

## DIRECTORS

MICHAEL JONES  
GARY KUBO  
MARGARET MUELLER  
MATTHEW SMITH



## **MEDIA ALERT: Lottery Experts Available for Commentary on the Possible Privatization of the Illinois State Lottery**

*Chicago, Illinois – May 24, 2006*

### Michael Jones

Michael Jones is one of the country's most knowledgeable authorities in legalized gaming. Mr. Jones' involvement in the gaming industry began with his tenure as head of the Illinois State Lottery, which, under his direction, experienced one of the most widely acclaimed lottery industry success stories.

### Gary Kubo

Gary Kubo is president of the Kubo Group Ltd (KGL), a strategic marketing firm that provides brand analysis, research services and insight to Fortune 100/500 companies and government agencies domestically and internationally. With a background in strategic planning and research in the advertising industry spanning 21 years, Gary has held senior positions in major agency groups in Chicago, including SVP Director of Strategic Planning and Research at Ogilvy & Mather.

### Margaret Mueller

Margaret Mueller is a Senior Research Analyst at Leo J. Shapiro and Associates, a Chicago-based market research and behavioral consulting firm. A Sociologist by training, Margaret offers clients a unique balance of specialized advanced training in both social psychology and demography.

### Matthew Smith

Matthew Smith is president of Leo J. Shapiro and Associates, a research firm in service to decision-makers across the three key economic sectors– business, government, and nonprofit. Mr. Smith specializes in branding and communications research and was instrumental in the development of the Ameritest® diagnostic system for advertising and marketing communications.

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