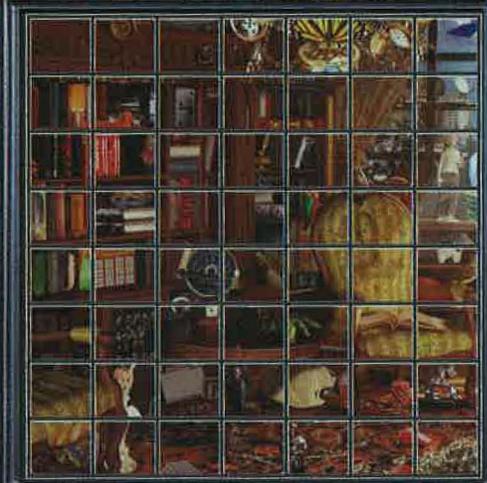
**\$50,000 TOP PRIZE!**



Scratch the **MAP COORDINATES** one by one, then scratch **ONLY** the matching location on the **MAP**. **COMPLETELY** uncover one of the symbols found in the **PRIZE LEGEND** and win the corresponding prize.

1 2 3 4 5 6 7

A  
B  
C  
D  
E  
F  
G  
H



### PRIZE LEGEND FIND AND WIN

-  **\$3**  
(2 squares)
-  **\$6**  
(2 squares)
-  **\$9**  
(2 squares)
-  **\$15**  
(2 squares)
-  **\$30**  
(4 squares)
-  **\$60**  
(4 squares)
-  **\$100**  
(4 squares)
-  **\$500**  
(4 squares)
-  **\$1,000**  
(5 squares)
-  **\$50,000**  
(6 squares)

024



Licensed  
Properties

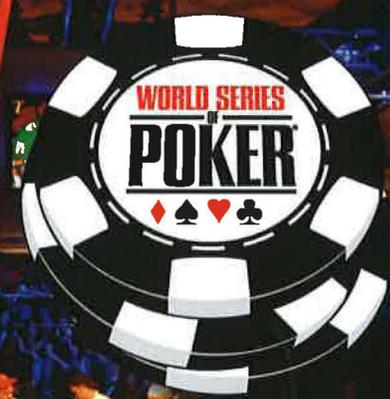


## The One Event That Separates the Best from the Best

The WSOP Main Event is the biggest game in town. In addition to competing for the largest prize in sports, players also have a chance to win the most sought after prize – the coveted WSOP bracelet. The Main Event is where poker players become celebrities and celebrities go to become poker players.

World Series of Poker is the number-one brand in poker and the gateway to 50 million U.S. poker fans. It is the world's largest poker tournament, with more than 60,000 entrants over 57 events and more than 150,000 tournament attendees.

Your instant game can offer every poker player's dream with prizes including WSOP seats, WSOP merchandise, and trips to the prestigious World Series of Poker Academy.



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\$5

KANSAS LOTTERY

870



**2 WAYS TO WIN!**  
Win Instantly Or Enter The  
Second Chance Drawing!

**HOLD 'EM TABLE 1**

PLAYER 1    PLAYER 2    PLAYER 3

**COMMUNITY CARDS**

FLOP    TURN    RIVER    CHAMPION

PLAYER 4    PLAYER 5    PLAYER 6

Beat the **CHAMPION** and win that **PLAYER'S Prize!**

**WIN UP TO \$25,000!**

**HOLD 'EM TABLE 2**

PLAYER 1    PLAYER 2    PLAYER 3

**COMMUNITY CARDS**

FLOP    TURN    RIVER    CHAMPION

PLAYER 4    PLAYER 5    PLAYER 6

Beat the **CHAMPION** and win that **PLAYER'S Prize!**



Enter the 2nd chance drawing to win one of 2 SEATS at the 2011 World Series of Poker Main Event.



018    SEE BACK FOR PLAY INSTRUCTIONS    SECOND CHANCE TICKET



Licensed  
Properties

# CAESARS



GTECH Printing's Licensed Content Portfolio





# CAESARS

## ESCAPE AND INDULGE

*Bold...Captivating...Spectacular...Iconic... World Renowned...Sexy ... Sophisticated... Attentive...Personalized...Caesars Palace, the world's best known resort casino, celebrates the glory that was Greece and the grandeur that was Rome in a an 85-acre destination location that sets the standard for entertainment, dining, and luxury. Guests can immerse themselves in every aspect of world-class gaming entertainment, with an experience that combines unexpected touches of luxury, elegance, and sophistication.*

Through your instant game, your players can experience the touches of luxury only Caesars Palace Las Vegas and Caesars Atlantic City can offer – spectacular gaming, Forum Shops, Coliseum, Garden of the Gods Pool Oasis, and QUA Baths & Spa. Caesars indulges its VIPs like no other guests. Only VIPs will have access to all the very best Caesars has to offer – including highly attentive and personalized service, exclusive seats at the hottest restaurants and entertainment events, and luxurious environments such as ornate gaming rooms and beautifully appointed suites



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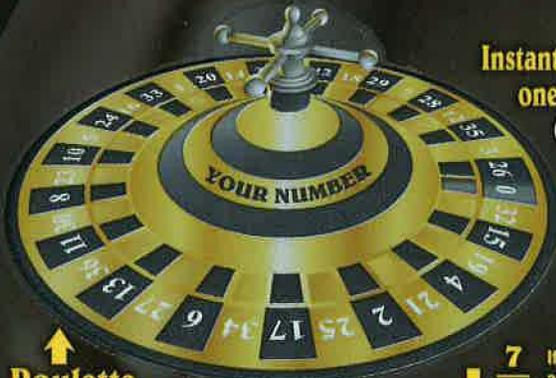
\$5

MISSOURI LOTTERY



# CAESARS

Win Up To \$100,000!



Instantly Win  
one of 25 Trips to  
Caesars Palace  
in Las Vegas!

### Roulette

Scratch entire ROULETTE WHEEL. Match YOUR NUMBER to any of the six numbers revealed under the ROULETTE WHEEL, win prize for that number.

### Slots

Match 3 like symbols in any PULL, win PRIZE for that PULL.

PULL 1		PRIZE
PULL 2		PRIZE
PULL 3		PRIZE
PULL 4		PRIZE
PULL 5		PRIZE

7  
11

If any of YOUR ROLLS add up to 7 or 11, win PRIZE for that ROLL.

ROLL 1		PRIZE
ROLL 2		PRIZE
ROLL 3		PRIZE
ROLL 4		PRIZE

### 2 of a Kind

If YOUR CARDS match, win PRIZE shown.

PRIZE

051



Licensed  
Properties



# Harrahs®

## Join the Unforgettable Celebrations

Stay at any one of the Harrah's properties and discover beautiful lobbies, rooms and suites, exciting casinos, tantalizing restaurant choices, relaxing swimming pools, luxurious spas, state-of-the-art health clubs, full service beauty salons, unique retail options, lively entertainment, and exceptional service.

Let your players choose from the 24 hour excitement of the Las Vegas Strip; the southern charm of Tunica and the one-and-only Paula Deen Buffet; the majestic scenery at Lake Tahoe; the ocean breeze in Atlantic City; or the cool sounds of jazz in New Orleans.

Harrah's lottery games can provide your players access to exclusive benefits and privileges, not available to the general public, at the Harrah's location of their dreams.

Prizes include fabulous suite accommodations, exclusive reservations and seating for in-demand shows, hard to get dinner reservations, deluxe spa treatments, prime tee-off times at Harrah's golf courses, and so much more.



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# The THREE STOOGES®



GTECH Printing's Licensed Content Portfolio



# The THREE STOOGES®



## Gouging, Slapping, Finger Waving, and Woob-Woob-Woobing

The Three Stooges' unique brand of slapstick humor has worldwide appeal. Their shorts, feature films, cartoons and other programs air in 45 countries around the globe. From Argentina to Germany, from Australia to Russia, The Three Stooges are a universal property. With comedy routines performed live on stage, in film, and on TV, The Three Stooges' work spans almost 80 years and includes more than 200 hilariously entertaining films, which still air regularly on TV today.

The Three Stooges® have a robust merchandise program. Customized prize packs valued at \$599 or less are available upon request. Examples of merchandise include:

- A complete DVD collection of movies and shorts.
- T-shirts, hats, sweatshirts, and neckties.
- Posters, signs, and wall plaques.
- Limited edition framed art prints.
- The Three Stooges books.
- Coffee mugs and glassware.
- Automotive accessories.
- Sports accessories.



### For More Information:

Contact your GTECH Account Representative or contact GTECH Printing Corporation at:  
 Email: [gtechprintingcorporation@gtech.com](mailto:gtechprintingcorporation@gtech.com)  
 Phone: 401.392.7419  
 Web: [www.gtechprinting.com](http://www.gtechprinting.com)

GTECH® is an advocate of socially responsible gaming. Our business solutions empower customers to develop parameters and practices, appropriate to their needs, that become the foundation of their responsible gaming programs.

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**GTECH®**  
Architects of Gaming



**GTECH®**  
Printing Corporation

Cr Lottery

# The THREE STOOGES®

\$3



WIN UP TO  
**\$25,000!**

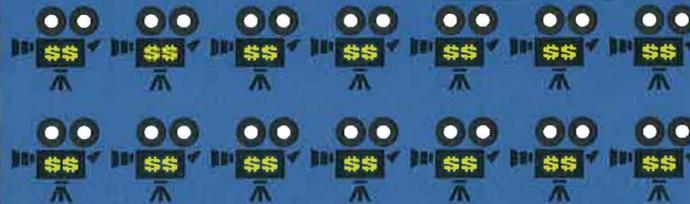


**GAME 1:** Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the PRIZE below your matching number(s). Reveal TWO FINGERS (✋) and win DOUBLE the PRIZE shown. Reveal a SELTZER BOTTLE (🍷) and win ALL 14 PRIZES instantly.

**BONUS:** Reveal a PIE (🥧) in any Stooge face and win \$5 instantly. Reveal 2 PIES, win \$20. Reveal 3 PIES, win \$50.

▼ YOUR NUMBERS ▼

WINNING NUMBERS



**SCRATCH  
2  
CASH**

**OVER \$3.9 MILLION  
IN PRIZES!**

020



Licensed  
Properties

Cr Lottery

# The THREE STOOGES®

\$3



WIN UP TO  
**\$25,000!**



**GAME 1:** Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the PRIZE below your matching number(s). Reveal TWO FINGERS (✌) and win DOUBLE the PRIZE shown. Reveal a SELTZER BOTTLE (🍷) and win ALL 14 PRIZES instantly.

**BONUS:** Reveal a PIE (🥧) in any Stogie face and win \$5 instantly. Reveal 2 PIES, win \$20. Reveal 3 PIES, win \$50.

## YOUR NUMBERS

## WINNING NUMBERS

🍷	🍷	🍷	🍷	🍷	🍷	🍷
🍷	🍷	🍷	🍷	🍷	🍷	🍷

SCRATCH  
2  
CASH

OVER \$3.9 MILLION  
IN PRIZES!

021

Licensed  
Properties  
(Continued)

CA Lottery

\$3

# The THREE STOOGES®



WIN UP TO  
**\$25,000!**



**GAME 1:** Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the PRIZE below your matching number(s). Reveal TWO FINGERS (✋) and win DOUBLE the PRIZE shown. Reveal a SELTZER BOTTLE (🍷) and win ALL 14 PRIZES instantly.

**BONUS:** Reveal a PIE (🥧) in any Stooge face and win \$5 instantly. Reveal 2 PIES, win \$20. Reveal 3 PIES, win \$50.

## YOUR NUMBERS

## WINNING NUMBERS

🎰	🎰	🎰	🎰	🎰	🎰	🎰
🎰	🎰	🎰	🎰	🎰	🎰	🎰

SCRATCH  
2  
CASH

OVER \$3.9 MILLION  
IN PRIZES!

022

Licensed  
Properties  
(Continued)

CT Lottery

\$3

# The THREE STOOGES®



WIN UP TO  
**\$25,000!**



**GAME 1:** Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the PRIZE below your matching number(s). Reveal TWO FINGERS (✋) and win DOUBLE the PRIZE shown. Reveal a SELTZER BOTTLE (🍷) and win ALL 14 PRIZES instantly.

**BONUS:** Reveal a PIE (🥧) in any Stooge face and win \$5 instantly. Reveal 2 PIES, win \$20. Reveal 3 PIES, win \$50.

## YOUR NUMBERS

## WINNING NUMBERS



👁️	👁️	👁️	👁️	👁️	👁️	👁️
👁️	👁️	👁️	👁️	👁️	👁️	👁️
👁️	👁️	👁️	👁️	👁️	👁️	👁️

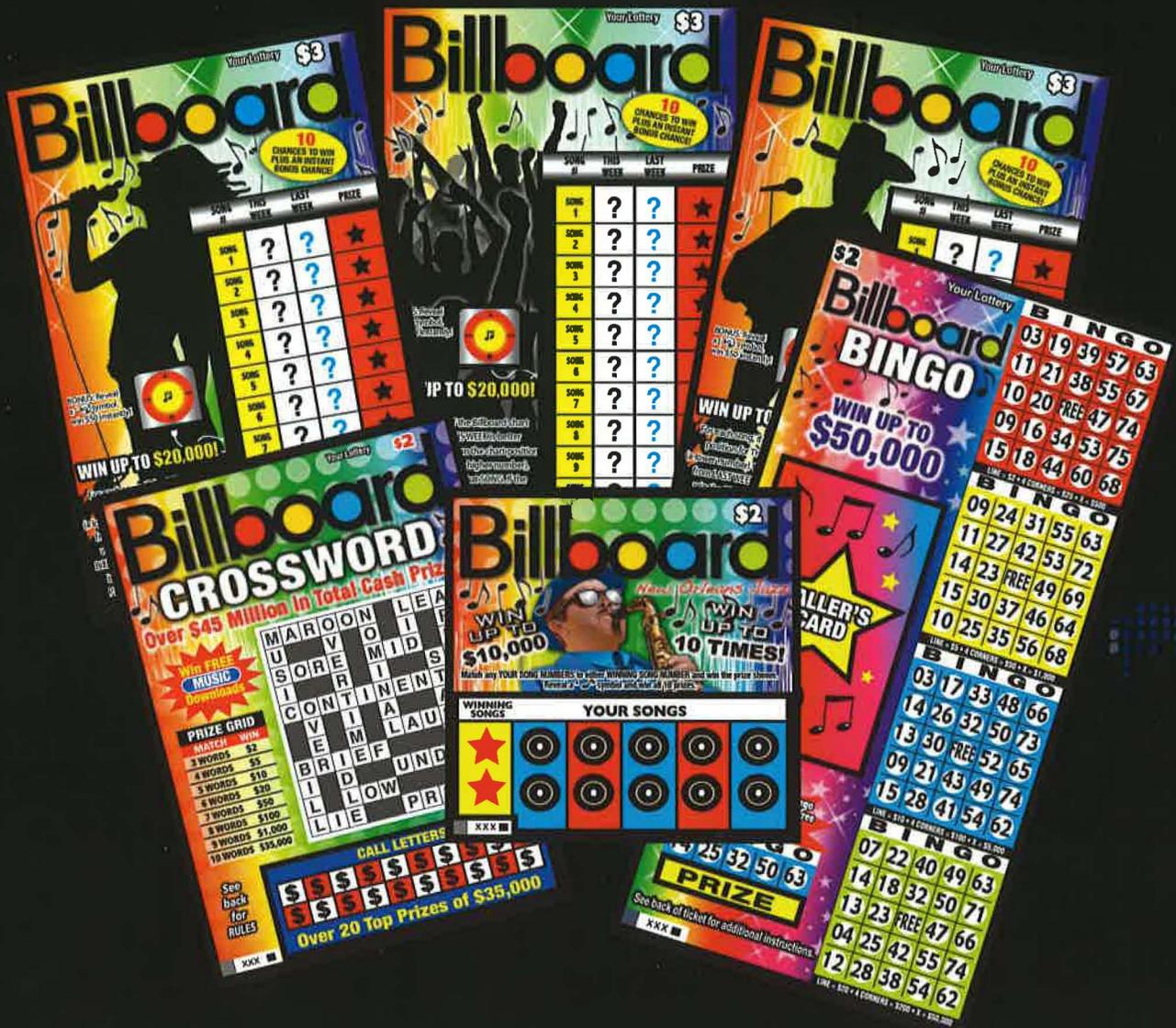
**SCRATCH  
2  
CASH**

**OVER \$3.9 MILLION  
IN PRIZES!**

023

Licensed  
Properties  
(Continued)

# Billboard®



GTECH Printing's Licensed Content Portfolio



# Billboard®

## The World's Premier Music Publication

People everywhere turn to Billboard for the inside scoop on the music industry. If you want to know who's #1, and who's ready to climb the charts, turn to Billboard. If you want to be on the inside track of the music business, which includes the latest and most trusted charts for all music genres, artist profiles, analysis, concert news, and trend reporting – Billboard has it all. More than 4.2 million passionate music consumers visit Billboard.com every month.

Billboard's core audience is 18–34 year olds, who are active music and entertainment consumers, and avid purchasers in areas such as music, gaming, video, and home entertainment.

A Billboard lottery game can provide exclusive VIP access to all that Billboard can offer:

- Digital music downloads.
- Ring tones.
- VIP seating at live concert events.
- Behind the scenes access to Billboard award shows.
- Billboard fashion shopping sprees.
- Billboard magazine subscriptions.



### For More Information:

Contact your GTECH Account Representative or contact GTECH Printing Corporation at:

Email: [gtechprintingcorporation@gtech.com](mailto:gtechprintingcorporation@gtech.com)

Phone: 401.392.7419

Web: [www.gtechprinting.com](http://www.gtechprinting.com)



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Nebraska Lottery \$3

# Billboard

10 CHANCES TO WIN PLUS AN INSTANT BONUS CHANCE!

SONG #	THIS WEEK	LAST WEEK	PRIZE
SONG 1	?	?	★
SONG 2	?	?	★
SONG 3	?	?	★
SONG 4	?	?	★
SONG 5	?	?	★
SONG 6	?	?	★
SONG 7	?	?	★
SONG 8	?	?	★
SONG 9	?	?	★
SONG 10	?	?	★

**BONUS:** Reveal a "★" symbol, win \$50 instantly!

**WIN UP TO \$20,000!**

For each song, if the Billboard chart position for **THIS WEEK** is better (a lower number) than the chart position from **LAST WEEK** (a higher number), win the **PRIZE** for that **SONG**. If the Billboard chart position for **THIS WEEK** is a "★" symbol, win double the **PRIZE** for that song automatically.

048

Licensed Properties

**\$10**

# También soy de Huevos

Si en algún juego encuentras un huevito "●", ganas el premio debajo.

**5 chances de ganar**

**JUEGO 1** **JUEGO 2** **JUEGO 3** **JUEGO 4** **JUEGO 5**

**PREMIO** **PREMIO** **PREMIO** **PREMIO** **PREMIO**

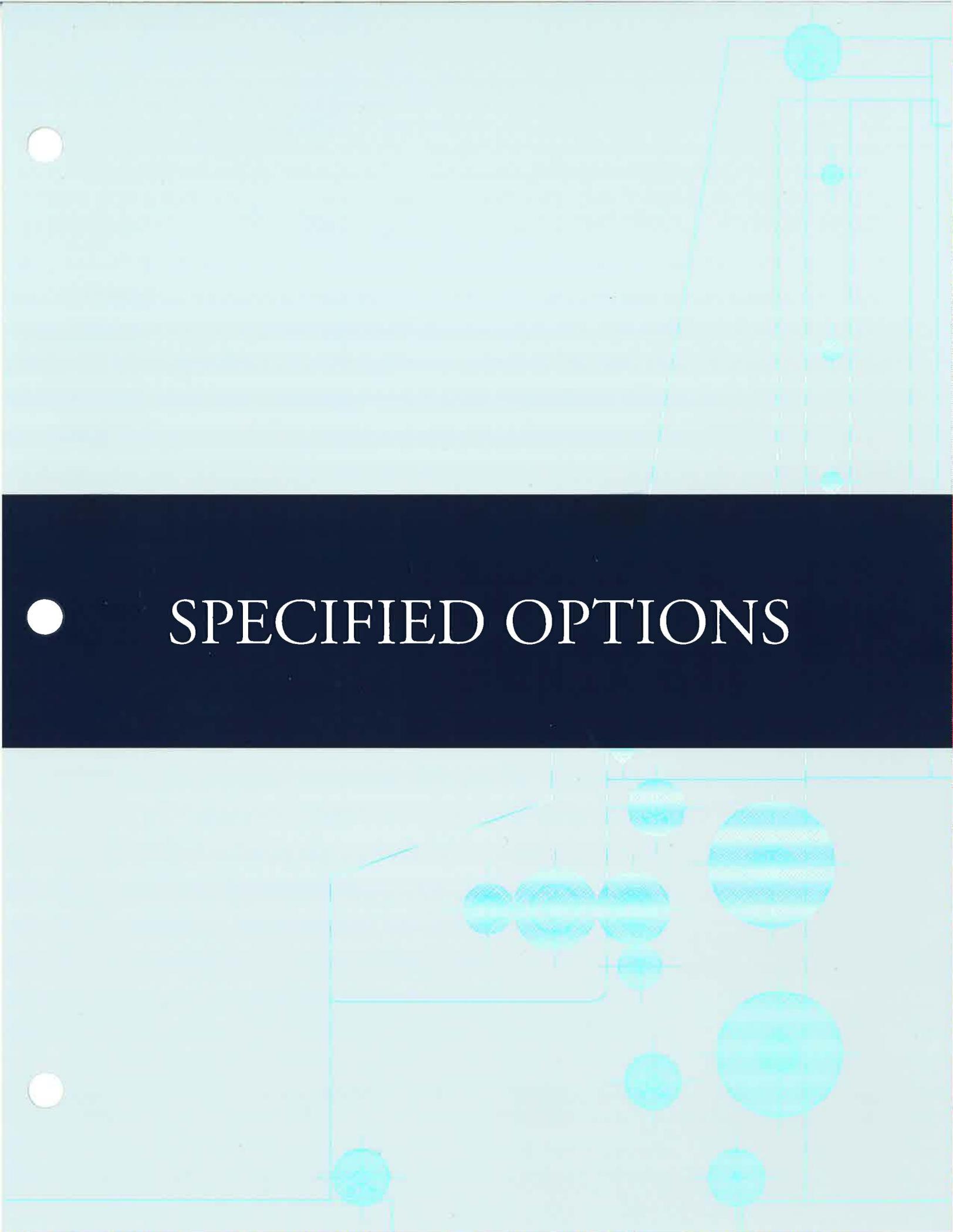
**Raspa ditos!**

**070**

**GANA HASTA \$200,000**

**Pronósticos**  
JUEGATELA CON MEXICO!

Licensed Properties



- SPECIFIED OPTIONS

**\$2** NEW MEXICO LOTTERY



**THE GREEN HORNET**

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown for that number. Reveal a "G" symbol, win all 10 prizes automatically.

**TOP PRIZE \$10,000**

WINNING NUMBERS

VOID

nmlottery.com



\$7

TEXAS LOTTERY®

# SCORCHING

# 7'S

## WIN UP TO \$77,777!

Match any of YOUR NUMBERS to any of the HOT NUMBERS, win prize for that number. Reveal a RED "7" symbol and win DOUBLE the prize instantly. Reveal a "HOT" symbol and win all 20 prizes!

HOT NUMBERS

YOUR NUMBERS



WIN UP TO  
20 TIMES!

VOID

Dual-Color  
Imaging

Enter 2nd Chance Draw ONLY at calottery.com/REPLAY

\$3

calottery



Enter to win a 49ers Road Trip,  
VIP Suite Package, 2011 Season Tickets  
and Autographed Merchandise from  
49ers Players!

**\$20,000  
TOP PRIZE!**

WINNING NUMBERS

**\$\$\$**

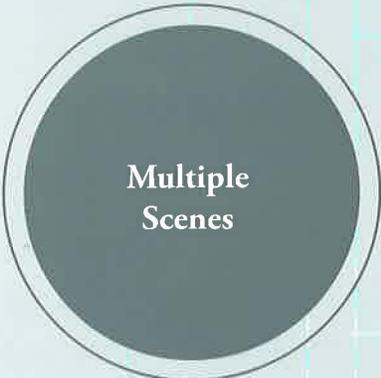
YOUR NUMBERS



**WIN UP TO 12 TIMES!**

Match any of "YOUR NUMBERS" to any of the "WINNING NUMBERS," win that prize. Uncover a football " " symbol to automatically DOUBLE your prize.

VOID20-018



Multiple  
Scenes

Enter 2nd Chance Draw ONLY at [calottery.com/REPLAY](http://calottery.com/REPLAY)

\$3

calottery



Enter to win RAIDERS Trips, Suite Packages, Season Tickets and Autographed Jerseys from RAIDERS Players!

**\$20,000  
TOP PRIZE!**

WINNING NUMBERS

**\$\$\$\$\$**

YOUR NUMBERS



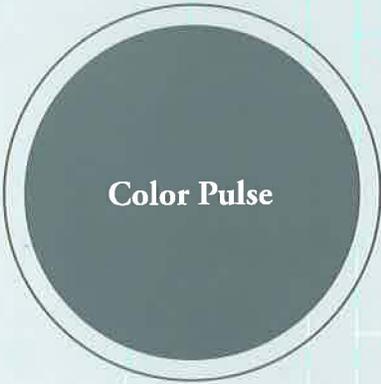
**WIN UP TO 12 TIMES!**

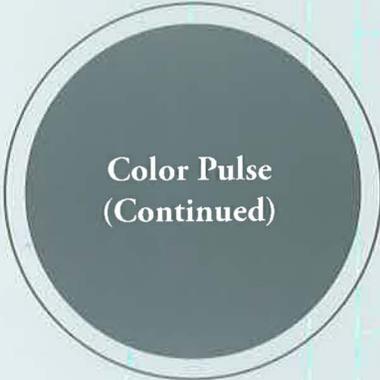
Match any of "YOUR NUMBERS" to any of the "WINNING NUMBERS," win that prize. Uncover a football "🏈" symbol to automatically DOUBLE your prize.

VOID64-025



Multiple  
Scenes  
(Continued)





\$10



# PINBALL



# WIZARD XVII



**WIN UP TO  
12 TIMES!**

**WIN UP TO \$100,000!**

Match any of "YOUR BALL NUMBERS":

- To any of the twelve TARGET (  ) numbers and win the prize shown below the matching number(s).
- To the "JACKPOT" number and win ALL 12 PRIZES!
- To a "DOUBLER" number and DOUBLE your total winnings.



**YOUR  
BALL  
NUMBERS**



030



Full UV  
Coating

\$5

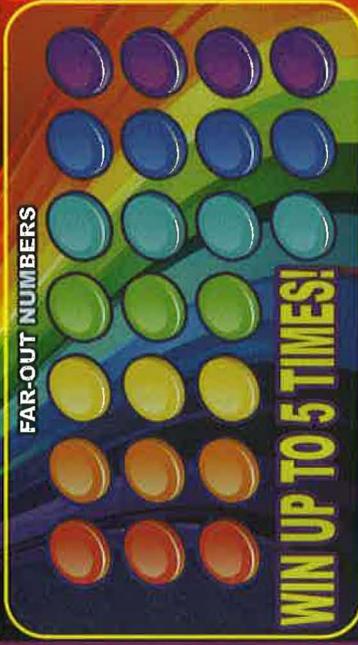
# GROOVY CASH

## GROOVY GRID

TEXAS LOTTERY

Scratch the FAR-OUT NUMBERS, then scratch ONLY the matching numbers on the GROOVY GRID. If you scratch all of the numbers to complete a row or column in the GROOVY GRID, win the prize in the corresponding arrow.

FAR-OUT NUMBERS



WIN UP TO 5 TIMES!

\$3	\$6	\$15	\$100	\$500	\$1,000	\$50	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3
\$3	\$6	\$15	\$100	\$500	\$1,000	\$500	\$10	\$3	\$3

WIN UP TO \$50,000!

More than \$19.7 Million in Cash Prizes!

VOID



Player's MARK

\$10

NORTH CAROLINA EDUCATION LOTTERY www.nc-educationlottery.org

# \$500,000 ANNIVERSARY CASH!



Enter Non-Winning Tickets at [lucke-zone.com](http://lucke-zone.com) for a Chance to **WIN MORE CASH PRIZES!**

See ticket back for more details

**FAST \$50!**  
Reveal a "🍪" symbol, win \$50 INSTANTLY!



WINNING NUMBERS



YOUR NUMBERS

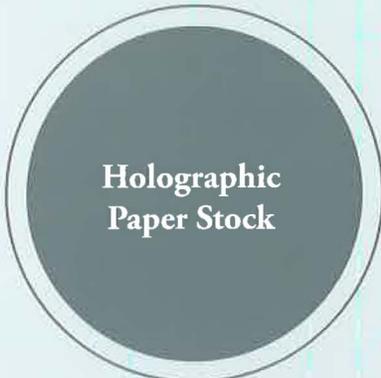


**Over 194,000 PRIZES**  
between \$25 and \$500!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a Burst "💥" symbol, win 5 TIMES the prize shown! Reveal a Cake "🍰" symbol, win all 15 PRIZES!

VOID

\*This number will change as prizes are won.



Holographic Paper Stock

# 8.33

## Invited Options

We offer a number of the Invited Options listed in the RFP, as described in the following subsections. We have provided sample tickets for each of these options at the end of this section. Please also see Attachment H, Cost Proposal.

### **(1) Die Cut Tickets**

The configuration of our perforation station gives GPC flexibility in terms of the design of die cut tickets. The combination of our die cut stations with the perforation stations expands the types of die cuts we can offer the Texas Lottery.

### **(2) Additional Inserts**

Additional pack inserts may be utilized to support any special retail game or promotion.

### **(3) Pouch Tickets**

GPC is not currently offering this option, but is willing to work with you in the future should you want to provide this option.

### **(4) Holograms**

GPC is not currently offering this option, but is willing to work with you in the future should you want to provide this option.

### **(5) Continuous Image Four-Color Process**

GPC can print continuous image four-color process images. This is an unbroken graphic image that covers the entire ticket, including the rub-off area, using four-color process. MAX is configured so that the display and overprint inks are printed at the same time. This provides tight registration between the display and overprint.

### **(6) Four-Color Process on Ticket Back**

GPC prints tickets that have four-color-process printing on the back of the ticket. We can produce instant game tickets with a variety of colors on the back of the ticket.

### **(7) Stub Tickets**

To date, GPC has not printed any stub games with horizontal or vertical perforation with or without imaging for its domestic customers. However, the perforation capabilities of our printing press open up many new stub ticket possibilities for the Texas Lottery. The press can create perforations that are more elaborate than a simple straight line. For instance, it can:

- Create curved lines.
- Follow a shape in the display graphic.
- Create a stub in the middle of the ticket that can be punched out.

### **(8) Scored Tickets**

We can produce games with a score for easy folding, such as a Christmas card game. In keeping with our Lean Manufacturing principles, this feature is done in-line with the finishing process and doesn't require a separate process on different equipment.

### **(9) Scented Tickets**

Our printing press is capable of printing scented tickets, and printed a Chocolate-scented instant ticket for the Texas Lottery.

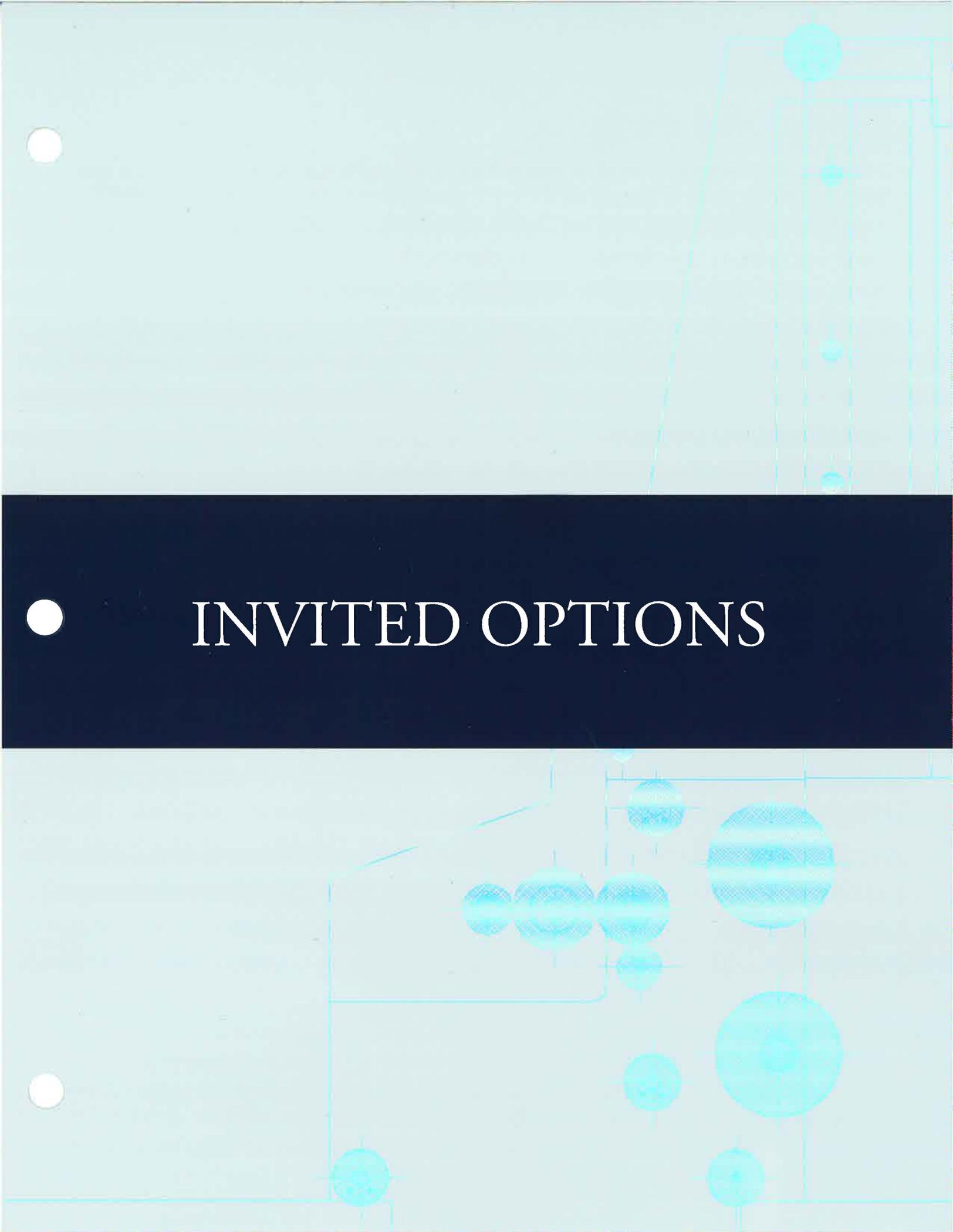
### **(10) Break-Open Tickets**

GPC is not currently offering this option, but is willing to work with you in the future should you want to provide this option.

### **(11) Thermal Ink Imaging**

GPC's printing press is capable of printing tickets using "Thermo-Chromic" ink, an ink that changes color, usually from clear to a color or from a color to clear as the temperature changes. Thermal Ink imaging can be used to enhance the appeal of the ticket, or as a way of making counterfeiting more difficult by performing spot application of this ink in certain areas of the ticket, whether concealed or not.

Please refer to the **Invited Options Ticket Samples** on the following page.



- INVITED OPTIONS

060 - VZOR857 - 019

# 4 LÍSTEK

**Hlavní výhra  
500 000 Kč!**

*Setřete hrací pole.  
Naleznete-li tři  
stejně částky,  
vyhráváte tuto  
částku!*



Cena 20 Kč



\$3

NEW MEXICO LOTTERY

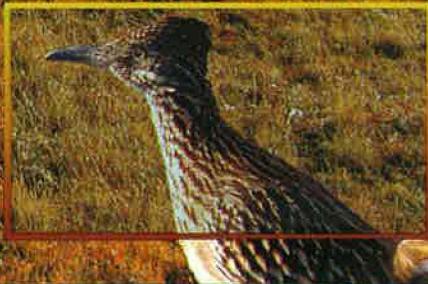
# DESERT BINGO

## TOP PRIZE \$30,000

### CALLER'S CARD 24 Bingo Numbers



SEE PLAY INSTRUCTIONS ON BACK  
SCRATCH FOR  
BONUS BINGO NUMBERS.



nm lottery.com

VOID

B I N G O

**CARD 1**

07	17	45	52	64
05	20	32	56	74
03	18		48	72
10	21	44	46	68
13	24	31	55	62

● LINE = PRIZE TICKET ●  
4 CORNERS = \$10 ● "X" = \$20

B I N G O

**CARD 2**

14	21	33	56	68
13	22	31	48	63
01	27		49	74
12	26	38	57	72
11	20	39	52	71

● LINE = \$3 ●  
4 CORNERS = \$20 ● "X" = \$50

B I N G O

**CARD 3**

12	18	40	60	62
09	21	31	49	72
10	30		50	74
13	23	41	56	65
01	20	32	48	73

● LINE = \$5 ●  
4 CORNERS = \$50 ● "X" = \$1,000

B I N G O

**CARD 4**

10	30	45	56	70
04	18	33	60	74
13	20		46	69
12	24	38	59	63
01	23	35	48	67

● LINE = \$10 ●  
4 CORNERS = \$500 ● "X" = \$30,000

Continuous-Image  
Four-Color  
Process

\$20



# 20X THE CASH

5th Edition

MORE THAN **100**  
PRIZES OF **\$20,000**

MORE THAN  
**\$27 MILLION**  
IN TOTAL CASH PRIZES!

**20** CHANCES TO WIN!



Fallsafe®, US Patent no. 6,308,991

GAME NO. 1151

CT LOTTERY 2011 ([www.ctlottery.org](http://www.ctlottery.org))  
KEEP CONNECTICUT CLEAN, DON'T LITTER.



SOCIAL SECURITY NUMBER (For Claims greater than \$599 and MAIL IN Claims Only)

WINNER'S SIGNATURE

TELEPHONE

CITY

STATE

ADDRESS

NAME (print legibly)

"BILLIONS TO BENEFIT CONNECTICUT SINCE 1972!"

Not responsible for lost or stolen ticket.  
Lottery Rules of Operation/Regulations/Official Procedures apply.  
Some prizes, including the top prizes, may have been sold at the time of ticket purchase. Odds vary during game. Persons altering ticket subject to prosecution. Wagering on credit is prohibited.

To establish ownership, please write name and sign ticket.  
IF MAILING a claim, include NAME/ADDRESS/TELEPHONE/SIGNATURE  
and Social Security Number for age verification purposes.  
Purchasers must be 18 years of age or older.



6 74732 01151 3

**PLEASE PLAY RESPONSIBLY**  
IF YOU OR SOMEONE YOU CARE ABOUT  
HAS A GAMBLING PROBLEM,  
CALL 1-800-346-6238

Average chance of winning a prize is 1 in 4.08  
Prizes of \$20, \$25, \$40, \$50, \$100, \$200, \$400 and \$500 are redeemable at any Lottery Retailer. \$1,000 prizes redeemable at High-Tier Claim Centers or Lottery HQ. \$10,000 and \$20,000 prizes redeemable only at Lottery HQ: 777 Brook Street, Rocky Hill, CT 06067, Monday - Friday 8:30am - 4:30pm.  
• Lottery tickets are bearer instruments. Winning tickets must be validated within 180 days from announced end of game edition. Ask Retailer for details, call (860) 713-2700 or visit us at [www.ctlottery.org](http://www.ctlottery.org)

Average chance of winning a prize is 1 in 4.08

1151-VOID10-015



**ÉDITION LIMITÉE**

Gagnez jusqu'à **10 fois** plus de **Sioux** d'intérieur

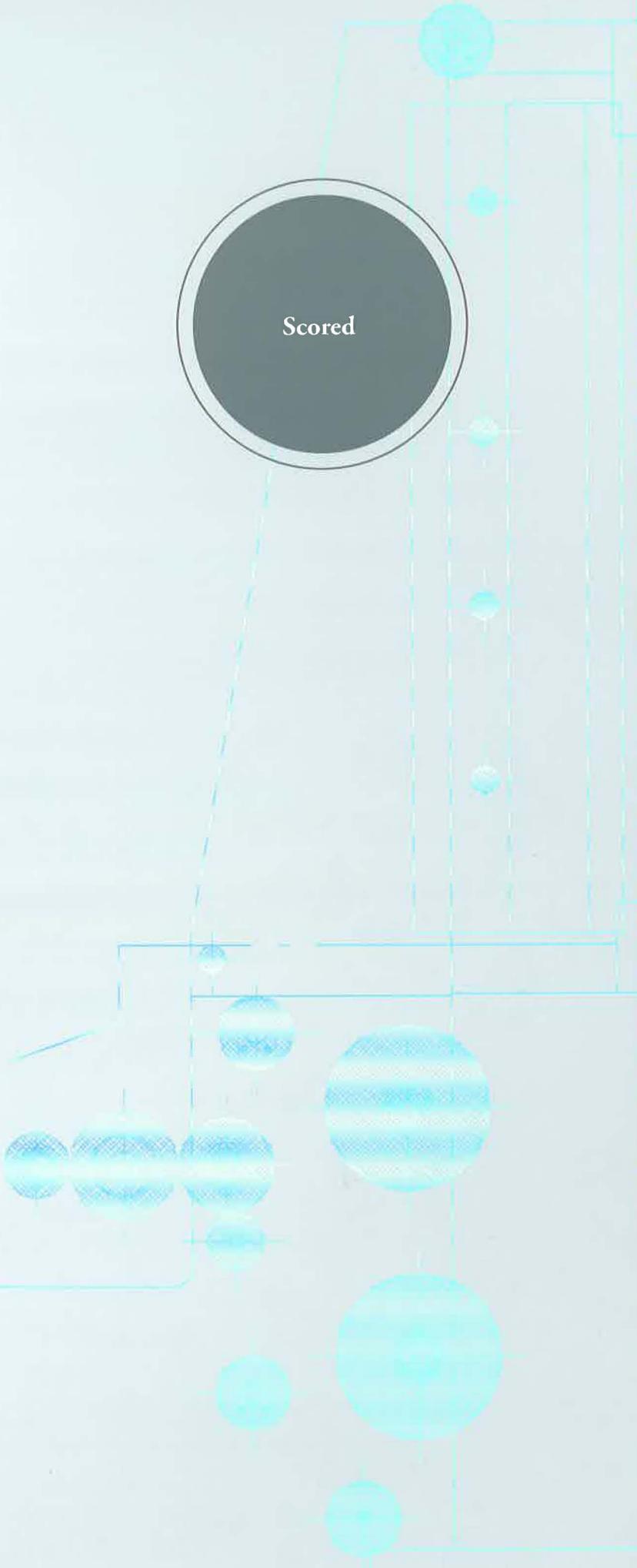
# **Cadeaux**

# **SURPRISE**

**10000** cadeaux de grande valeur incluant **100** téléviseurs LCD

**Rs 100**

1 CHANCE SUR 4 DE GAGNER SUR CE TICKET



Où, découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

gagnez cette somme.

## JEU 2

JEU 2:  
Découvrez 3 symboles identiques dans le même jeu sous la surface grattable et gagnez ce cadeau.  
Ou, découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.



NE PAS SEPARER



## JEU 4

JEU 4 :  
Découvrez 3 sommes identiques dans le même jeu sous la surface grattable et gagnez cette somme.

## JEU 5

JEU 5:  
Découvrez un de "vos 8 numéros" dans l'une des 24 "cases de jeu" sous la surface grattable et gagnez le lot indiqué dans cette case de jeu. Vous pouvez gagner jusqu'à 8 fois dans ce jeu.

VOS 8 NUMEROS



NE PAS SEPARER



CASES DE JEU



013 024

\$5

TEXAS LOTTERY®

# Chocolate

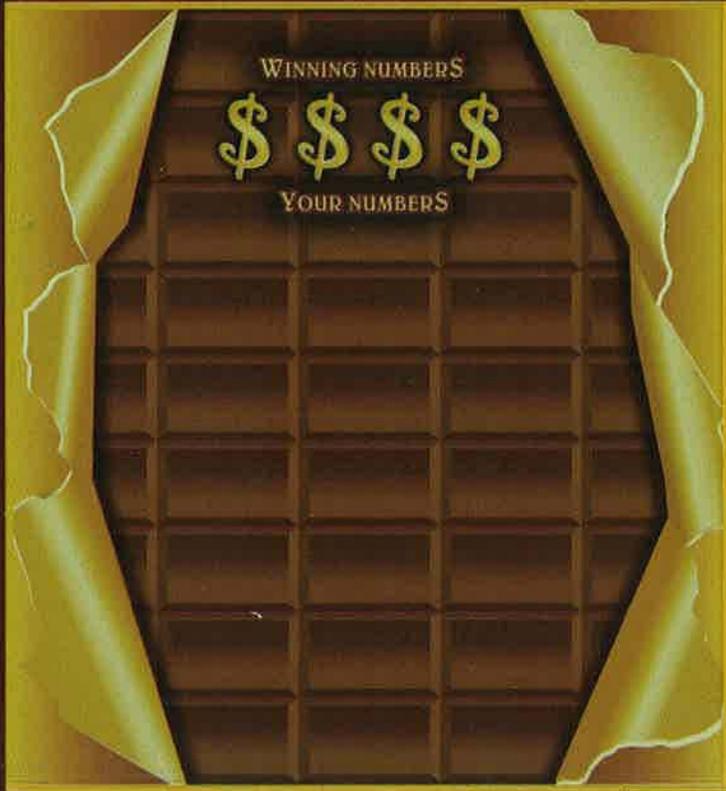
Win Up To \$50,000!

Scratch the entire play area.  
Match any of YOUR NUMBERS to any of the WINNING NUMBERS,  
win prize for that number. Reveal a HEART "♥" symbol  
and win 5 TIMES the prize for that symbol.

WINNING NUMBERS

**\$ \$ \$ \$**

YOUR NUMBERS



VOID

Chocolate-Scented

# 8.34

## Offered Options

To assist the Texas Lottery in ensuring secure, cost-effective, reliable, and market-oriented operations, we present a number of Offered Options for other types of ticket manufacturing technology and specialized games in this section. We have provided **Offered Options Ticket Samples** at the end of this section. The pricing for these offered items is provided in Attachment H, Cost Proposal.

### New Play Styles

#### Extended Bonus Play

Extended Bonus Play introduces a new dimension to instant games with the addition of a bonus area that gives players six more chances to win. The player plays the main game, selects symbols uncovered from that game, and uses them in the bonus game. This feature can be added to any existing play style and maximizes the player's opportunity to win.

Figure 8.34 – 1:



**More Player Value:** Players enjoy games with bonus features such as Extended Bonus Play that add value to instant games, especially higher-price-point games.

### Extended Bonus Play Gains Popularity in Washington State

In 2011, Washington State saw an increase in sales with Extended Bonus Play. The \$5 Wild Dice game was introduced and the 13-week index equaled 102. Washington State has decided to offer a second version called Money Master Bonus and is interested in making this its core game.

### Linked Bonus

With Linked Bonus, players enjoy multiple games on one ticket and have the opportunity to win bonus prizes when they win multiple games in a linked section. Players can match three like symbols in any spin across and win the prize indicated in the prize legend. If players win on all four spins in a single game, they scratch the bonus area to reveal an additional prize for that game.

Figure 8.34 – 2:



**More Value:** The Linked Bonus feature adds extra value to smaller wins on higher-priced tickets.

Linked Bonus has a patent pending for progressive style add-on games and has been introduced in Australia, Arizona, and New Jersey. The game did exceptionally well with its March 2011 introduction in North Carolina where 40% of the tickets sold through in seven weeks.

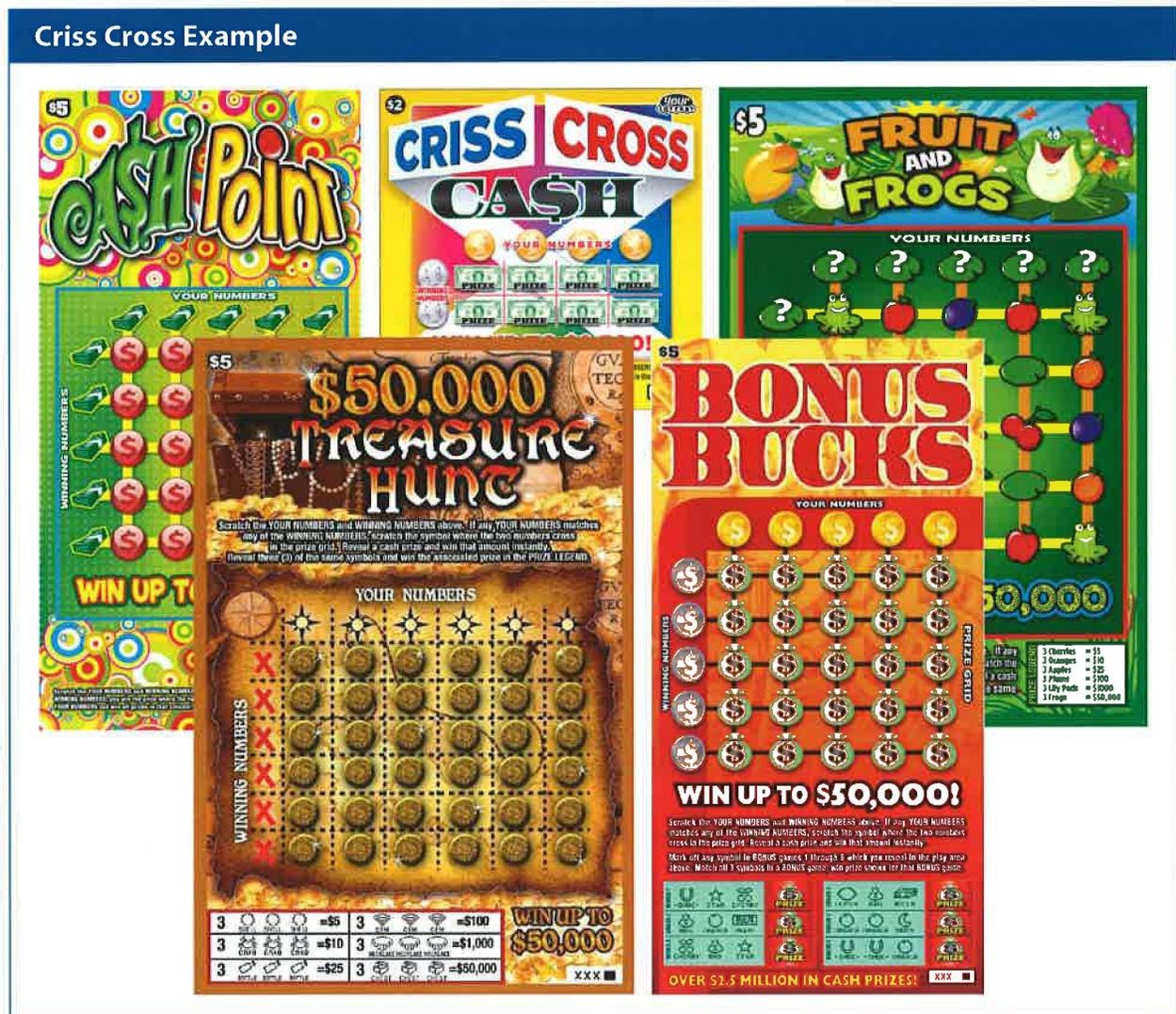
#### *Value for the Texas Lottery*

Linked Bonus adds an additional element of fun and excitement to instant ticket play by giving players the chance to win more when they link several game wins together. Linked Bonus offers players multiple near-win experiences, all while adding play value.

#### *Criss Cross*

Criss Cross games feature more matching, more fun, and more excitement for your players. This unique, patent-pending play style features more prize symbols on each ticket. This concept allows a prize to be associated with two numbers. Players attempt to match a "column" number (your numbers) to a "row" number (winning numbers). If the players find a match, they scratch the prize symbol where the two numbers cross in the grid. Criss Cross can create multiple near-win experiences on every ticket, ultimately enhancing the players' excitement.

Figure 8.34 – 3:



**More Fun:** Criss Cross creates multiple near-win experiences.

### Head2Head

Head2Head is a socially interactive concept that lets two players compete against one another. Head2Head builds on the “Pass ‘n’ Play” feature in the mobile and video gaming industry, which allows players to play the same game simultaneously on a single mobile device.

In the instant ticket version of this technology, Head2Head players compete against one another, as one instant ticket contains two games. Players interact by sitting on opposite sides of a table and playing simultaneously or passing the ticket back and forth. Lotteries offer many Head2Head game theme options, including keno, Number Jumble, Crossword, and Naval Battle. Additional themes can be developed based on board or online games.

Figure 8.34 – 4:



**Two in One:** Head2Head games can ignite even the friendliest players' competitive spirits.

Head2Head provides an excellent opportunity for marketing instant ticket games. Head2Head games can represent a microbrand of some of your most successful games, allowing players to experience their favorite games, such as Cashword and Bingo, in an entirely new format. Moreover, traditional retailers could set up seating areas in their stores for dedicated players who enjoy spending time at the store playing their favorite games, making Head2Head games perfect for expanding the traditional instant game into a social one.

### Second Chance at Retail

#### Lucky Sweeps

With GPC's Lucky Sweeps, the Texas Lottery can merge an instant game with an online promotion. Players can win cash or prizes on an instant game and entry into an online raffle or second chance drawing if a designated "lucky" symbol is revealed.

Figure 8.34 – 5:

**Lucky Sweeps Example**

**\$5 YOUR LOTTERY**

CAESARS

CAESARS  
FAST \$25  
BONUS

TOP PRIZE  
\$50,000!

WIN A  
LUXURY VIP  
TRIP FOR 2  
TO CAESARS  
PALACE

Reveal a \$25 symbol and win \$25 instantly! See ticket back for details.

Match any of CAESARS NUMBERS to any of the WINNING NUMBERS, win prize shown below your matching number(s). Get a (🍀) symbol, you automatically enter "THE CAESARS" raffle.

WINNING NUMBERS		CAESAR NUMBERS			
16 SIXTN	\$50,000 FTY-THO	20 TWNTY	22 TWTRD	23 TWTR	24 TWFOR
18 EGHTN	\$100 HUNDRED	26 TWSIX	🍀 TRIP	28 TWEGT	29 TWNIN
19 NINTN	\$500 FIV-HUN	31 TRONE	32 TWTWO	34 TRFOR	35 TRFIV
14 FORIN	\$50.00 FVY	21 TWONE	30 THRTY	25 TWFIV	25 FIFTY

CAESARS

---

YOUR NUMBER FOR THE  
GRAND PRIZE DRAWING  
DECEMBER 31, 2009

436178-A

WIN A LUXURY VIP TRIP FOR 2  
TO CAESARS PALACE LAS VEGAS!

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AGENT # 03748  
TERMINAL # 0374800

017812  
SAT JAN10 09

749-36123909-263308

**More Ways to Win:** The Lucky Sweeps brand of instant games will add value and create more ways to win.

To participate, the player purchases a Lucky Sweeps instant game. If the ticket reveals a "lucky" symbol, the player gives the ticket to the retailer to validate. When the retailer validates the ticket, the terminal generates a uniquely numbered entry ticket for a specific draw date. On the day of the drawing, players can watch the drawing live on television or check online to get the results.

The Texas Lottery can benefit from implementing any of the following Lucky Sweeps promotions:

- **Top Prize Promotion:** Prevent your top prize from being sold out too early by saving it for the final online drawing. This also allows you to increase high-price-point games with minimal risk and maximum control.
- **Ticket Group Promotion:** Implement Lucky Sweeps into a family of games and create a promotion across a product line.
- **Price-Point Promotion:** Introduce Lucky Sweeps into a particular price point to help boost sales.

### **Instant 3D Printing**

With the popularity of 3D movies, GPC can provide the Lottery with the opportunity to take advantage of this trend. By producing your instant tickets in 3D, you have the ability to captivate seasoned lottery players and attract the emerging market. GPC was the first vendor to print a 3D instant game when it produced the Green Lantern game for the Nebraska Lottery in 2011.

### **Security Features**

Tex. Gov't Code  
§552.139/§552.101  
§466.022

Tex. Gov't Code  
§552.139/§552.101  
§466.022

### **Internal Custom Perforations**

These are custom, free-flowing perforations to accent game theme and play. They can create a jigsaw puzzle effect for premium collector games.

## **Ink Options**

### **Multi-Colored Imaging (More than Two Colors)**

This option is similar to two-color imaging but is done with more than two colors.

### **Glitter Inks**

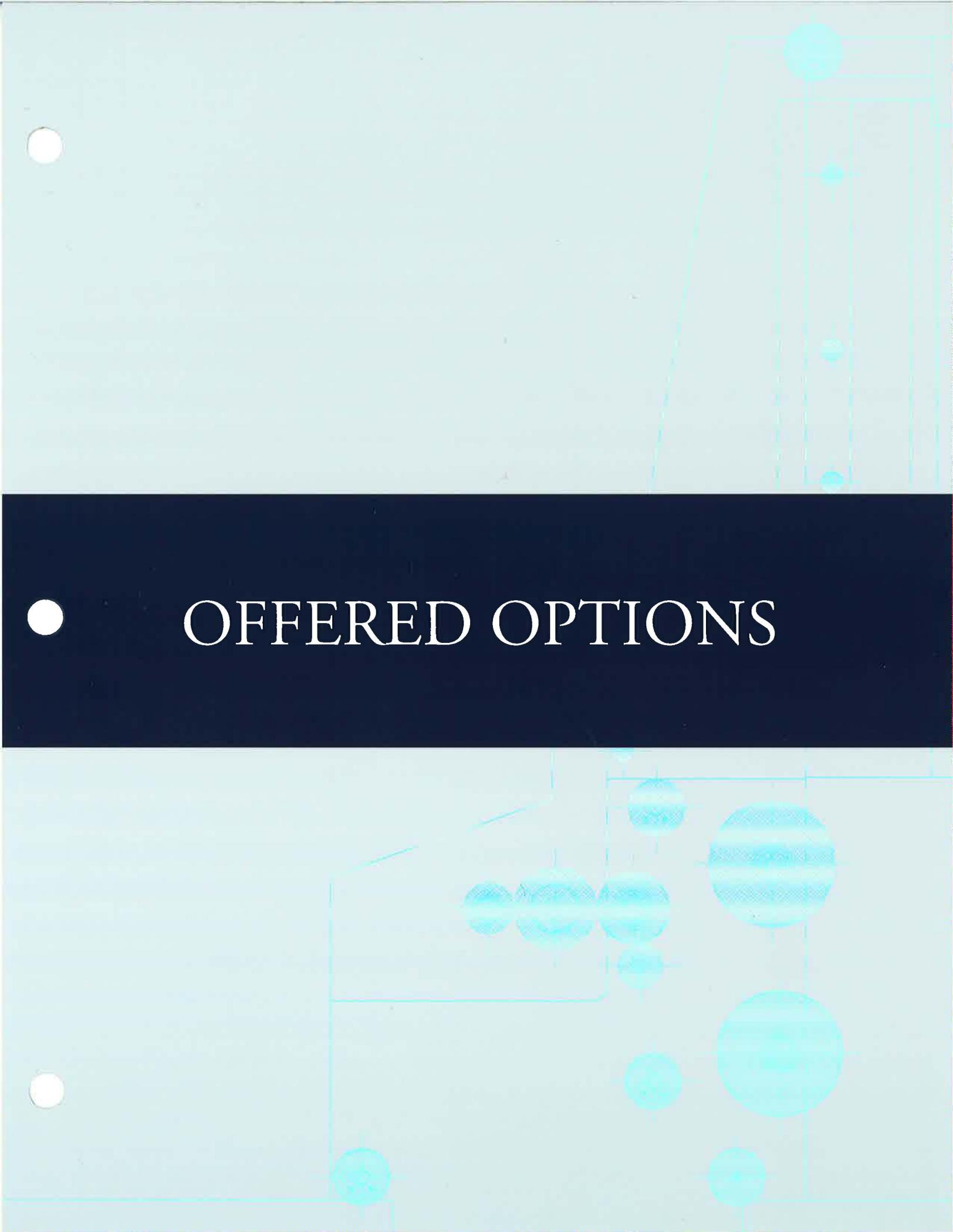
This option increases the perceived value of the ticket.

### **Simulated Foil Inks**

This ink looks like foil when applied to the ticket. Several colors are available to meet your game design needs.

### **Color-shifting Ink**

Color-shifting Ink changes appearance if held at different angles to a light source. This ink is widely used to print currency.



- OFFERED OPTIONS

**\$3**



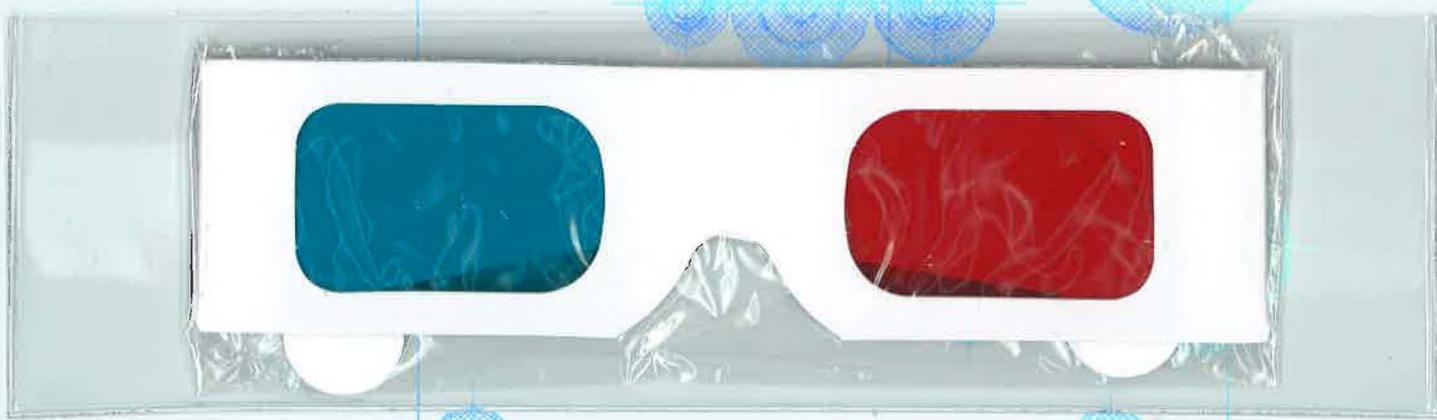
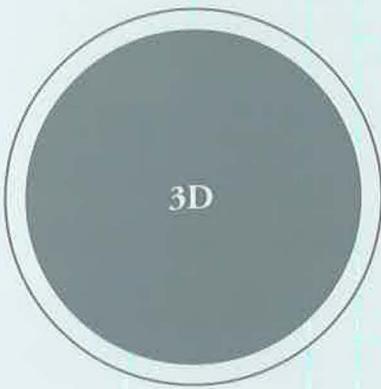
**GREEN LANTERN**  
3-D SCRATCH GAME

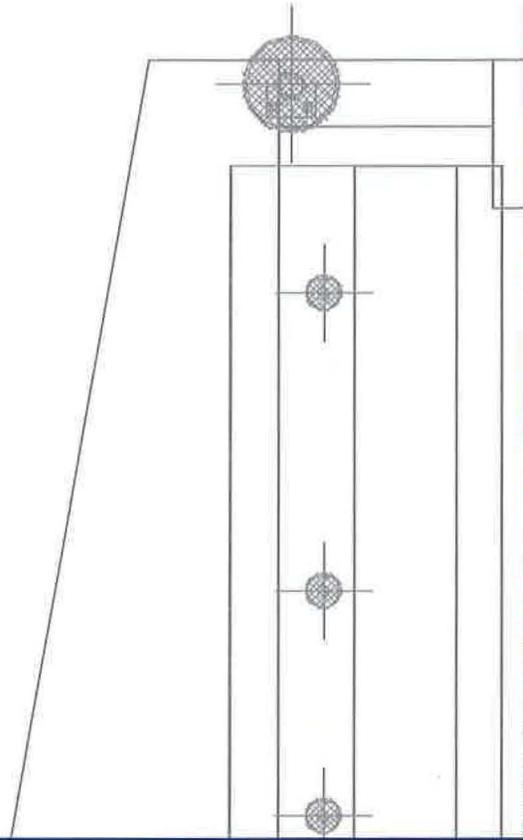
WINNING NUMBERS		YOUR NUMBERS							

**\$30,000 TOP PRIZE!** WIN UP TO 20 TIMES!

**VOID**

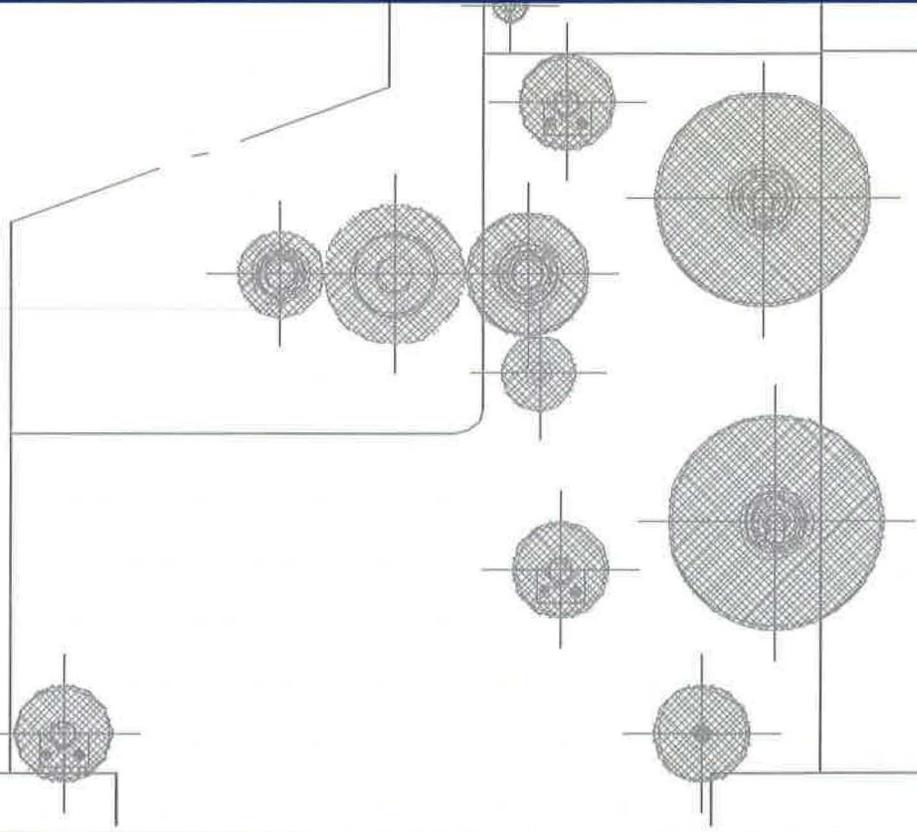
See back for instructions.





# EXHIBIT 1

Resumes





## Todd Bauman

### Project/Contract Title:

Senior Manager, Market Research & Business Intelligence

### Project/Contract Role:

Todd will be responsible for strategic marketing planning and research services for the TLC. Specifically, he will provide analysis and guidance with respect to quantitative and qualitative research initiatives as well as strategic game and marketing recommendations.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current GTECH Title

Senior Manger, Market Research & Business Intelligence

### Professional Experience

Prior to joining GTECH in 2008, Todd worked as a senior market intelligence consultant at BMC Software, where he provided global business-to-business research services and analytics, managed custom primary research activities such as end-to-end in-house Web-based survey projects and focus groups and contracted research projects. He performed extensive information technology (IT) industry market analyses that leveraged secondary sources of market data as well as advanced data analysis, including statistical analyses, modeling, trending, and forecasting of customer data.

As marketing research director at Oberthur Gaming Technologies, Todd was responsible for strategic marketing planning and research services for lotteries worldwide, including marketing assessment, product design, and market research. As director of research and development for the Washington Lottery, Todd led a team in strategic product development and management initiatives.

### Education and Training

Todd holds a B.A. in psychology from Case Western Reserve University in Cleveland, Ohio, where he graduated Magna Cum Laude and received the Mather Alumnae Award for Excellence in psychology. He also received an M.A. in psychology from Bowling Green State University in Bowling Green, Ohio, where he specialized in industrial and organizational psychology.

### Employment History

<i>GTECH Corporation:</i> Senior Manager, Market Research & Business Intelligence	<i>2008 – Present</i>
<i>BMC Software:</i> Senior Market Intelligence Consultant	<i>2007 – 2008</i>
<i>Oberthur Gaming Technologies:</i> Marketing Research Director	<i>2004 – 2007</i>
<i>Washington Lottery:</i> Director, Research and Development	<i>2002 – 2004</i>
<i>The Principal Financial Group:</i> Market Research Manager	<i>2001 – 2002</i>
<i>Missouri Lottery:</i> Director, Research and Development	<i>1995 – 2001</i>

**“I came to work at GPC because it was ready to challenge not just our competitors but the notion that there is a set, established way of bringing instant products to market.”**



## Michael Dinan

**Project Title:**  
Production Planning Manager

**Contract Role:**  
Michael will create, distribute, and manage production scheduling and plan production runs based on the TLC's requirements. He will generate production job tickets based on specifications in executed Working Papers, and review draft Working Papers for accuracy relevant to manufacturing. Michael will also manage all purchasing, shipping and receiving operations for the TLC.

**Percentage of Time Dedicated to Contract:**  
Shared resource

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**Current Title**  
Production Planning Manager

**Professional Experience**  
Michael has more than 25 years of experience in manufacturing, business, and account management, and is an expert in Lean Manufacturing techniques. His skills include plant, operational, and general management. He has more than 13 years of profit and loss-management experience, including eight years of profit and loss responsibility for a manufacturing business with \$32 million in annual sales.

Michael is experienced in international and domestic printing operation shutdowns, start-ups, and production transfers. He is skilled at managing operational expenses to current business levels to maintain profitability and grow bottom lines, and has technical knowledge of flexography, web and sheet letterpress, screen printing, doming, pad printing, web offset, web hot stamp, web digital printing, and bindery.

**Education and Certifications**  
Michael has an M.S. in technology management from Mercer University in Atlanta, Georgia. He also received a B.A. in general science from S.U.N.Y in Stony Brook, New York, and has a certificate in data processing and computer programming from the College of San Mateo.

<b>Employment History</b>	
<i>GTECH Printing Corporation:</i> Production Planning Manager	<i>2008 – Present</i>
<i>BBF Packaging Solutions:</i> General Manager	<i>2007 – 2008</i>
<i>NextWave Digital Marketing:</i> General Manager	<i>2006 – 2007</i>
<i>Central Label Products/Stratecom Graphics:</i> VP General Manager	<i>2003 – 2006</i>
<i>Panduit Corporation/ID Division:</i> Division Manager/Operations Manager	<i>1989 – 2003</i>

**"I am excited to be part of the GPC team that works together in a world-class instant ticket printing facility. The team's extensive experience is reflected in the quality products we provide to our customers."**



## Alan Eland

### Project Title:

Senior Vice President and Chief Operating Officer (COO), GTECH North America;  
President, GTECH Printing Corporation (GPC)

### Contract Role:

Alan will lead GTECH's and GPC's efforts to provide technology and service solutions and operational-management support to the TLC throughout the course of the contract. He will serve as the senior management contact for the Lottery, reporting directly to President/CEO Jaymin Patel, and provide senior management supervision in collaboration with the GTECH and GPC Account Teams to direct resources toward support of the TLC's strategic objectives.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current Title

Senior Vice President and COO, GTECH North America; President, GPC

### Professional Experience

Alan is responsible for overseeing all lottery operations in North America, and all instant ticket production and operations throughout the world. He leads the Company's growth efforts in terms of providing clients with technology and service solutions and operational-management support.

Alan has more than 25 years of experience in the lottery industry and is a business leader with diverse operations and sales-management experience. He began his career at GTECH in 1985 and, since that time, has held various roles of increasing responsibility. Most recently, he served as Vice President and General Manager for GTECH's Gaming Solutions Department, where he was responsible for managing Spielo, a Canadian-based commercial gaming product vendor, and leading the acquisition of Europe's largest slot machine manufacturer, Atronic. As Regional Vice President, Eastern U.S. and Canada, he was responsible for overseeing operations in 12 U.S. states and Canada.

### Education and Certifications

Alan received a B.S. in marketing education from Ohio State University.

### Employment History

*GTECH Corporation:*

*1985 – Present*

Senior Vice President and COO of North America, GTECH and GPC  
Senior Vice President, GTECH Americas  
Vice President & General Manager, Gaming Solutions  
Regional Vice President, Eastern United States & Canada  
General Manager, GTECH Texas  
Assistant General Manager, GTECH Texas  
Project Manager  
System Coordinator  
Marketing Supervisor  
Lead Trainer

**“At GPC, we have a unique and vested interest in the TLC's sales and profit success. Unlike other suppliers whose recommendations are driven primarily by manufacturing efficiencies, we will recommend games with only performance in mind. Because of this, we're aligned completely with your goal of selecting only 'industry best' games that optimize performance.”**



## Wayne Esteve

**Project/Contract Title:**

Security Manager

**Project/Contract Role:**

Wayne will serve as the security manager for the TLC's instant ticket printing project, overseeing GPC's security plan and secured manufacturing processes.

**Percentage of Time Dedicated to Contract:**

Shared resource

**Current GTECH Title**

Security Manager

**Professional Experience**

Wayne ensures that physical controls incorporated into finished products are evident in terms of quality assurance and security. He is responsible for physical and logistical security, ticket reconstruction activities, and the security of lottery shipments, including interfacing with lottery management and members of their security staff. Wayne ensures conformance to individual lottery security policies and oversees a team of security officers who maintain control of the facility.

Wayne has been with GPC since its relocation to Florida, first as an employee of Burns Security Services and then as a full-time GPC employee. During his more than 20 years in security, he has worked in both the commercial and industrial areas of the loss-prevention field.

**Education and Training**

Wayne attended Ridge Vocational Center in Winter Haven, Florida, where he earned an academic certificate in distribution technology and industrial-vehicle safety and operation. He holds a Class D Florida security certification and completed ISO 9001:2000 RAB-accredited lead-auditor training.

**Employment History**

<i>GTECH Corporation:</i> Security Manager	<i>2006 – Present</i>
<i>Creative Games International, Inc.:</i> Quality Control Lead Senior Security Officer	<i>2003 – 2006</i>
<i>Burns International Security Services:</i> Security Officer/Client Services Supervisor	<i>1996 – 2003</i>
<i>Scotty's Corp, Winter Haven, Florida:</i> Security Officer/Supervisor/Loss Prevention Investigator	<i>1986 – 1993</i>
<i>Discount Auto Parts:</i> Security Officer/Retail Investigator Assistant	<i>1984 – 1986</i>

**“GPC enabled me to secure a challenging position in a growing business that is unique in its manufacturing principles and physical and logical security processes.”**



## Walter Gaddy

**Project/Contract Title:**  
Senior Account Manager

**Project/Contract Role:**  
As the primary liaison between GPC and the TLC, Walter will work to maximize opportunities to grow instant sales. Specifically, he will work closely with Lottery staff to develop product plans and strategies consistent with the Lottery's business and sales objectives; propose game design, prize structure development, portfolio management, and sales analysis; and manage production and delivery schedules for new games.

**Percentage of Time Dedicated to Contract:**  
Shared resource

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**Current GTECH Title**  
Senior Account Executive

### Professional Experience

Walter has nearly 20 years of lottery experience in the areas of product development, marketing, and sales. He joined GPC in 2007 after spending 14 years at the Florida Lottery, where he was the Instant Product Manager for 12 years.

During his tenure at the Florida Lottery, Walter helped increase instant sales by more than 400 percent, from \$620 million per year to \$2.4 billion per year, within a heavily regulated lottery environment and under extreme budget constraints. This demonstrates Walter's expertise in product development, game planning, production schedules, retailer and player promotions, contract management, research, and sales analysis. Walter is also expert at the development of instant ticket conceptual designs, time lines, deliverables, Point-Of-Sale (POS) material, advertising, and product launch schedules.

### Education and Training

Walter earned a B.S. degree in marketing from Auburn University in Auburn, Alabama.

### Employment History

*GTECH Printing Corporation:*  
Senior Account Executive

*2007 – Present*

*Florida Lottery:*  
Instant Product Manager  
Product & Research Analyst  
Telemarketing Manager

*1993 – 2007*

**“Customer service and innovation are the foundation on which GPC was founded. The staffing plan at GPC was built around bringing in people with years of lottery industry experience on both the customer and vendor sides.”**



## Dinah George

### Project Title:

Prepress Manager and Art Director

### Contract Role:

Dinah will oversee and support all graphic designers assigned to the Texas Lottery for prepress and graphic design activities, including press fingerprinting and film development. Her team will translate the TLC's game concepts into appealing designs and the press plates used to print creative and exciting instant products.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current Title

Art Director/Prepress Manager

### Professional Experience

Dinah has more than 30 years of graphic prepress experience in the magazine/book publishing and commercial printing industries. She specializes in converting companies from conventional production methods to computer-to-plate workflows. In addition, Dinah trains internal and external clients on digital design creation and file preparation for print production. Most recently, she focused on fingerprinting presses for matching prepress proofing systems, upgrading proofing and plating equipment, streamlining through make-ready reduction, and reducing cycle times.

Dinah received the 2010 President's Award, the highest level of recognition at GPC. The award acknowledges employees who consistently demonstrate integrity, trust, respect, and excellence, and have made a significant contribution in the past year.

### Education and Certifications

Dinah attended Western Connecticut State University. Her trainings include the Kodak Color Management Program, Quark Certified Trainer, Novell (CNA and CNE Windows NT) certification, and Kodak Polychrome Graphics Champions Program. She also completed eight Accredited Corporate Technology and Management courses in St. Petersburg, Florida.

### Employment History

<i>GTECH Printing Corporation:</i> Prepress Manager	2006 – Present
<i>Evatone, Inc.:</i> Prepress Manager and Pressroom Manager	2001 – 2006
<i>R.R. Donnelley, Inc.:</i> Digital Prepress Manager	1997 – 2001
<i>Dobbs Publishing Group:</i> Computer Systems Director	1991 – 1997
<i>Taunton Press:</i> Computer System Supervisor	1980 – 1991

**“GPC is forward-thinking ... and always looking to be on the leading edge of technology and innovation; that’s why I wanted to be a part of this growing business.”**



## Martín P. González

**Project Title:**

Information Technology Manager

**Contract Role:**

As Game Development Manager of GPC’s Instant Game Production Group, Martín will manage and direct the productivity of instant game software development staff in an effort to decrease lead times while increasing quality and satisfaction.

**Percentage of Time Dedicated to Contract:**

Shared resource

**Current Title**

Game Delopment Manager

**Professional Experience**

Martín supervises technicians, analysts, programmers, and data center operators, and analyzes new game concepts for feasibility as requested by our lottery clients. To create and roll-out new products, he works with production, quality assurance, and sales personnel; state, national, and commercial lotteries and their staffs; and third-party vendors. Martín’s team handles game programming, data merge and verification, and software QA, ensuring that every game performs in the marketplace as specified and all validation media is accurate and functioning.

Martín worked for 10 years as a game software development manager for Scientific Games before joining GTECH. Having worked in the lottery industry for 14 years, Martin has worked with most of the major domestic and international clients developing new and exciting play actions and/or concepts.

**Education and Certifications**

Martin has a B.S. in computer science from Southwest Texas State University. He has also completed coursework in Lean Manufacturing and Six Sigma Practices for Process Improvement, and is also a Certified Internal International Organization for Standardization (ISO) Auditor.

**Employment History**

<i>GTECH Printing Corporation:</i> Game Development Manager Technology Process Manager	<i>2008 – Present</i>
<i>Oberther Gaming Technology:</i> Game Software Development Manager	<i>2007 – 2008</i>
<i>Scientific Games International:</i> Game Software Development Manager	<i>1997 – 2007</i>
<i>AutoGas, Incorporated:</i> International Programming Coordinator	<i>1995 – 1997</i>
<i>XETRON Corporation:</i> Senior Software Engineer	<i>1989 – 1995</i>

**“I see GPC as an up-and-coming challenger within the instant printing industry. We are a young and innovative group with the experience to meet clients’ needs while providing new and fresh ideas.”**



## Will Higlin

### Project/Contract Title:

Senior Director, Sales

### Project/Contract Role:

Will, along with your Senior Account Executive, will organize and facilitate strategic sales and planning sessions in collaboration with the TLC. He will analyze industry trends and advise the TLC of its game-portfolio performance in relation to the industry as a whole. In addition, he will assist with recommended game changes and oversee their implementation to ensure that all marketing demands are met. Finally, he will maintain open lines of communication at all times to answer questions and assist the TLC with any problems.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current GTECH Title

Senior Director, Sales

### Professional Experience

Will brings 21 years of instant game experience to his position at GPC. He joined GPC in March 2004 as director of regional business development, and was promoted to director of regional marketing shortly thereafter.

Before joining GPC, Will was employed by the Oregon Lottery for 14 years. During his last seven years there, he served as assistant director of retail operations, responsible for overseeing all of the Lottery's sales and video-service activities. He leverages his experiences from the customer side of the lottery business to assist lotteries in reaching their goals and objectives, and works to build individual plans to meet each lottery's unique needs.

### Education and Training

Will received a B.S. in business education from Oregon State University.

### Employment History

*GTECH Corporation:*

Senior Director of Sales

Director of Regional Marketing

Director of Regional Business Development

*2004 – Present*

*Oregon Lottery:*

Assistant Director of Retail Operations

Regional Field Manager

Retail Services Manager

Special Projects Coordinator

Sales Representative

*1990 – 2004*

**“With the most advanced press in the industry and a sales staff that has more direct lottery experience than any of our competitors, GPC prides itself on being a full instant ticket provider that exceeds our customer’s expectations on a regular basis. “**



## Steve J. Lazar

**Project/Contract Title:**

Senior Manager, Client Services

**Project/Contract Role:**

Steve will be responsible for the quality and integrity of all gaming elements of the TLC's instant games.

**Percentage of Time Dedicated to Contract:**

Shared resource

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**Current GTECH Title**

Senior Manager, Client Services

**Professional Experience**

Steve is a mathematician and statistics expert who specializes in prize structure and software development. He has 30 years of lottery industry experience, all related to instant games. Steve is an expert in many aspects of the instant ticket business, including software development, of validation system implementation, prize structure and game design, ticket innovation, account management, Working Papers development, promotions, retailer and sales support, security, product scheduling and support, quality control, auditing, and management.

In addition, Steve is a member of the GTECH Innovations Team and the instant coordinator for the Intellectual Property Asset Steering Committee, which evaluates ideas submitted from GTECH sites around the world to foster innovation and best practices within the instant arena.

**Education and Training**

Steve was a mathematics and statistics major at Rutgers College in New York.

**Employment History**

<i>GTECH Corporation:</i> Senior Manager, Client Services	<i>2007 – Present</i>
<i>Creative Games International:</i> Senior Account Manager	<i>1993 – 2007</i>
<i>Webcraft Games:</i> Manager, Games Design and Development Senior Programming Analyst	<i>1980 – 1993</i>

**“I started in this industry directly out of college 30 years ago. This business is my passion, and at GPC, we have the greatest opportunity for achievement that I’ve ever been presented with. I want to be part of turning GPC into the dominant instant ticket provider.”**



## Pratito "Tito" Librado

**Project Title:**  
Quality Manager

**Contract Role:**  
As Quality Manager and Six Sigma green belt, Tito will oversee quality Standard Operating Procedures (SOPs) for all products produced for the TLC. He will coordinate lottery ticket security and performance tests, the in-house quality laboratory, quality tools analysis, and the International Organization for Standardization (ISO) 9001:2008-certified quality management systems used at GPC's instant game production facilities.

**Percentage of Time Dedicated to Contract:**  
Shared resource

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**Current Title**  
Quality Manager

### Professional Experience

Tito, who joined GPC in 2007, is responsible for developing Quality Assurance (QA) guidelines, monitoring standards, and sample procedures to ensure that the Instant Game Production staff meets all operational requirements. He brings a wealth of quality management experience in the technical industry, where he led and participated in multifunction teams directed at process improvement activities, with an emphasis on product/process change requests, cost control, Enterprise Resource Planning (ERP), statistical process control, and the Six Sigma approach.

Six Sigma seeks to improve the quality of process outputs by identifying and removing the causes of defects and minimizing variability in manufacturing processes. Tito uses quality management methods, including statistical modeling methods, to reduce the number of errors to the Six Sigma goal of 99.99966% of products manufactured being statistically free of defects.

### Education and Certifications

Tito has an M.B.A. in general management from the University of Miami, Florida, and a B.S. in industrial and systems engineering from the University of Florida in Gainesville. He is a Certified Six Sigma Green Belt and earned a Project Management certification. He has also taken coursework in flexography printing and Lean Manufacturing.

### Employment History

<i>GTECH Printing Corporation:</i> Quality Manager	<i>2007 – Present</i>
<i>Arvato, Inc.:</i> Engineering and Quality Manager	<i>2005 – 2007</i>
<i>Nokia, Inc.:</i> Project Manager Industrial Engineer	<i>2000 – 2005</i>
<i>Ericsson, Inc.:</i> Technical Lead	<i>1999 – 2000</i>

**"GPC is a game changer for current and future lottery business. It is a customer-oriented company in which we are the lottery's partner, not just a supplier, and deliver on our commitment excellence and error-free lottery tickets."**



## Kathy Matson

**Project Title:**

Senior Director, Marketing and Client Services

**Contract Role:**

Kathy will ensure the timely and accurate creation of Working Papers and product deliverables for each instant ticket game produced for the TLC. She will also ensure that GPC meets all of the TLC's production and quality expectations and that each game is produced according to specifications.

**Percentage of Time Dedicated to Contract:**

Shared resource

**Current Title**

Senior Director, Marketing and Client Services

**Professional Experience**

Kathy joined GTECH in June 2008, bringing more than 20 years of lottery sales and marketing experience. As Senior Vice President, Sales and Marketing, for Oberthur Gaming Technologies (OGT), Kathy directed the U.S. Sales and Marketing teams in multifaceted efforts to win and retain lottery printing contracts. She managed and directed the daily activities of OGT's sales representatives, marketing and research personnel, customer service representatives, and graphic designers through direct report managers.

Throughout her lottery career, Kathy has developed internal communication flow and project management process controls. She has won prestigious industry awards for her excellence in customer service relations (notably the J.D. Powers Award, nominated by the Texas Lottery) and is considered an expert in her field.

Prior to her employment with OGT, Kathy worked for Dittler Brothers, Inc., from 1986 until 1997, when the company was acquired by OGT. As Vice President of Sales at Dittler, Kathy directed the daily activities of the U.S. Sales team, conducted training on effective sales techniques, and helped build the company's reputation as an industry innovator.

Kathy started her lottery career in 1985 as Assistant Sales Manager for the Oregon Lottery and was quickly promoted to Drawing Manager, responsible for all lottery drawings and accompanying rules, policies, and procedures.

**Education and Certifications**

Kathy attended Northern Illinois University.

**Employment History**

<i>GTECH Printing Corporation:</i>	<i>2008 – Present</i>
Senior Director, Marketing and Client Services	
<i>Oberthur Gaming Technologies:</i>	<i>1997 – 2005</i>
Senior Vice President, Sales and Marketing	
<i>Dittler Brothers, Inc.:</i>	<i>1986 – 1997</i>
Vice President, Sales	

**“Our company’s main focus is on helping our customers grow through innovation, collaboration, best practices, and increased revenue returns to good causes. We listen to our customers and don’t pretend to know their businesses better than they do.”**



## William J. Miller

### Project Title:

Director of Technology

### Contract Role:

Bill will provide technical support to manufacturing and ticket security testing operations at GPC's instant ticket facility in Lakeland, Florida.

### Percentage of Time Dedicated to Contract:

Shared resource

### Current Title

Director of Technology

### Professional Experience

Bill is the Director of Technology for GPC's Instant Game Production Group located in Florida. His responsibilities include process design, instant ticket construction, and computer technology. Bill has more than 28 years of experience in print manufacturing and technology, most of which is lottery-specific. Before joining Creative Games International (CGI), now GPC, Bill was Vice President of Manufacturing of Webcraft Games.

In his current position, Bill has a direct impact on the physical and data-based systems used to produce lottery tickets, the chemistry to make them secure, the industrial engineering processes to make their manufacture efficient and of high quality, and the opportunity to communicate and innovate.

### Education and Certifications

Bill has a B.S. in mechanical engineering from Rutgers College of Engineering in New York, a B.A. in English literature from Rutgers University and an M.B.A. in finance from Rutgers Graduate School of Business Administration. He has also earned an M.S. in management information systems, a graduate certificate in technology management, and an M.S. in engineering management from the University of South Florida.

### Employment History

<i>GTECH Printing Corporation:</i> Director of Technology Director of Manufacturing	<i>2007 – Present</i>
<i>Creative Games International (CGI):</i> Vice President, Director of Manufacturing	<i>1996 – 2007</i>
<i>Graphic Direct:</i> Vice President, Manufacturing	<i>1993 – 1995</i>
<i>Tech Web Division of RR Donnelley:</i> Vice President, Manufacturing	<i>1992 – 1993</i>
<i>Webcraft Games, Inc.:</i> Vice President, Manufacturing	<i>1980 – 1992</i>

**“GPC constantly seeks to improve the service it gives to customers... We seek a deeper understanding of the markets our customers are operating in, and how our products can be tailored to best serve those varied markets.”**



## Richard Modawell

**Project Title:**  
Director of Quality Control

**Contract Role:**  
Richard will lead and support the Quality Control Team in implementing and monitoring GPC's ISO 9001:2008 continuous quality program and ISO 27001 and WLA security certifications through every stage of TLC instant game production.

**Percentage of Time Dedicated to Contract:**  
Shared resource

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### **Current Title**

Director of Security, Quality and Compliance

### **Professional Experience**

Richard joined GPC in April 2011, bringing 14 years of instant printing experience. He is an industry expert in instant ticket forensics as well as instant game design and production quality and security measures. He trains GPC personnel and enforces staff compliance with GPC's instant design and Lean Manufacturing principles.

Richard continuously monitors industry security practices to ensure that GPC test protocols align with all independent and state security laboratories, and then implements and incorporates any new tests into GPC protocols as they are developed. This ensures that all tickets produced by GPC are protected from the very latest threats and compromise techniques.

Prior to joining GPC, Richard supervised security and quality processes at OGT and SGI. As the Sr. Manager of Print Quality for Scientific Games, Richard directed the Quality Control, Ticket Testing and Continuous Improvement teams. He played a key role in the start-up of Scientific Games' printing plant in Beijing, China, for which he developed and implemented quality and security procedures. He was also instrumental in the start-up of the OGT plant in San Antonio, Texas. As the Director of Production Support at OGT, Richard directed the daily activities of the Security, Quality, Purchasing, Planning, and Shipping and Receiving departments.

### **Education and Certifications**

Richard received a Bachelor of Science degree in engineering technology from Texas A&M University. He also holds certifications in ASQ, APICS and Lean Manufacturing.

### **Employment History**

<i>GTECH Corporation:</i> Director Security, Quality and Compliance	<i>2011 – Present</i>
<i>Scientific Games:</i> Sr. Manager of Print Quality	<i>2007 – 2010</i>
<i>Oberthur Gaming Technology:</i> Director of Production Support	<i>1997 – 2007</i>

**“GPC has the talent, equipment and expertise to provide the best products in the industry. We possess the latest in technology and we’re the only printer in this industry with a true Lean Manufacturing operation.”**



## Thomas J. Napolitano

### Project Title:

Senior Manager, Innovation

### Contract Role:

Tom's will lead game designers from all GTECH subsidiaries to help collaborate on new ideas for the TLC. This will include traditional, instant, and online lottery game designers, video lottery developers from Spielo and Atronic, instant ticket designers and licensed game producers from the Printed Properties & Licensed Content group, and promotional and animated game designers from IGI Europrint.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current Title

Senior Manager, Innovation

### Professional Experience

Tom has accrued more than 25 years of experience in the IT and lottery/game design industries. He has been with GTECH since 1993 and is currently working with GTECH America's Marketing and International Marketing staff to lay out a portfolio optimization and development plan for all of GTECH's current customers. This includes managing the creative development of existing game portfolios and recommending appropriate enhancements, add-ons, and new games.

Tom has managed creative development of new game content across all of GTECH's gaming disciplines and marketing channels for both the domestic and international markets. His knowledge and expertise in technology, lottery products, and marketing bring a unique skill set to our customers.

### Education and Certifications

Tom earned a B.S. in computer information systems from Hofstra University in New York.

### Employment History

*GTECH Corporation:*

Senior Manager, Innovation

Senior Manager, Game Design/Content Technology Manager

Advanced Technology Architect

Director of Software Development

Software Product Manager/Software Developer

1993 – Present

*J. Baker, Inc.:*

Senior IT Specialist

1991 – 1993

**“I see in GPC the desire to change the mold on how innovation is used to sell and promote instant products to our players. GPC is trying to solve the problems that have always plagued our customers in addition to incorporating new technologies for the next generation of players into the product catalog.”**



## Pat Schmidt

### Project Title:

Senior Director, Marketing Brand Licensing

### Contract Role:

Pat will be responsible for the development and execution of GPC's licensed content strategy and third-party brand management for the TLC. She will develop and oversee licensed content acquisition and management processes, and serve as the primary contact with the licensor and lead contract negotiator for licensed properties. Pat will also work with the TLC to develop second chance drawings.

### Percentage of Time Dedicated to Contract:

Shared resource

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### Current Title

Senior Director, Marketing Brand Licensing

### Professional Experience

Prior to 2005, Pat was employed by Hasbro, Inc. as the Vice President of North American Licensing and Promotions. In this position, she was responsible for out-licensing Hasbro's toy and game brands into consumer product categories ranging from apparel and domestics to lottery and gaming. She was also responsible for promotional programs with national marketing partners such as McDonald's, Burger King, Wendy's, PepsiCo, and Nabisco.

Pat understands lottery requirements for licensed properties and identifies, negotiates, and develops third-party brands to be used across lottery channels. She collaborates with game development teams to create innovative licensed property games across a variety of lottery channels. She recognizes the strategic benefits of licensed property games and the opportunity to retain loyal consumers while attracting new players with branded games and promotions. Pat is responsive to both lottery and licensor expectations and requirements.

### Education and Certifications

Pat has a B.A. in economics from Stonehill College and attended City of London Polytechnic in London, England. She also completed the Negotiation for Senior Executives program at Harvard University.

### Employment History

*GTECH Corporation:*

Senior Director, Marketing Brand Licensing

2005 – Present

*Hasbro, Inc.:*

Vice President of North American Licensing and Promotions  
Director of Promotions

1997 – 2004

**"Our objective at GPC is to provide the Texas Lottery with exciting, new and relevant licensed properties, along with innovative marketing programs, that will attract new players, appeal to existing core players and help increase the overall sales and profitability of the Texas Lottery."**



## Shannon Struempfh

### Project/Contract Title:

Account Services Representative

### Project/Contract Role:

Shannon will provide ongoing assistance and support throughout the game development process. He will ensure the timely and accurate creation of Working Papers and product deliverables and ensure that each game meets the TLC's production and quality expectations.

### Percentage of Time Dedicated to Contract:

Shared resource

### Current GTECH Title

Client Services Representative

### Professional Experience

Shannon joined GPC in 2008. His more than 12 years of experience in the lottery industry began with the Missouri Lottery as a computer specialist in the Security and Integrity department, where he coordinated QA testing for all instant and online products. He was an integral part of ensuring the security and integrity of an organization that increased sales from \$500 million to more than \$930 million annually. He has developed system and game enhancements to optimize the player's lottery experience, and won numerous internal awards for his innovative ideas and customer service.

Shannon's areas of expertise include instant ticket QA and security testing, instant validation, back-office operations (new game file transfers, loads, and removals), and online game operations. His major project initiatives have included Instant Ticket Vending Machine and full gaming system conversion testing, as well as QA testing for numerous game additions and enhancements.

### Education and Training

Shannon received a B.S. in business administration from Columbia College in New York.

### Employment History

*GTECH Corporation:*

2008 – Present

Client Services Representative

*Missouri State Lottery Commission:*

1996 – 2008

Computer Information Technologist

**"It's my goal to provide my clients with outstanding service, responding to their needs at a record pace and staying connected with them on a personal level."**



## Jean Turgeon

**Project Title:**

Operations Contact

**Contract Role:**

Jean will be responsible for alerting Operations of any issues with the TLC's game files, ticket quality, etc. within 24 hours of GPC becoming aware of an operational concern.

**Percentage of Time Dedicated to Contract:**

Shared resource

**Current Title**

Vice President of Operations

**Professional Experience**

Jean oversees all instant ticket printing operations, including game design, programming, prepress, production planning, production, maintenance, and technology. He and his team ensure that all products manufactured by GPC are in compliance with executed Working Papers and meet the most stringent quality and security standards.

Jean has more than 25 years of lottery industry experience. He started at Deloitte and Touche, auditing online and instant lottery games, and later joined the game programming team at BABN Technologies in Montreal, Canada. When BABN was purchased by Oberthur Gaming Technologies (OGT), Jean played a key role in OGT's new plant start-up . When Scientific Games International acquired OGT in 2007, he assumed the role of Senior Director, Quality Assurance & Research and Development. Jean joined GTECH in 2009 as Senior Director of Pre-Manufacturing, Quality and Security. In 2010, he became Senior Director of Operations.

**Education and Certifications**

Jean has a B.S. in business administration from the Université du Québec in Montréal and Lean Manufacturing certification.

**Employment History**

<i>GTECH Printing Corporation:</i>	<i>2009 – Present</i>
Senior Director of Operations	
Senior Director of Pre-Manufacturing	
<i>Scientific Games International:</i>	<i>2007 – 2009</i>
Senior Director, Quality Assurance & Research and Development	
<i>OGT Corp.:</i>	<i>1998 – 2007</i>
Vice-President – General Manager	
Vice President U.S. Operations	
Finishing and Game Integrity Director	
Security Director	
<i>BABN Technologies Inc.:</i>	<i>1992 – 1998</i>
Corporate Director of Security	
<i>Deloitte and Touche:</i>	<i>1986 – 1992</i>
Information Systems Security Officer	
Information Systems Auditor	

**“GPC uses the most advanced lottery printing equipment in the world to manufacture superior products that exceed the most stringent quality and security requirements and provide the best value. GPC is a success story in the making, and I want to be part of it!”**



# Lauren Zurbrugg

**Project/Contract Title:**  
Marketing Analyst

**Project/Contract Role:**  
As the Marketing Analyst for the TLC's instant products, Lauren will support the instant ticket business by answering ad-hoc queries and building best practices through statistical analysis.

**Percentage of Time Dedicated to Contract:**  
Shared resource

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## Current GTECH Title

Instant Product Analyst

## Professional Experience

Lauren became Instant Product Analyst for the TLC in the fall of 2011, leveraging her dual skill sets in statistics and business to determine drivers of instant ticket sales and enhance reporting and product initiatives. Lauren's current projects include the statistical modeling of the automated instant product distribution system (ADIS) developed by GTECH Texas, as well as creating an automated instant product database to make reporting and analysis more effective.

Prior to this, Lauren worked as a research assistant at Texas A&M University where she excelled at data mining and statistical analysis, conducting quantitative and qualitative research, writing comprehensive reports on data findings, driving project management, analysis and results, and producing professional journal publications and presentations. She also worked as a business and training consultant for the City of College Station where she investigated the effectiveness of several of the city's programs. She developed comprehensive interventions to meet the city's needs, which resulted in substantial savings for the organization.

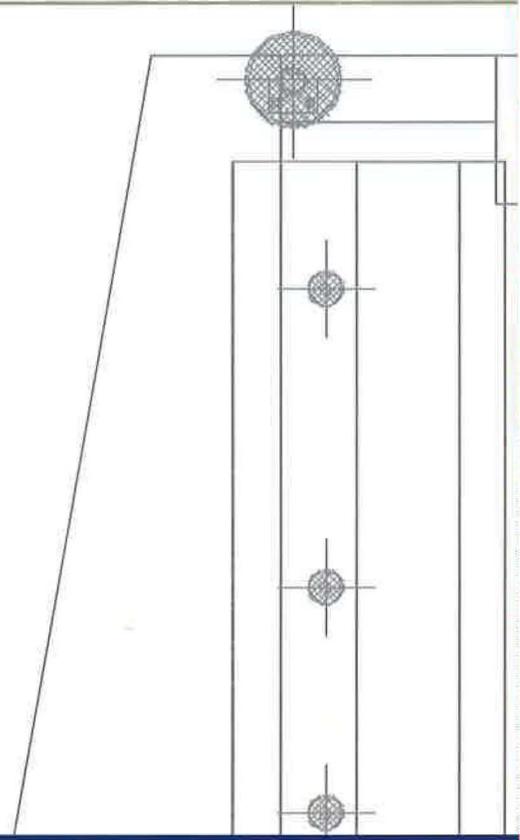
## Education and Training

Lauren has an M.S. in industrial-organizational psychology from Texas A&M University in College Station, Texas, and a B.A. in psychology from Kenyon College in Gambier, Ohio. She has won numerous awards for her research, including placing first in her division at the graduate student research competition at Texas A&M and earning a prestigious Summer Science research fellowship. Her work at Texas A&M was funded through a National Science Foundation grant and has been presented at numerous professional conferences across North America.

## Employment History

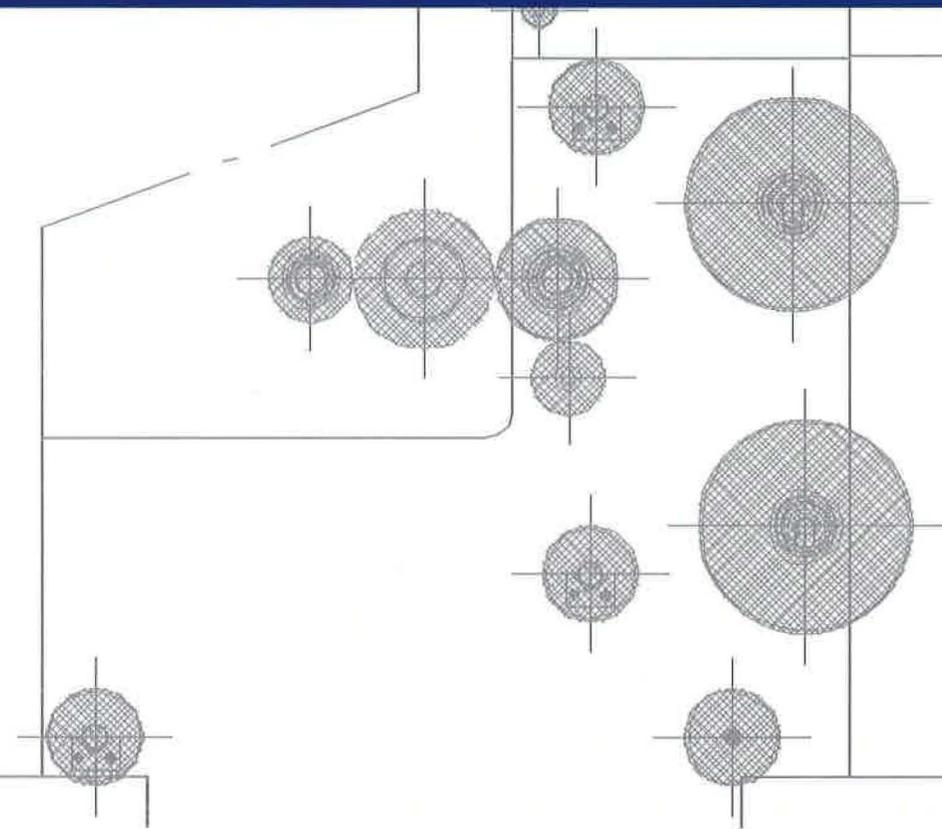
<i>GTECH Corporation:</i>	<i>2011 – Present</i>
Instant Product Analyst	
<i>City of College Station:</i>	<i>2010</i>
Training and Business Consultant	
<i>Texas A&amp;M University:</i>	<i>2009-2011</i>
Graduate Research Assistant	

**"I look forward to working closely with the Texas Lottery to create data-driven initiatives for optimizing instant ticket sales. I will leverage my experience in analytics and human behavior to develop and execute the best product mix, distribution, and promotion strategies to enhance product performance. "**



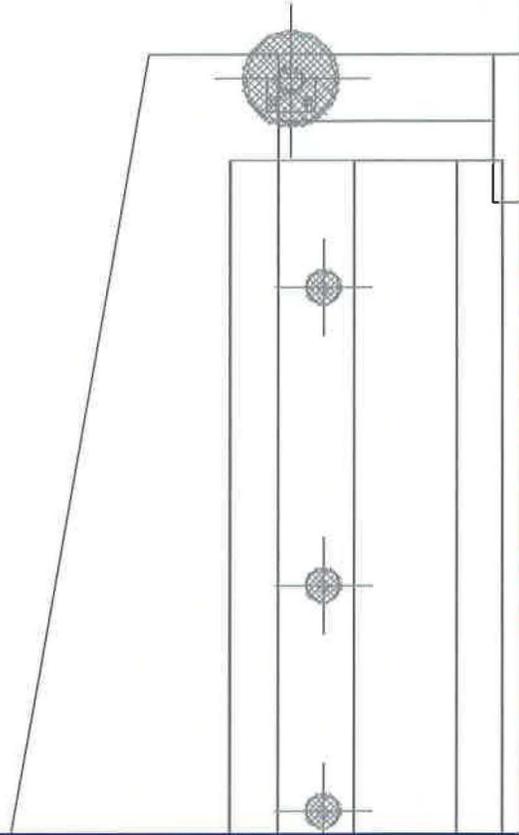
# EXHIBIT 2

GTECH's Audited Financial Statements - **Confidential**



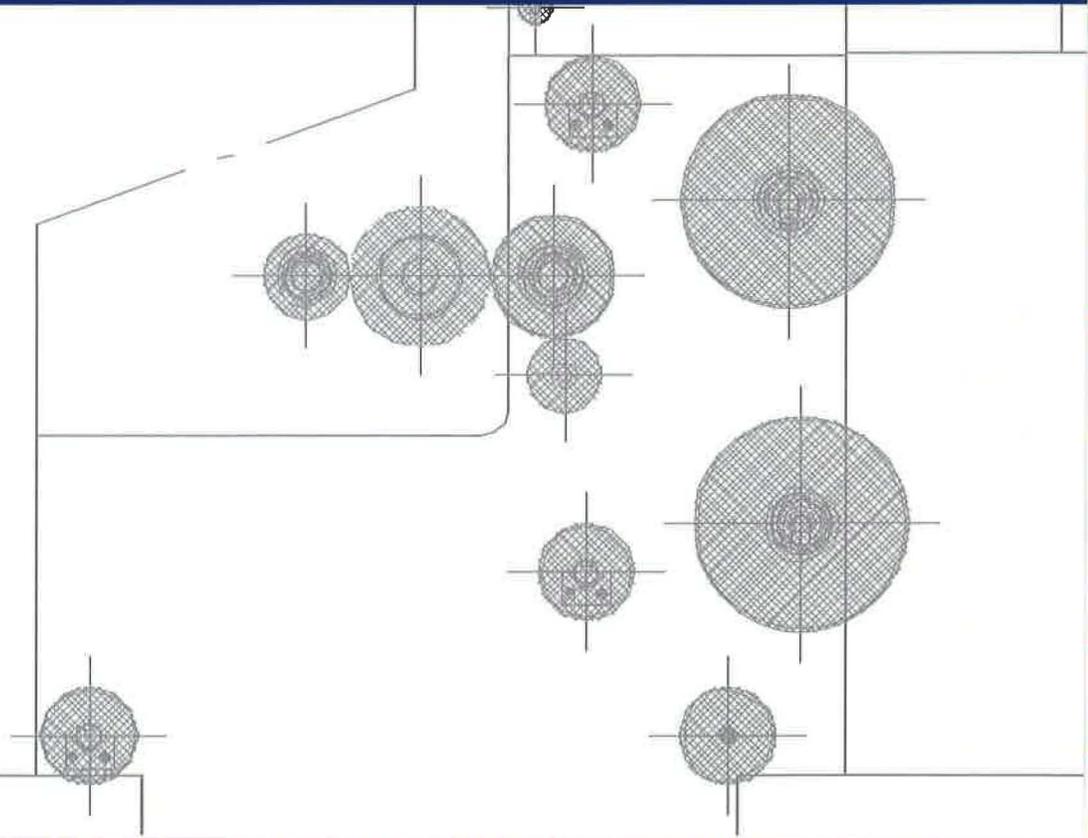
Confidentiality Claimed  
PIA §552.110





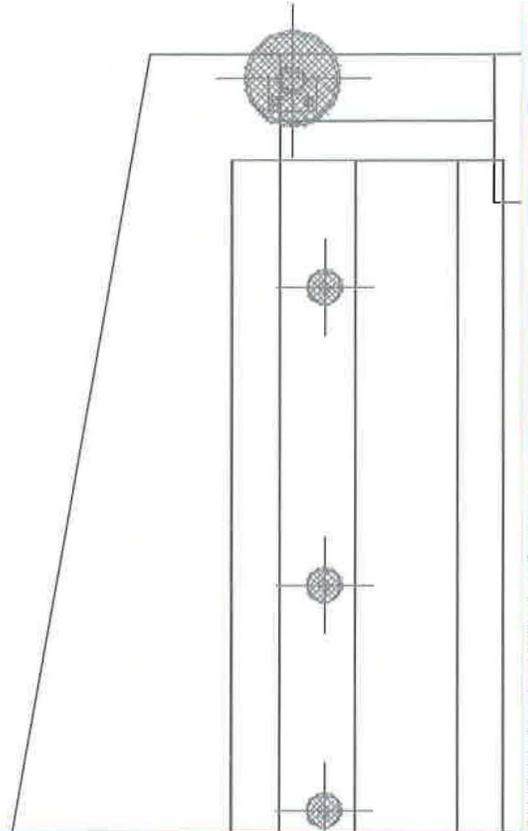
# EXHIBIT 3

Weekly Production Schedule Example - **Confidential**



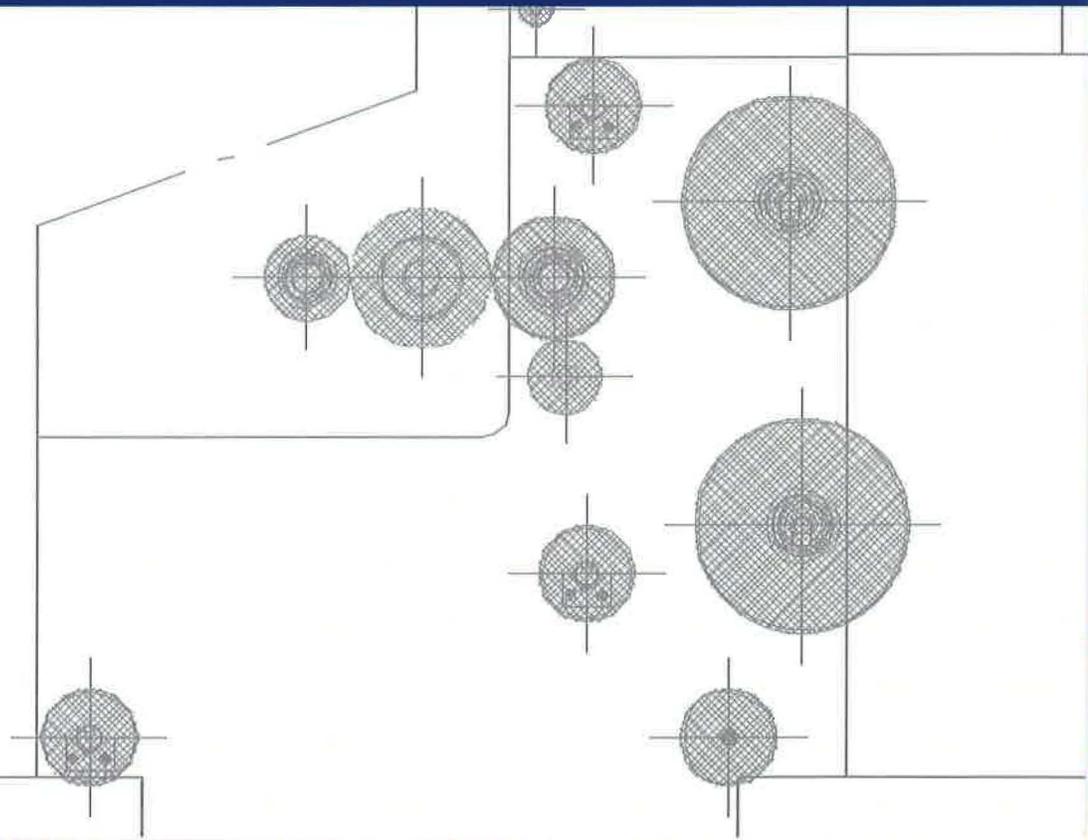
## Weekly Production Schedule Example

**CONFIDENTIAL**



# EXHIBIT 4

ISO Certifications





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# DET NORSKE VERITAS

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## MANAGEMENT SYSTEM CERTIFICATE

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Certificate No. 90608-2010-AIS-USA-UKAS

*This is to certify that*

### **GTECH Corporation**

4100 South Frontage Road,  
Building 400  
Lakeland  
Florida  
33815  
USA

*has been found to conform to the Management System Standard:*

**ISO/IEC 27001:2005**

*This Certificate is valid for the following product or service ranges:*

**Design and development of instant lottery tickets, in accordance with the latest revision of the Statement of Applicability.**

*Initial Certification date:*  
December 21<sup>st</sup>, 2010

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*This Certificate is valid until:*  
December 21<sup>st</sup>, 2013

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*The audit has been performed under the supervision of:*

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**EJ Bauman**  
*Lead Auditor*



013

*Place and date:*

Barendrecht, January 11<sup>th</sup>, 2011

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*for the Accredited Unit:*  
DET NORSKE VERITAS CERTIFICATION B.V.,  
THE NETHERLANDS

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**Ron J. Meijer**  
*Management Representative*



# Certificate of Registration

**GTECH Printing Corporation  
4100 South Frontage Road, Bldg 400  
Lakeland, FL 33815**

Is hereby granted the right and license to use the QSR® Registered Firm Symbol and to be listed in the Quality Systems Registrars, Inc. "Register of Certified Environmental Systems" under the conditions specified in QSR®'s Contract and ISO 14001:2004 for the following scope:

**The design, manufacture and support of instant win lottery ticket programs.**

The period of registration is from May 11, 2011 to May 10, 2014.

**Certificate Number:**

Tex. Gov't Code  
§552.139/§552.101  
§466.022

\_\_\_\_\_  
Scott R. Kleckner  
President

May 20, 2011  
Date



QUALITY SYSTEMS REGISTRARS, INC.  
22375 Broderick Drive, Suite 260 • Sterling, Virginia 20166  
Ph 703-478-0241 • Fx 703-478-0645  
[www.qsr.com](http://www.qsr.com)



# Certificate of Registration

**GTECH Printing Corporation  
4100 South Frontage Road, Bldg 400  
Lakeland, FL 33815**

Is hereby granted the right and license to use the QSR<sup>®</sup> Registered Firm Symbol and to be listed in the Quality Systems Registrars, Inc. "Register of Certified Quality Systems" under the conditions specified in QSR<sup>®</sup>'s Contract and ISO 9001:2008 for the following scope:

**The design, manufacture and support of instant win lottery ticket programs.  
This also includes the print activities at 2401 Police Center Drive, Suite 110,  
Plant City, Florida 33566**

**Exclusions: None.**

The period of registration is from September 24, 2010 to January 19, 2013.

**Certificate Number:**

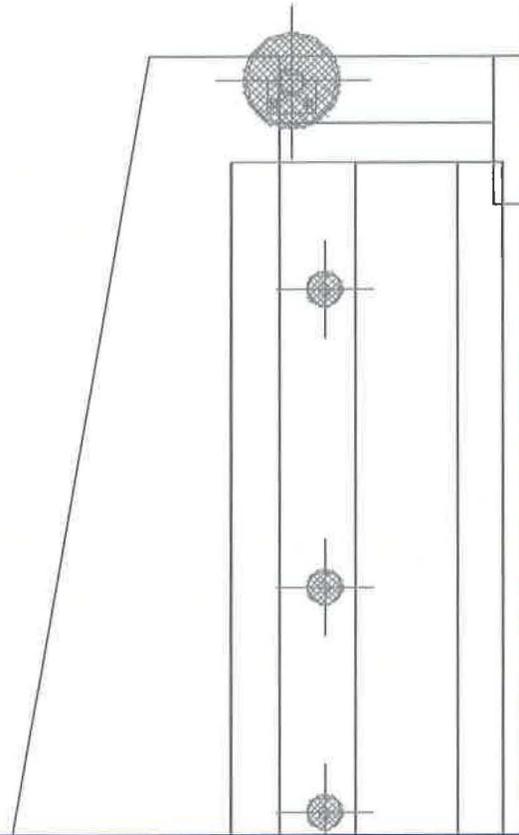
Tex. Gov't Code  
§552.139/§552.101  
§466.022

\_\_\_\_\_  
Scott R. Kleckner  
President

September 27, 2010  
Date

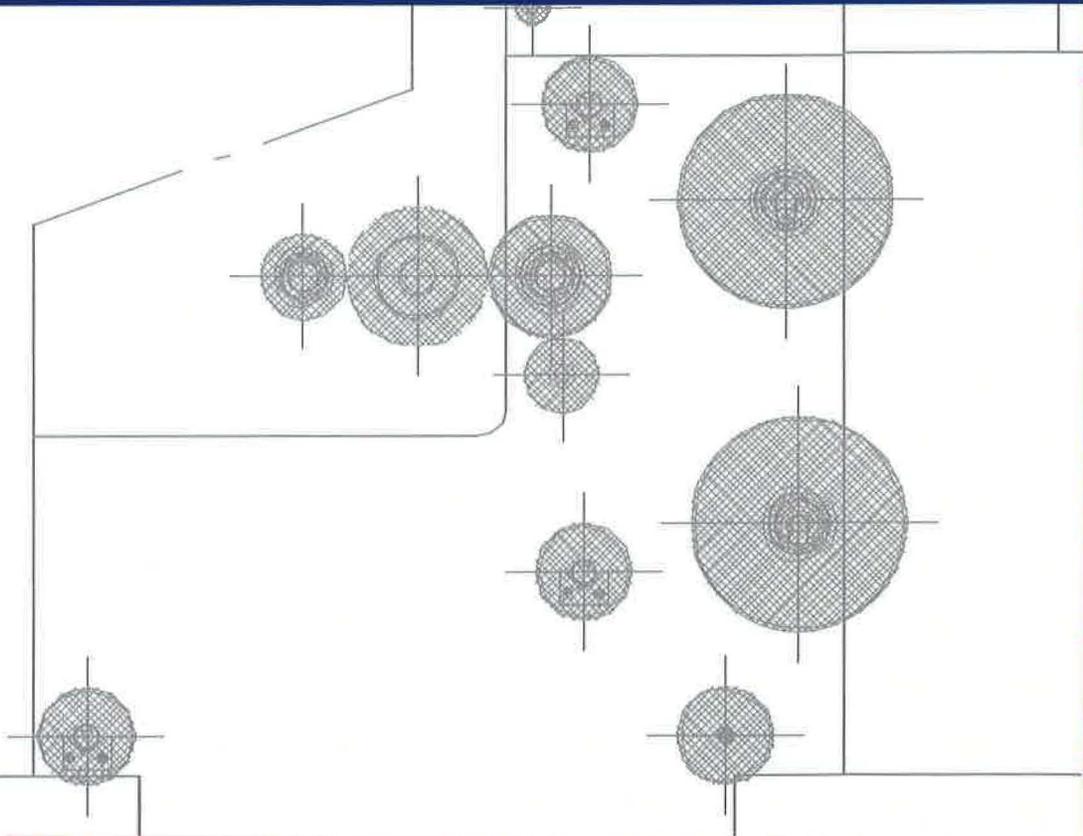


QUALITY SYSTEMS REGISTRARS, INC.  
22375 Broderick Drive, Suite 260 • Sterling, Virginia 20166  
Ph 703-478-0241 • Fx 703-478-0645  
www.qsr.com



# EXHIBIT 5

WLA Certification



# CERTIFICATE OF ACCREDITATION

## WLA Security Control Standard

This is to certify that

**GTECH Corporation**  
**GTECH Printing Corporation Division**

4100 South Frontage Road, Bldg. 400, Lakeland, FL 33815, USA

has met the criteria established by the

**WLA Security Control Standard: 2006**

and has been granted accreditation by the World Lottery Association in accordance with  
the recommendation of the WLA Security and Risk Management Committee.

This certification satisfies both the requirements of the ISO 27001:2005 standard as well as 96 additional  
security requirements set forth by the WLA, which include 72 lottery-specific requirements.

Auditing body:

Det Norske Veritas AS, Veritasveien 1, 1322 Hovik, Norway

Certification date: February 4, 2011

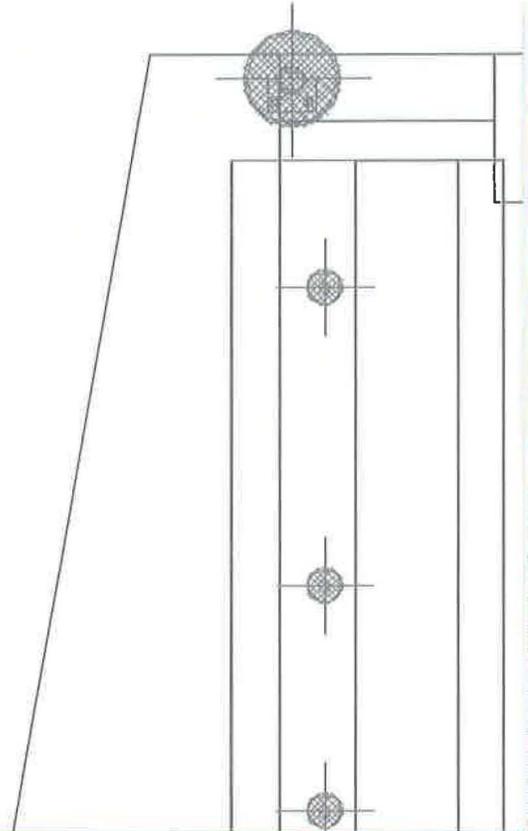
This certificate is valid until: February 4, 2014



Thierry Pujol  
WLA SRMC Chair

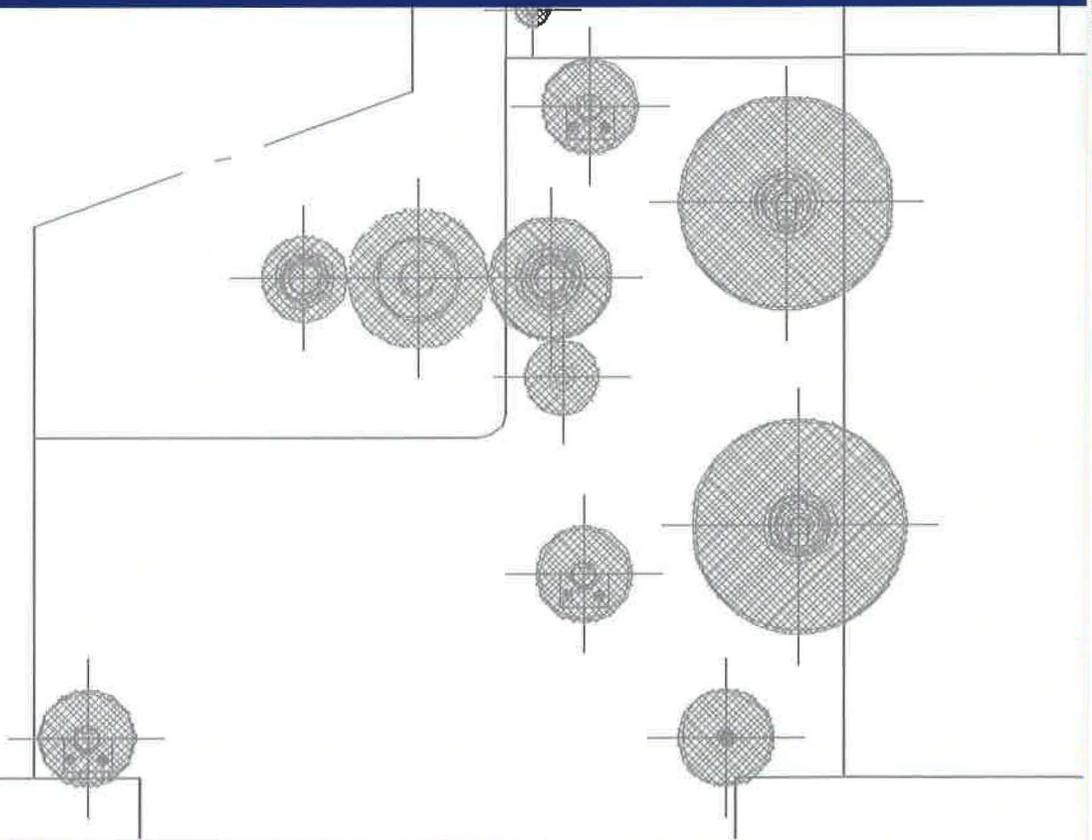


Jean Jorgensen  
WLA Executive Director



# EXHIBIT 6

SSAE Certification



Confidentiality Claimed  
PIA §552.110

Confidentiality Claimed

PIA §552.110

Confidentiality Claimed  
PIA §552.110

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