

PoolingPLUS™ – The Winning Combination

Increasing online sales by combining POOLING with multiple online ticket purchases.

We all know players are becoming more and more bored and disenchanted with online games, and most are opting out of playing them altogether until the jackpot gets up over \$50 million. For years, state lotteries have been searching for a solution to entice players back into the game and break the grip of jackpot fatigue, even to the point of giving tickets away free to those who are willing to buy more than a couple of tickets at one time or by increasing prize amounts. Nothing has really worked, and online play continues to decline.

PoolingPLUS™ just might be the permanent answer lotteries have been looking for to get their players excited about online games again, and get them consistently back into the game buying more tickets and playing earlier than ever before, even when jackpots are at their lowest.

What the Heck is PoolingPLUS™ ?

It's a new combination lottery transaction, which results in a new combination lottery ticket. (See Illustration A of sample ticket above) It requires players to purchase a minimum number of full-priced, 100%-owned online tickets to qualify to get into a shared-ownership pool of 10, 20 or even 50 more tickets for an additional charge. For example, take a look at one possible promotion on the right (See Illustration B). If a player buys 5 regular online tickets, for an extra dollar they can get into a pool of ten more tickets – that's 15 chances to win for the price of six!

Players can NOT get the pooling until they buy the required amount of 100%-owned online tickets – that's what PoolingPLUS™ is all about – using pooling as leverage to incentivize multiple online ticket purchases.

Pooling is something all lottery players are interested in, not just because they've seen pool after pool winning major jackpots (including the recent \$365 million Powerball jackpot), but also because with the higher jackpots and the extremely high odds against winning, adding pooling to their play mix just makes good common sense. But, while most players have a high interest in pooling, unless there is an office pool where they work most players don't have any access to pooling.

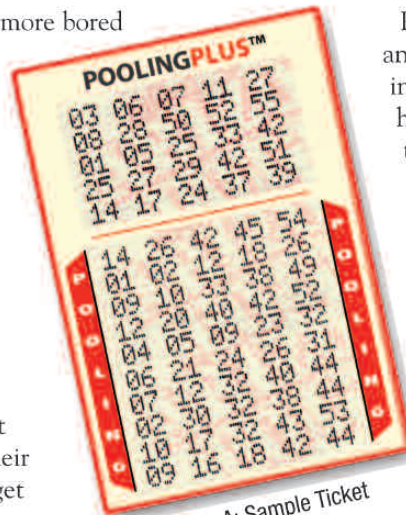


Illustration A: Sample Ticket

Pooling through PoolingPLUS™ is also easy and very convenient – simply put it's “Pooling in a Ticket.” It eliminates all of the traditional hassles of putting the pools together, collecting the funds and managing the pool, plus it's backed by the security and reliability of the State Lottery.

That's why PoolingPLUS™ is a simple and powerful win-win solution for everyone. It will give players who have lost interest something exciting to get them back into the game again – an affordable way to get more chances to win. And, it will give the lottery a powerful new incentive that can easily morph into dozens of possible promotions to keep players interested and excitement building and building over time and across all jackpot levels.

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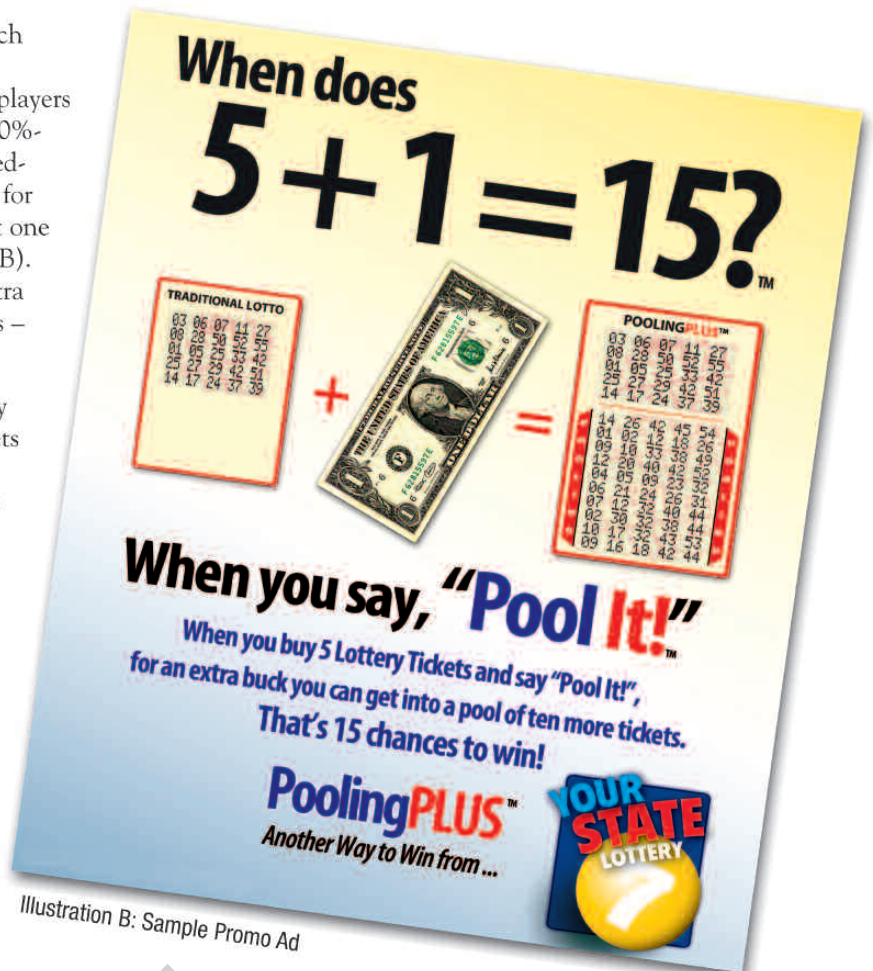


Illustration B: Sample Promo Ad

How Can There Be Dozens of Possible Promotions?

Because there are 5 separate parameters of play that the lottery can adjust AT ANY TIME to stimulate player interest. The lottery controls: The MINIMUM QUALIFYING PURCHASE of 100% owned tickets, the PRICE of PoolingPLUS™ incentive, the SIZE OF THE POOL of shared online tickets, any JACKPOT LEVEL promotion triggers, and any TIME OR DATE promotion triggers. Changing these parameters individually or in tandem can create an almost unlimited number of different promotions.

“Simply put, it’s Pooling in a Ticket.”

– Andy Amada, President of RMS

Here are examples of just a few PoolingPLUS™ promotions with completely different marketing objectives:

PROMO 1 – THE LAUNCH: As a launch promo with a strategy to generate trial, the Lottery could offer a promotion: “Buy 2 (or more) regular lottery tickets and for an extra dollar get into a pool of ten more tickets – that’s 12 chances to win for the price of 3!”

PROMO 2 – INCREASE EARLY PLAY: As a strategy to increase online sales just after a jackpot is won, the Lottery could run a promotion: “Until the Jackpot reaches \$25 million, buy 1 (or more) regular lottery tickets and for an extra dollar get into a pool of ten more tickets – that’s 11 chances to win for the price of 2. Hurry, this offer expires the minute the jackpot hits \$25 million!” With this incentive, many players who have dropped out of online games will be attracted back to take advantage of the pooling, many current players will increase their normal after-jackpot purchases by \$1, and those who normally hold off until the jackpot gets much higher will start playing sooner than ever before.

PROMO 3 – BIGGER CARROT, BIGGER PRICE: As the jackpot goes over a certain amount, say \$75 million, when players would ‘normally’ start getting more into the game, the promotion could be: “Buy 10 (or more) regular lottery tickets, and for an extra five dollars, get into five pools of ten more tickets each. That’s 60 chances to win for the price of 15!”

PROMO 4 – LAUNCH OR INCENTIVIZE ANYTHING: The lottery can also harness the player excitement about PoolingPLUS™ to incentivize trial or increase sales of almost ANY lottery product. For example, to launch a new scratcher the promo could be: “Buy two new Godzilla meets King Kong scratcher tickets, and for an extra dollar you can get into a pool of 10 Powerball tickets!” Even the lottery’s VIP players’ club could get a boost from a promo, such as: “Join the lottery’s new VIP club, and for only a buck get into a pool of ten state lotto tickets!”

How Difficult Is It to Set Up?

PoolingPLUS™ is available now and ready to go. It does not require any game changes and works with all online games. PoolingPLUS™ combination tickets can be printed from any terminal printer. All software specifications will be provided to the lottery’s online vendor who can make the simple adjustments to the lottery’s existing software without any outside security issues.

What Will Lotteries Have to Give Away to Get Player’s Into This?

Nothing! The pooling itself is the incentive. Therefore, all tickets are sold at full price – no discounts or freebies needed.

Who Thought of This?

PoolingPLUS™ is the latest in the arsenal of state-of-the-art lottery marketing products created by the talented team at Relationship Marketing Systems, and was recently unveiled at PGRI’s Smart-TECH 2006, where it received lots of attention, praise and positive interest from lotteries across the US.

According to Andy Amada, president of RMS, “We were blown away by all the positive feedback from state lotteries who couldn’t believe how simple and affordable we’ve made this for them. We’re confident this is going to be ‘The Next Big Thing’ to help lotteries get players excited about online games again, and the lotteries will fall in love with its power and flexibility, not to mention how easy it is to deploy.”

Other products offered by RMS include: The Retailer Marketplace™, a program that for the first time empowers state lottery retailers with powerful tools to market directly to state lottery players; and EasyPLAY™ Subscriptions, easily the best lottery subscription player program available anywhere in the world today.

PoolingPLUS™
The Winning Combination

How Can We Find Out More About It?

For licensing info or to find out more about any of the RMS programs, or to set up a presentation for your state, contact RMS at 888.777.5131. Or you can check out the RMS and PoolingPLUS™ videos on the company websites at www.rmswebsite.com or www.poolingplus.com. PoolingPLUS™, EasyPLAY™ Subscriptions, and The Retailer Marketplace™ are patent-pending.