

PoolingPLUS™

The Winning Combination



Why do we need PoolingPLUS™? Because online play is eroding and player interest (especially from infrequent players) is diminishing – except at ever-increasingly high jackpot levels. Lotteries need a way to get players in all categories excited about online play again, playing earlier and more frequently. Our extensive experience, trial and research clearly indicates players would be excited about pooling and would readily spend an extra \$1 to receive 10 more chances to win. That extra dollar could increase your online ticket sales by 10 to 20%.

How can we be sure our Players want it? You can download a free Player Market Survey from our website at www.poolingplus.com and post it as is on your website, or modify it to suit your individual needs.

What is PoolingPLUS™? It is a combination transaction that combines pooled plays with 100% owned plays resulting in a combination ticket. It gives ALL players who first purchase the required 100% owned plays access to pooling.

How would PoolingPLUS™ be used to construct a promotion? The lottery has five parameters to work with to create each promotional offer. These are: 1) The required purchase; 2) The size of the pool; 3) The price of PoolingPLUS™; 4) Any Jackpot Level triggers; and 5) Any special day, date, or Holiday triggers. Each parameter can be adjusted to create dozens of offers.

Do the rules of the game have to change? No.

Will it work with any ONLINE game? Yes. PoolingPLUS™ works best with any jackpot driven game, even the ones with jackpots as small as \$50,000. However, it would probably not work as effectively with smaller prize games such as the Daily 3 or 4 games.

How can we do this without the need of an RFP? PoolingPLUS™ is a patent-pending, one-of-a-kind program, and RMS holds the exclusive, world-wide licensing rights. In brief, nothing else is like it and it is not available from anyone else. In addition, the cost of the program is so modest it can probably be paid for out of the general advertising budget as a marketing promotion, or from the unclaimed prize fund.

What is required 'technically' to get the program implemented? We provide all the software specifications (or we can provide our software program) and we work with your online vendor to make any necessary additions or changes to the lottery's existing software.

What are the security risks? None. You and your online vendor control everything, and we have NO ACCESS to anything.

Where do the pooling tickets come from? Using the example of a pool size of ten plays (tickets), the lottery's software would internally generate and store one or more pools of ten plays each, and each pool would be assigned a unique pool number.

What happens when each player makes a purchase? The purchase of the 100% owned plays and pooling plays is done with a single transaction. The retailer would just press a key that indicates the player is adding a pool and both the 100% owned plays and pooled plays would be printed on the ticket.

Does the Lottery receive full-price for the tickets? Yes. The Lottery would receive \$10 for each 10 ticket pool.

How does the system keep track of the pool? The lottery's software would assign the same transaction serial number that is assigned to the ticket, to the lottery pool. With each purchase, the software would increment the ownership percent of the pool by 10%. Once the pool reaches 100%, it would be flagged as closed.

What happens if there are pools that are partially filled? In perspective, the occurrence and cost per drawing to the state for any open pools is negligible, amounting to only \$1 per unsold pool position per open pool. Thus, for example, if there were 3 open pools with 3 open positions in each pool, the total cost would be \$9. There are many options that could be utilized to offset this cost and distribute any winnings from the open pool positions. Here are just a few examples: (1) The Unclaimed Prize Fund could pay the costs and receive any winnings; (2) The promotions budget could pay the costs and assign any winnings to local charities, or to fund a promotional giveaway, or to be divided equally among all the VIP club members; or (3) Arrangements could be made with specific beneficiaries to purchase the open positions and receive any winnings. The cost is small and the choices are numerous.

FOR MORE INFO

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