



INDEPENDENT LOTTERY RESEARCH

FOR IMMEDIATE RELEASE

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INDEPENDENT LOTTERY RESEARCH ANNOUNCES 4TH ANNUAL RESEARCH CAMP

July 23rd & 24th Event to Help Lotteries Evaluate and Improve Their Brand

CHICAGO, IL (Apr. 23, 2009) - Independent Lottery Research (ILR), an independent market research company that works with all lottery sectors in the United States and worldwide, recently announced its fourth annual Research Camp will be held July 23rd and 24th, 2009 in downtown Chicago. ILR's Research Camp provides lotteries, lottery vendors, advertising agencies and government officials the opportunity to better understand issues affecting the lottery industry.

This year's camp will be held for a day and half and will examine the importance of lottery brands.

Topics to be covered are:

- State of lottery customer
- Establishing a brand for young lotteries and branding for mature lotteries
- Measuring and strengthening brand health
- The changing media landscape
- How a brand image translates into better advertising, better sales and more players

Sessions will be led by industry experts and are open to active audience give-and-take. All session data and findings will be presented in written form and a DVD of the sessions will be available for sale for those unable to attend this year's Research Camp.

For more information about Research Camp including full schedule and registration, please visit www.ilresearch.com/camp or call Jessica Ellington at 312-321-8117.

About Independent Lottery Research

Independent Lottery Research provides a breadth and depth of lottery specific marketing and research experience to all sectors of the lottery industry in the United States and worldwide. To learn more about Independent Lottery Research, please visit www.ilresearch.com.

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