

Lottery Report Card

Presentation to

The California Lottery Commission

October 28, 2010







Sales Update Headlines

 Scratchers sales are 22% higher than the "do nothing projection"

 MEGA Millions advertising is increasing sales by 22%





	FY 10 / 11 Do Nothing Sales Projections	Sales Goal FY 10 / 11 (thru 10/2)	Actual Sales thru 10/2/2010	% versus "Do Nothing" Scenario	% of Sales Goal
Scratchers	\$369,190,000	\$594,300,000	\$449,380,000	+22%	76%
Super Lotto Plus	\$112,050,000	\$103,850,000	\$112,110,000	0%	108%
MEGA Millions	\$99,940,000	\$119,420,000	\$106,380,000	+6%	89%
Daily Games	\$80,480,000	\$81,730,000	\$80,970,000	+1%	99%
Hot Spot	\$29,110,000	\$32,620,000	\$30,690,000	+5%	94%
Total Sales	\$690,770,000	\$931,920,000	\$779,530,000	+13%	84%





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Project Reports



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Retail Projects												
R-1	HQ Staff Retail Visits	4/14/2010	6/17/2010	10/30/2010								
R-2	Key Accounts Service and Communication	6/30/2010	3/30/2011	9/30/2011								
R-3	Retailer Sales Building Program	5/20/2010	10/30/2010	3/31/2011								
R-5	Retailer Support Pilot Program	4/28/2010	9/30/2010	2/28/2011								
R-6	Retailer Support Program District Rollout	6/1/2010	1/30/2011	6/30/2011								
R-7	Sales Advisory Board	5/31/2010	10/31/2010	4/1/2011								
R-8	Retailer Accounting Review	2/10/2010	10/15/2010	10/31/2010								
R-10	Re-engage Trade Associations	5/31/2010	10/31/2010	4/30/2011								
R-11	Scratchers Inventory & Distr Review & Recommendations	9/13/2010	4/1/2011	5/8/2011							_	



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0-2	Enterprise Resource Planning Preparation (ERP)	2/10/2010	3/30/2011	4/30/2011								
0-3	New Gaming System Upgrade	7/12/2010	9/26/2011									
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The End

