

DIRECTORS

MICHAEL JONES
GARY KUBO
MARGARET MUELLER
MATTHEW SMITH



KEY FACTS 2007

WHO WE ARE

Independent Lottery Research (ILR) brings together a diverse consultancy that is grounded in a thorough understanding of, and experience in the lottery business, combined with a strong ability to interpret current and potential consumer behavior.

<http://www.ilresearch.com/whoweare.html>

DIRECTORS

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 is president of the Kubo Group Ltd (KGL), a strategic marketing firm that provides brand analysis, research services and insight to Fortune100/500 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.

A Sociologist by training, Margaret Mueller offers clients a unique balance of specialized advanced training in both social psychology and demography. Throughout her career, she has designed and supervised qualitative and quantitative surveys of consumer behavior and opinion, employing a wide range of research techniques for clients representing nearly every industry. She has developed expertise in both consumer attitudes and behavior, as well as advanced research methods and statistics.

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.

<http://www.ilresearch.com/directors.html>

OUR PARTNERS

ILR is backed by the research services of Leo J. Shapiro & Associates (LJS) and its data collection division, Survey Center, LLC.

HOW WE WORK

ILR provides lotteries with independent and objective research concerning players, non-players, potential players, games, advertising messaging and effectiveness, and all other marketing tools needed to ensure maximized sales and profits in an ethical and socially responsible manner.

Creating and sustaining a relevant brand, motivating the largest potential audience to play, evaluating current practices, and delivering actionable research with specific guidance on increasing playership, sales, and profits while retaining the core player base is what we do.

<http://www.ilresearch.com/howwework.html>

OUR TOOLS

ILR has several proprietary tools we use to understand consumer attitudes and behavior.

Depending on the challenges each client faces in their specific situation, we may use a number of different tools, in addition to traditional qualitative and quantitative methods.

<http://www.ilresearch.com/ourtools.html>

JOE AND JACK

ILR will help you look beyond merely "core players", and understand the broader audience of consumers, and how to prioritize opportunities and develop compelling messages in order to maximize playership and profits.

On average, four out of five (80%) of people who support their state lottery program do not play. These players we collectively refer to as Jack. The 20% who do play regularly are referred to as Joe.

Lotteries and vendors have spent a lot of time and money trying to understand Joe. The question is do you know Jack?

<http://www.ilresearch.com/joandjack.html>



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