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FOR IMMEDIATE RELEASE:

Game PlanSM Revolutionizes Lottery Product Research

Chicago, Illinois – February 29, 2008 -- Independent Lottery Research (ILR), one of the leading gaming research companies in the world, announced today that a second lottery has taken advantage of their proprietary Game PlanSM research tool. Game PlanSM, a max-diff discrete analysis technique allows lotteries and lottery vendors significant flexibility in measuring consumer reactions to game attributes.

“Game PlanSM, is an invaluable tool to determine game selection, consumer preference, game design, estimates of potential ticket sales, and game creation,” said Margaret Mueller, one of ILR’s Directors and author of ILR’s columns in NASPL Insights Magazine. “Our first customer measured 35 instant game attributes against core players, infrequent players, lapsed players, and non players of all demographics and genders in an efficient manner that produced actionable results.”

The Scratch Ticket Manager, Marketing Director, and Lottery Director were delighted with the result. “This technique gave us so much more information than we have received from focus groups or vendor anecdotes of sales in other jurisdictions, said one lottery executive, “Before we used Game PlanSM we had no idea of the commonalities of attributes that were available in game planning to reach our core audience and younger adults.”

The Game PlanSM research has already been through two phases refining attributes into thirty nine proposed games and scoring those games into preferences by market segment.

ILR will use Game PlanSM for both the instant and online product with its new client lottery.

“The mixed successes of new online game introductions in the three years ILR has been around made us refine Game PlanSM to incorporate online features and potential audiences. Game PlanSM will allow states and vendors to introduce new online games with more confidence in their potential sales and know what attributes articulated in marketing efforts will attract Joe and Jack,” said Matthew Smith, President of Leo J. Shapiro & Associates and a Director of ILR. “This will save lotteries time and money and open up new markets for their online products and technologies.”

Gary Kubo, a ILR Director and twenty year lottery marketing veteran, feels Game PlanSM, “is going to be a valuable tool as the game database expands over time. A lottery will be able to optimize their game mix to create opportunities across various player segments. From a media and planning perspective, this research tool is the first one that allows measuring game elements and play appeal across multiple groups, to refine messaging and media plans.”

For more information contact Margaret Mueller at margaretm@ilresearch.com or 312.546.5925 x3.

ILR's third Research Camp will be held in July in Chicago and will focus on using research in instant/scratch game planning, contact Brooke Hendricks for details. brookeh@ilresearch.com 312.546.5925 x6.