

CALIFORNIA LOTTERY®

NEWS

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California Lottery Launches Exciting New TV Show

SACRAMENTO – On January 17, the California Lottery rolls out the newest big-money game show to hit the airwaves – “Make Me a Millionaire.”

Featuring a brand new format with state-of-the-art production, “Make Me a Millionaire” seeks to capture the excitement of televised winning with the look and feel of a sleek new show. It will be hosted by Mark Walberg who currently hosts FOX’s “Moment of Truth.” Liz Hernandez, from Los Angeles’ radio station Power 106, will be joining him on stage.

“This exciting change will strengthen the Lottery’s brand image and deliver more prizes to contestants,” California Lottery Director Joan Borucki said. “The new TV show will re-energize the Lottery’s trademark TV product.”

The show is just one of the big changes underway at the Lottery. The Lottery has a new logo, new games and new innovative promotions. It has also expanded its reach by placing Lottery machines in CVS pharmacies throughout Southern California.

In 1985, shortly after California voters approved a constitutional amendment to create the California Lottery, the Lottery first went to the air with a big money game show, “The Big Spin.” Over the course of more than 24 years, the show has featured thousands of contestants, given out millions of dollars and created countless memories. During “The Big Spin’s” run, however, the show changed little at a time when newer shows were redefining the look of the modern game show.

In order to create a new level of excitement, the California Lottery has partnered with 3 Ball Productions and Milestone Entertainment to produce “Make Me a Millionaire.” 3 Ball produces a variety of programs – including the popular weight loss show, “The Biggest Loser,” on NBC. Milestone is the world’s leading producer of lottery entertainment programs. This joint venture has replaced the nation’s leading money giveaway show, “The Big Spin,” with a newer, more sophisticated program.

“We are looking forward to the exceptional opportunity to take the Lottery to a new level of production, excitement and entertainment,” said Todd Nelson, CEO/Executive Producer of 3 Ball Productions.

“Make Me a Millionaire” will feature 12 contestants and offer more money in prizes than “The Big Spin” did. The new show will feature the following four games:

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Lucky Penny – With three players and 10 pennies each, the object of the game is to match the price of the car with randomly generated numbers. Players lose pennies when numbers are incorrect.



Safe Cracker – This game features two contestants. The player who opens two empty safes goes home with half their winnings while the winner goes on to play more.



California Cool – In California Cool, a single contestant picks from a variety of statements about California. Players have four possible rounds to earn money in this game.



Make Me a Millionaire – The most anticipated game of the show will undoubtedly be “Make Me a Millionaire,” where a contestant has the opportunity to win a progressive jackpot that begins at \$1 million. A random number will be selected for a contestant that is between 1 and 50. Based on what that number is, the contestant will predict whether the next number is higher or lower. Each time a contestant guesses correctly, he or she will earn \$10,000. After the first incorrect guess the contestant decides whether to take the money or attempt to go for the jackpot. A contestant who guesses incorrectly twice receives \$10,000.

To view a behind the scenes look at “Make Me a Millionaire,” get more information about the hosts or learn more about the Lottery please visit <http://www.calottery.com/MakeMeaMillionairePress>.

More than 95 cents of every Lottery dollar is returned to the community in the form of contributions to education, prizes and retail commissions. The California Lottery contributes at least 34 cents of every dollar that players spend on Lottery products to public education and returns more than 50 percent of sales to players in the form of prizes. Since its inception in 1985, the Lottery has contributed nearly \$21 billion to California schools out of total sales of more than \$56 billion. Retailers benefit too, earning \$3.6 billion in compensation since 1985.

Please remember to use the new and exciting California Lottery logo. It can be found at www.calottery.com/styleguide.

www.calottery.com

Mark L. Walberg



Mark L. Walberg has held many positions in his 21-year career: talk show host, game show host, comedian, magazine anchor and executive producer. Now he is in a position to turn lucky people into millionaires. Walberg is the host of the California Lottery's new game show, "Make Me A Millionaire." Each week the show gives 12 Californians the chance to win a cash prize, a brand new car and even, \$1 million.

"Working on this game show is a little different from the rest," said Walberg. "I feel like this show is giving back because, besides the contestants, the beneficiary of this game show is California's public schools."

Walberg started his television career as a gofer at Dick Clark productions, Inc. Soon he was the announcer/sidekick on the game show "Shop 'til You Drop." Currently Walberg hosts the new hit FOX game show "Moment of Truth" as well as PBS' top rated program, "Antiques Roadshow."

Walberg serves on the board of Goodwill Industries of Southern California and the Hollywood Wilshire YMCA. He is married and has two children, a son, 17, and a daughter, 14.

Liz Hernandez



Liz Hernandez is spokesperson on "Make Me A Millionaire."

Hernandez was born and raised in Riverside, California, and began her career in radio while majoring in communications at the University of San Diego and interning for a local radio station.

After graduating from college Liz joined Los Angeles' biggest hip-hop station, Power 106. As part of "Big Boy's Neighborhood," Liz interviews Hollywood's biggest stars and covers other entertainment news in her "This Just Handed to Me" segment.

Liz, who was recognized by the National Hispanic Media Coalition for excellence in radio broadcasting, can also be seen on MTV as a correspondent for MTV News and MTV Tres.



CALIFORNIA LOTTERY ON THE MOVE

WHAT'S NEW AT THE LOTTERY?

- An exciting new game show “Make Me a Millionaire.”
- A brand new logo that reflects the bright sunshine and blue ocean of California.
- Periodic promotions that provide players an opportunity to try new games.
 - o Last summer lucky customers got a chance to get free gas in the Gas Giveaway promotion.
 - o In December chosen players got a chance to grab coupons and prizes in the “Let It Dough” game.
 - o A variety of second chance games to give players one more opportunity to win.
- Expanded access to games in up to 350 CVS pharmacies.

FACTS ABOUT THE LOTTERY:

- Contributes 34 percent of sales to schools.
- Generated nearly \$21 billion for schools.
- Products can be purchased in 20,500 retailers.
- Produced \$3.6 billion in revenues for retailers.
- Pays out about 54 percent of sales in prizes.
- Operates under some of the most restrictive prize rules in the nation.
- Approved in 1984 by voter initiative.