



INTRALOT and Nebraska -

Why it Worked.



INTRALOT is in the center of a gaming revolution. On July 1, 2004, INTRALOT's new On-line gaming system for the Nebraska Lottery went live with nearly 1,000 terminals across the state. The carefully planned and on-budget launch proved two very important things. First, that INTRALOT's collaboration with the Nebraska Lottery and their retailers produced a sales-efficient terminal design and an optimally-trained sales force. Second, INTRALOT proved their determination to be an industry leader by establishing a state-of-the art showcase for gaming technology and value-added services for lotteries throughout North America.

INTRALOT brings to the table over 186 years of combined lottery experience along with a management team that has been part of 109 lottery start-ups and 33 lottery conversions. All of this experience allows INTRALOT to provide secure, efficient and profitable operations to lotteries. In doing so, INTRALOT knows how critical it is to offer customized services to meet the needs of an individual lottery. They did just that in Nebraska.

First and foremost, INTRALOT listened to the needs and wants of the Nebraska Lottery and tailored their Nebraska staff to meet those needs. INTRALOT is providing key account and sales promotion services along with retailer relations, public relations, and special event coordination

support to the Nebraska Lottery.

Next, they developed customized software based on what Nebraska retailers wanted. INTRALOT, in conjunction with the Nebraska Lottery, conducted focus groups with Nebraska retailers to learn what features of the current terminal they wanted to keep and what new features they wanted to add. These discussions were used to develop custom software that includes features such as the three-pack, a one-touch button that prints a quick pick ticket for each of the three On-line games; ticket repeat, a feature that allows for quick replay of a ticket; one-touch quick-pick buttons that make selling the two most common types of plays faster and easier; and direct transaction, a capability that gives retailers the flexibility to customize the sales transaction for each customer.

INTRALOT also established and continues to maintain a two-way relationship with Nebraska Lottery retailers. When it came time to plan the equipment installations across the state, Nebraska Lottery retailers were given options as to when they wanted the new equipment installed. This flexibility enabled the retailers to have uninterrupted sales during conversion and allowed the installations to occur without disrupting retailers' business. INTRALOT also maintains an open line of communication and continuously asks retailers for their feedback.

Additionally, INTRALOT ensured

that all Nebraska Lottery retailers would have access to comprehensive training and help functions. To do this, INTRALOT established a 24-hour hotline that is operated in Nebraska, by Nebraskans, and included detailed help screens and a training mode in their terminal software. Furthermore, over the course of six weeks, INTRALOT and the Nebraska Lottery held over 40 retailer training sessions across Nebraska.

The training, called The FAST TRACK, used a racing theme to take retailers through four turns on The FAST TRACK course. Turn one introduced the new on-line terminal provided by INTRALOT. Turn two covered the features of the Scratch validation equipment. In turn three, accounting information and helpful tips for using the reporting resources were shared. Finally, turn four reviewed the marketing resources available to help maximize sales. Two training sessions were offered each day in two dozen cities and towns across the state and retailers were invited to drop in at any time during the scheduled sessions.

RETAILERS RESPOND

"This machine is going to be 1,000 times better than what we have now." Richard Payton

"I wish we had all of this a long time ago." Sue Childers

"The Nebraska retailers say thank you!" Misty Koperski

Feedback from Nebraska Lottery retailers was very positive. Plus, converting to the new system was simplified for the retailers because more than 2,500 of their employees received and absorbed the training.

By offering customized services and collaborating with the Nebraska Lottery and their retailers, INTRALOT is providing secure, efficient and profitable operations for the Nebraska Lottery. John Pittman, Vice President of Marketing for INTRALOT USA summed it up best when he said, "This is just the beginning of what we hope is a long and successful relationship with the Nebraska Lottery."

INTRALOT is a leading supplier of integrated gaming and transaction processing systems, innovative game design and value added services to state-licensed gaming organizations and financial services worldwide. With 27 subsidiaries and 1,300 people in 26 countries and revenues of 320 million, the company dominates in Europe, has secured a strong position in South America and has established a foothold in North America, while expanding its presence in SE Asia and Australia. Following a highly successful period of rapid growth, INTRALOT currently ranks 3rd on revenues and 2nd on profits among lottery suppliers worldwide.

For more information about INTRALOT, please visit the company's website at: www.intralot.com.

Source: Misty Wendt, Public Relations Manager for INTRALOT, USA.

