

April Commission Meeting

Renew Project Update







Project Status

The Key Projects:

- Retailer & Sales Support (aka "Retail")
- Scratchers End to End
- Draw & Jackpot Games
- Marketing (Advertising, Promotions & Player Communications)
- Digital Communications and Public Website
- Business Optimization Market Response Analytics (ROI)







Retailer and Sales Support

- Retailer Sales Building Program
 - Finalize 1st Qtr. incentive program by mid-April
- Ex\$ell
 - Identified four key components and established baseline
 - Pilot Visitation maximize retailer services
- Scratchers Inventory & Distribution
 - Maximize efficiencies in the distribution of our games
 - Revitalize process for operational continuity & efficiencies
- Retail Network Optimization
 - Build efficient retailer distribution points and equipment
- Retail Communications
 - Provide message continuity to our retailers





Scratchers E2E

- Pre-Launch Research
- FY 11/12 Product Strategy and Plan







Draw & Jackpot Games

- Proposed Modifications to Hot Spot
- Improvements for SLP







Marketing Communications

- Marketing Communications Processes
- Hispanic Market Advertising Services RFP
- FY 2011/12 Advertising Plan







Digital Communications and PWS

- •Creation of a Digital Marketing Communications Department
- Implement new web site directives







Business Optimization

Initiative in Progress

Market Response Analytics (ROI)

