



Carolyn Cabell, Director of Product Development

Product Development

Personnel Committee • Arkansas Lottery Commission
Hot Springs • October 16, 2011

- Section 1: The Product Team
 - Section 2: Instant Games
 - Section 3: Online Games
- Section 4: Player Loyalty Program
- Section 5: Product Communications

Section 1

THE PRODUCT TEAM

The Product Team

Carolyn Cabell

Bob Coleman

Kevin McCarthy

Scientific Games
and
MDI Entertainment

INTRALOT



Section 2

INSTANT GAMES

- To date, 109 instant games have been introduced.
 - 31 \$1 Games
 - 34 \$2 Games
 - 12 \$3 Games
 - 19 \$5 Games
 - 12 \$10 Games
 - 1 \$20 Game



- 47 instant games were introduced in the fiscal year ended June 30, 2011.
- 15 instant games have been introduced so far in Fiscal Year 2012.
- 52 games are currently available for sale.



1. Game Planning

- What games have **worked well**?
- What **price points, themes, and play styles** do we need?

Review Current Game Mix

Explore Games

- What games from **other states** would fit well?
- What **Arkansas themes** can we include?

- **When** should we introduce new games?
- **How many** games should we introduce each month?

Assemble Tentative Schedule



- Brainstorm, review, and schedule launches.
- Quarterly game planning and ongoing review.



2. Game-by-Game

- What is the **price point, theme, and play style**?
- What goes on the **front**?
- What goes on the **back**?

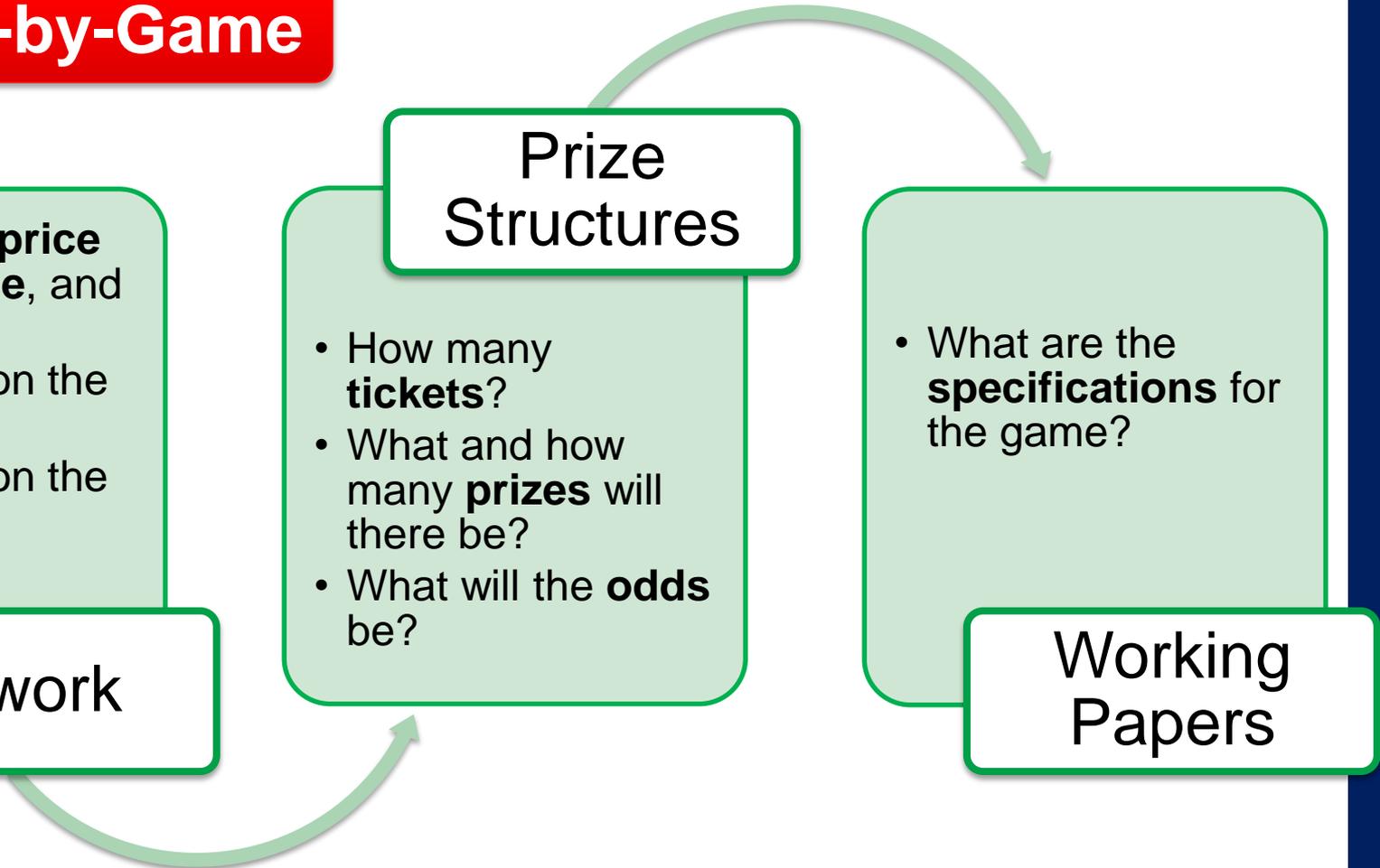
Artwork

Prize Structures

- How many **tickets**?
- What and how many **prizes** will there be?
- What will the **odds** be?

- What are the **specifications** for the game?

Working Papers



Sample Themes	Sample Play Styles
Money	Key Match
Numbers	Tic Tac Toe
Whimsical	Find Symbol
Licensed Properties	Extended Play
Seasonal	Yours Beats Theirs
Cards	3 Like Amounts



Cards / Yours Beats Theirs



Money / Key Match

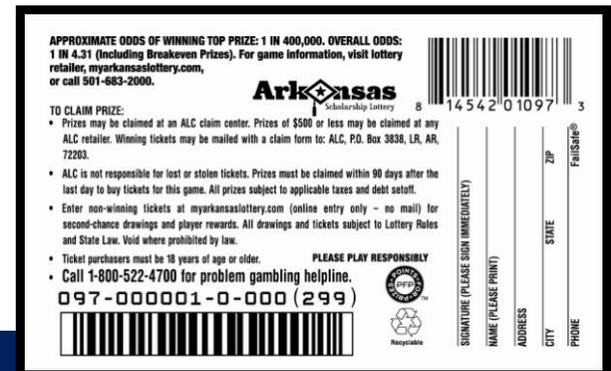


Whimsical / 3 Like Amounts



Numbers / Tic Tac Toe

- Artwork
- Ways to Win
- Ticket Back Information
- Play Symbols, Prize Symbols, Instructions, etc.



3. Communication & Monitoring

- Notify other divisions.
- Produce recommended layouts for dispensers and vending machines.

Internal Messages

Player Messages

- Create instant game website pages.
- Review new game emails.

- Review sales and ticket inventory.
- Determine Points for Prizes game of the month.

Monitoring



4. Ending Games

- Distribute an announcement with the last days to order, sell, and redeem prizes.
- Determine final Play It Again draw date.

Set Ending Dates

- Create messages to be sent via retailer terminals.
- Draft copy for a newspaper notice.

End-of-Game Messages

- Remove the game page from the website.
- Contact the Play It Again winner.

Complete Games

Section 3

ONLINE GAMES

Powerball® Changes

- Sales begin January 15, 2012.
- The ticket price will go from \$1 to \$2.
- The number of red Powerball® numbers will decrease from 39 to 35.
- The prize for matching all five white ball numbers will increase from \$200,000 to \$1 million.
- The starting jackpot will increase from \$20 million to \$40 million.



- Some Instant Game Strengths:
 - Game Variety
 - Instant Gratification
 - Points for Prizes Loyalty Rewards



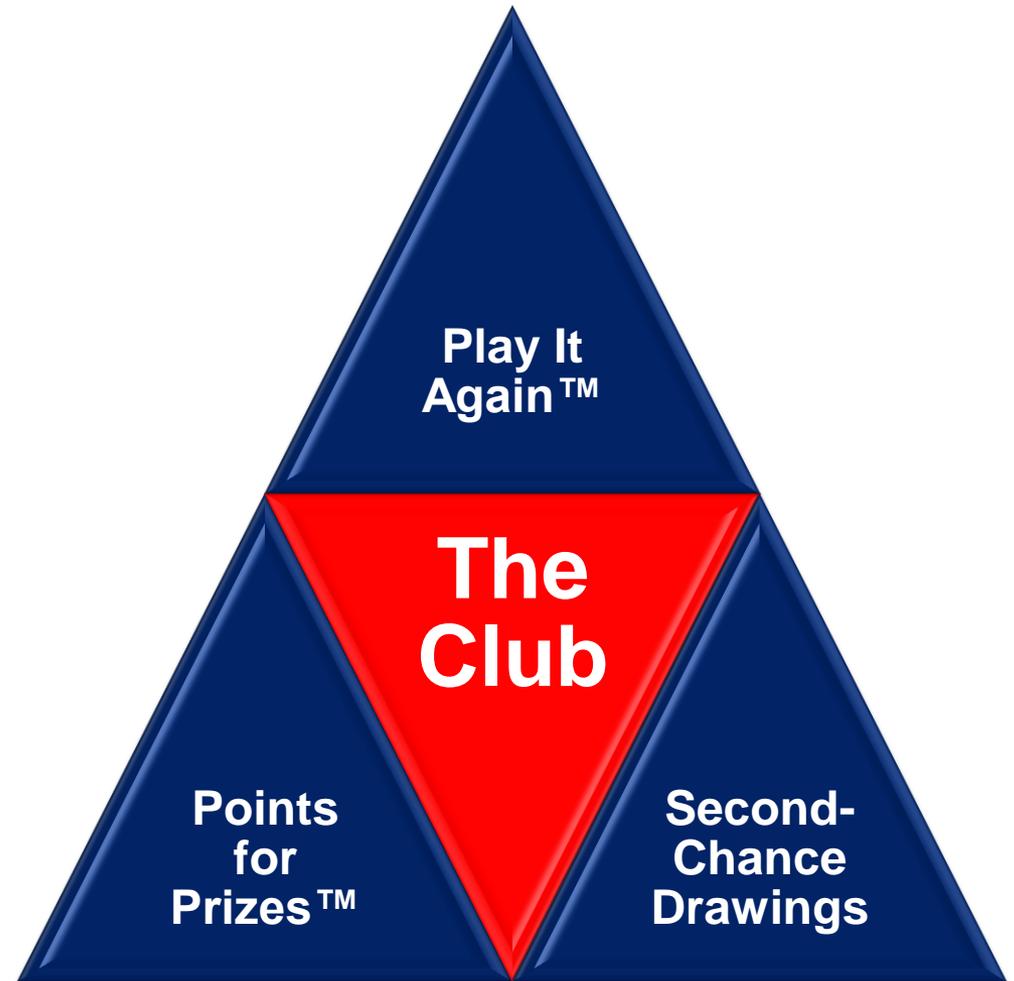
- Online tickets will be eligible to earn Points for Prizes points beginning January 2012.



Section 4

PLAYER LOYALTY PROGRAM

- The ALC's player loyalty program recently reached the milestone of **200,000** registered members.



Enter Tickets

Players create a free online account and enter their non-winning instant tickets. (Coming soon to all online tickets.)

Drawings

Each **instant** ticket entered earns one entry into a Play It Again drawing for the last top prize amount in that game.

Points

Each ticket also earns Points for Prizes points that can be redeemed for merchandise or special drawing entries.

Play It Again allows players to submit their non-winning tickets for a drawing for the top prize amount in every instant game.

- Coordinate Play It Again top prize drawings with Scientific Games.
- Work with Security and Treasury for winner verification and claims.
- Contact winners.



Players earn Points for Prizes rewards points for entering tickets into their accounts. These points can be redeemed for merchandise or special drawing entries.

- Work with MDI Entertainment to review potential items for inclusion in the Points for Prizes online store and special items for Points for Prizes drawings.



Sample Store Items

	MP3 Music Downloads – 100 points each		Cuisinart Food Processor – 5,450 points
	Coby Keychain Digital Photo Frame – 2,000 points		3-Person Dome Tent – 6,100 points
	Harley-Davidson Mugs – 2,250 points		Fuji Digital Camera – 12,050 points
	Four Omaha Steaks – 4,750 points		Coby Kyros Tablet – 16,000 points

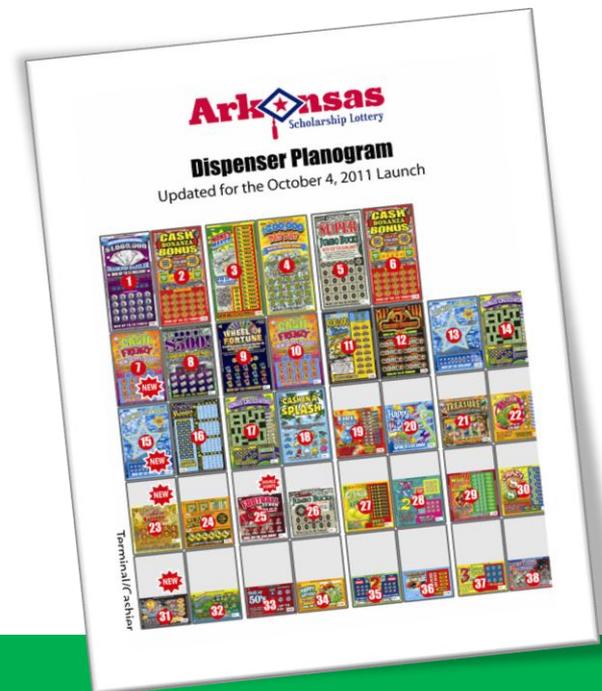
- Entry for Duck Hunt Experience Package – 20 points
- Entry for Tailgate Package – 10 points



Section 5

PRODUCT COMMUNICATIONS

- Information for Other Divisions
 - Launch and Ending Schedules
 - Recommended Dispenser Layouts
- Review Product Information



- Product Messages
 - Terminal Messages
 - Ticket Messages
 - Ending-Game Notices
- Articles for Industry Publications
- Player Questions

