

Sales & Marketing Update for FY 2011-12

Presentation to California State Lottery Commission February 23, 2012



To implement the public's mandate to maximize supplemental funding for public education through the responsible sale of lottery products.

Sales

Developing & Servicing the Lottery's Retailer Network

Field Operations

Key Accounts

Retail Network Management

Scratcher Inventory Management Unit



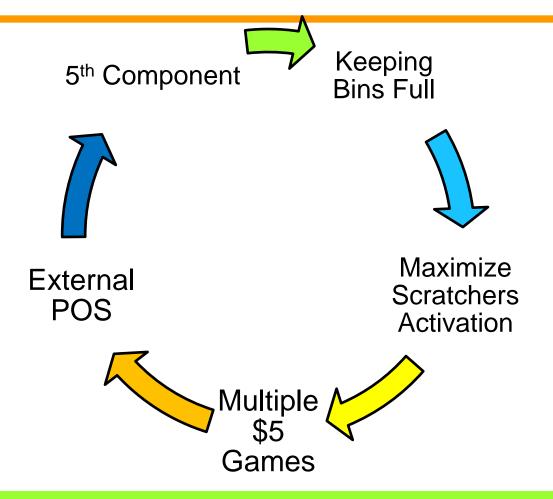
Current Sales Activities

- Scratchers Inventory Management Center Pilot
- Scratcher Distribution Assessment
- Scratcher Equipment Optimization
- Key Account Services & Communication
- Retail Communications





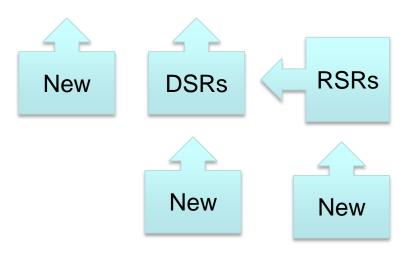








Additional Sales Supervisors!



Training & Development of Staff

Future Projects for Sales

- Retailer Servicing Visitation Refinements
- Retailer Incentives & In-store Promotions
- Expansion of successful SIMC Pilot elements
- Network Optimization
- Retailer Recruitment Onboarding

