

FACT SHEET



The New York Lottery Requirements are Massive...

(annual figures unless otherwise noted)

- \$7.5 billion in sales
- 5.5 billion transactions
- 8 million books of instant tickets distributed
- 800,000 instant ticket orders processed
- 500,000 telemarketing calls
- 700,000 electronic funds transfers
- \$3 billion in funds collected from retailers
- 100,000 retailer accounting calls
- \$17.5 billion in active instant ticket inventory on the system at any one time
- 16,000 retail locations

What will Lottery Customers Notice?

- New player information displays - Terminal displays face the ticket purchaser to show transactions (improves accuracy); marketing displays show recent winners, promotions, information and lottery advertising
- New terminals will lead to faster processing/validation and shorter lines
- Easy to use ticket checkers at Lottery retailers
- New LCD flat screen monitors in all Quick Draw locations
- Enhanced signage at retail
- New game options and promotions

What will Lottery Retailers Notice?

- Installation of state of the art Altura GT1200 touch screen terminals
- Integrated keypad for terminals in high volume sales locations
- Reduced time from application to start up - New retailers can be up and running in two days as opposed to the current 45 days
- Easier to use equipment will provide simpler accounting and ticket tracking
- Extensive training for all retailers and optional terminal-based training
- New terminals to assist visually impaired retailers and clerks
- Automated signage that can be controlled from the Lottery's central office to ensure correct jackpot amounts
- Reduced wait times for retailer hotline and telemarketing services
- Retailer equipment rollout likely to begin September 1, 2009

How will the Lottery Benefit?

- Consolidated service level agreements that address the entire system including the communications network and vendor responsibility for the entire full service lottery system and each player transaction
- Increased performance and accountability through liquidated damages for service outages
- New revenue opportunities
- Better service, accounting, processing and reporting capabilities
- Redundant instant ticket distribution/warehousing operations and additional space for business continuity planning
- Cost efficient maintenance and shipping of instant ticket vending machines
- Eight mobile satellite based sales terminals to allow for sales at promotions, fairs and festivals around the state
- Multiplex recording and backup of transactions across five different computer servers (redundancy and security)
- Network monitoring ability for Lottery's staff to provide oversight to installations and system uptime
- Enhanced onsite marketing at all retail locations to help promote Lottery sales
- Ability to scan new NYS driver's licenses for age verification