

This appeared today in NACS Online and I thought you might be interested in the Florida report on Ticket Vending Machines:

### **State Lottery to Add Hundreds More Vending Machines**

JACKSONVILLE, Florida (October 12, 2010) – According to local media reports, since August 2009, the Florida Lottery's <http://www.lotteryinsider.com.au/lottery/florida.htm> instant ticket vending machines have sold about \$170 million in tickets from 1,000 machines.

The auspicious beginning for lottery ticket vending machine sales came at the same time the organization reported a decrease of \$300 million in sales compared to 2008. Seen now as a potential for growth, the vending machine program will expand to 500 more locations, bringing the statewide total to around 1,500, with all of the machines up and running by Thanksgiving.

*"We feel that the ITVMs (instant ticket vending machines), which were introduced last fall, have been a tremendous plus for us," said Connie Barnes, spokesperson for the Florida Lottery. "So we will just continue to monitor their performance in the future and see if they continue to generate additional sales for education ... Being able to go to the machines and sort of take their time and look at a variety of different scratch-off game options and being able to purchase it directly rather than having to stand in sometimes long lines at retailer locations is definitely a benefit to players."*

SOURCE: NACS Online. NACS is The Association for Convenience and Petroleum Retailing (formerly the National Association of Convenience Stores)

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