

DIRECTORS

MICHAEL JONES
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MATTHEW SMITH



FOR IMMEDIATE RELEASE:

ILR Adds to its Management Team

Chicago, Illinois – September 7th, 2006 – Mark Zamarripa, the former director of the Colorado Lottery and once President of The North American Association of State and Provincial Lotteries (NASPL), has joined Independent Lottery Research (ILR).

Already a group with a broad base of lottery and research experience, ILR will be putting Mr. Zamarripa's twenty-five years of industry knowledge to use as Vice President of Business Development.

He will be working closely with our Directors to ensure that both Joes' (core players) and Jacks' (lapsed, infrequent, and non-players) perspectives are represented and that all research done for our customers is insightful, accurate, and actionable.

In the first year of ILR's existence, one of our central goals has been the development and application of techniques that get at how people act, think, and feel to help our clients make informed decisions. Over the last year we have worked with a number of lotteries and lottery vendors around the world to assist in maximizing sales and profits in a changing consumer environment.

Mr. Zamarripa will assist ILR with his industry acknowledged experience in product innovations and marketing expertise. Mr. Zamarripa led the Colorado Lottery to record sales and profits during his tenure overseeing the launch of Powerball and its product feature Powerplay, Cash 5, and tie-ins with major Hollywood movies like 'Wild Wild West' and the James Bond film 'Die Another Day.'

ILR Director, Michael Jones, welcomed Mark Zamarripa to the company, "Beginning last year at the NASPL conference in Minneapolis, Mark has been a valuable resource to Independent Lottery Research. His insights into both the vendor community and the pressures faced by lotteries in the 21st century have guided all of the Directors in focusing on how to both hold on to Joes and encourage Jacks to play with research that is actionable for our customers."

ILR Director Matthew Smith, President of Leo Shapiro and Associates, a leading consumer and product research company servicing Fortune 500 companies, remarked that Mark is yet another asset we offer our customers to produce not just great research but great insights and strategies that our clients have come to expect, from ILR, based on its work, newsletters, and articles in

NASPL's magazine 'Insights.' "We have the strongest team in the lottery research industry and are ready to assist lotteries all over the world to Know Jack!"

During his time as director, the Colorado Lottery was recognized as an industry leader and ILR will benefit greatly from his expertise as we grow as a company and continue to work to become the world's foremost lottery and gaming research companies.

To find out more about Independent Lottery Research (ILR) visit the firm's website at www.ilresearch.net or contact:

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