



INDEPENDENT LOTTERY RESEARCH

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**INDEPENDENT LOTTERY RESEARCH DELIVERS A SUCCEFULL AND ENTHUSIASTICALLY
EMBRACED RESEARCH CAMP**

CHICAGO, IL (August 10, 2009) – The fourth annual Independent Lottery Research (ILR) Camp focusing on branding was held July 23 and 24 in Chicago. ILR director Matthew Smith welcomed attendees from an international group of lotteries and lottery vendors. Campers and speakers were unanimous in feeling that it was the best ever held.

One camper commented, "RC went beyond just a look at who plays...to a researched back look at what we can expect...and most importantly what we need to do to succeed..." Jay Young, CEO of the D.C. Lottery said, "This was the best lottery conference I've been to."

During the two-day period, the Research Camp program was filled with expert speakers covering a wide array of topics revolving around brand. Topics included the state of the lottery consumer, why brand is important for lotteries, measuring and strengthening the health of a lottery brand, the changing media landscape, new technologies, the impact of social media and integrating brand in all messaging.

Following the dynamic presentation on new media given by Jeff Minsky for the last two years, speakers David Houle, Cameron Friedlander and Nichole Goodyear kept the group riveted leading them all through a cutting edge analysis of what is now available in terms of social media and new technologies as well what is coming next. Michael Jones, a former director of the Illinois Lottery, and a director of ILR, commented, "As the speakers interacted with the attendees with such synergy, the importance of using new technologies and new media to reach Joe and Jack became evident. Even more importantly, everybody in the room came to realize that whether considering a piece of traditional POP or a 'tweet', how it looks, how it's used, every aspect of what lotteries do...building a great brand is the most important consideration."

Eric Madiar, chief legal counsel to the Illinois Senate President, gave an overview of the process that led to Illinois decision to privatize the lottery and test the sale of Mega Millions tickets over the Internet. Copies of his presentation along with all speakers are available on DVD at www.ilresearch.com/camp.

Over the past four years, Research Camp has been able to build a reputation as an educational and beneficial seminar not only for lottery constituents, but for the lottery industry as a whole. Michael Mello of Gtech said, "I enjoyed the camp and found it both interesting and informative. I will plan to be a regular attendee at summer camp!" and Nora Ostrovskaya of JP Morgan Securities said "I really enjoyed Research Camp. It was one of the best put together lottery events I've attended."

For more information about ILR or Research Camp, please visit www.ilresearch.com or call Jessica Ellington at 312-321-8117.

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