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FOR IMMEDIATE RELEASE:

Joint Venture Helps Lotteries Scratch Below the Surface to Reach Broader Audience

Chicago, Illinois – October 13, 2005 – A new Chicago-based firm is helping state lotteries develop innovative approaches to increase lottery ticket sales and profits in an ethically and socially responsible manner.

Independent Lottery Research (ILR) brings together unsurpassed expertise in the fields of lottery and gaming, advertising and marketing, and consumer behavior.

The new joint venture was formed in September 2005 by Michael Jones and Company, headed by former Illinois State Lottery director Michael Jones, one of the country's most knowledgeable authorities in legalized gaming; Kubo Group Ltd, a strategic marketing firm with a long standing history in the lottery business; and Leo J. Shapiro and Associates, one of the nation's premier market research firms serving the business, government, and nonprofit sectors.

While state lotteries are facing decreased profitability, and stagnant sales, the funding needs of public programs supported by lottery revenues, such as education, have never been greater.

ILR was founded to provide lotteries with the information needed to improve strategies that will motivate participation by the largest potential audiences and to increase the net proceeds these games return for the public good.

The firm is also committed to promoting practices that are ethically and socially responsible, including marketing approaches that reach a wide range of socio-economic groups.

“Besides knowing the lottery business inside and out, ILR also knows consumers – we understand what makes people act and think and feel,” said Matthew Smith, President of Leo J. Shapiro and Associates and one of the principal consulting experts with the new joint venture. “ILR provides lotteries and lottery vendors with independent and objective proprietary research concerning players, non-players, potential players, games, advertising messaging and effectiveness – and all the marketing tools needed to ensure maximized sales and profits,” Smith added.

Helping lotteries broaden their player base is one of the key areas of ILR's expertise, according to another of the firm's Directors, Michael Jones.

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“We want to assist lotteries and lottery vendors to look beyond ‘core players’ – the 15 to 20 percent of the population that currently participates regularly – and understand the broader audience of consumers who approve of lotteries but don’t play, and to show them that there is a better way, a means to maximize revenue for good causes in an ethical and socially responsible manner,” Jones stated.

Those interested in more information on ILR may call 312-546-5925 or visit the firm’s website: www.ilresearch.net

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