

DISCLAIMER

Electronic versions of the exhibits in these minutes may not be complete.

This information is supplied as an informational service only and should not be relied upon as an official record.

Original exhibits are on file at the Legislative Counsel Bureau Research Library in Carson City.

Contact the Library at (775) 684-6827 or library@lcb.state.nv.us.

1

1

1

1

1

SECTION

Lottery Fast Facts

15

.....

La Fleur's 2002 World Lottery Almanac - 10th edition

The 432-page *La Fleur's 2002 World Lottery Almanac* is the complete reference source on the \$120 billion worldwide lottery industry. Section I features a "Fast Facts" compilation of data on North American lotteries, including startup history, guide to product mix, government profits earmarking, lotto matrices, worldwide lotto matrices, top lotto jackpots and video lottery terminal guide. Section II features four-page profiles on 38 U.S., five Canadian and six Australasian lotteries. Each profile traces the lottery's calendar 2001 versus 2000 sales by game (instant, 3-digit, 4-digit, lotto, cash lotto, keno, VLTs, niche games), its calendar 2001, 2000 and 1999 instant sales by price point (\$1, \$2, \$3, \$4, \$5, \$7, \$10) and its projected fiscal 2002 versus fiscal 2001 ad budgets by media and by game. Each profile tracks the lottery's five-year annual sales by game from fiscal 1997 through fiscal 2001. Each profile features the number and the percentage of total, instant and online retailers by type of business, plus each retailer's fiscal 2001 total, instant and online sales. Section III is divided into seven chapters: worldwide lottery sales; fiscal 2001 sales, profit and expense analysis; the retailer network; ad expenditures; historical analysis; contractor survey; and calendar 2001 U.S. lotteries' weekly sales by game. The worldwide lottery sales chapter tracks calendar 2001 versus 2000 game sales in local currency and converted to U.S. currency for approximately 200 lotteries worldwide, including rankings by total and per capita sales for instant, lotto, total, keno, toto and draw games. The contractor guide features a monetary guide to U.S. lotteries' instant ticket and online system contracts. In addition, there is a worldwide guide to instant printers, online system and VLT vendors' contracts by lottery organization. The appendix includes a glossary of terms, lottery address directory and supplier directory.

Visit our website at www.lafleurs.com

Mail order to: TLF PUBLICATIONS, INC.
P.O. Box 288, Boyds, Maryland 20841 USA
Enclose check payable to TLF PUBLICATIONS, INC.
CHECK MUST BE DRAWN ON A U.S. BANK
AND PAYABLE IN U.S. FUNDS

- ☐ 2002 World Lottery Almanac: \$325
- ☐ 2002 World Lottery Almanac CD-Rom & book:
 - ☐ \$950 (vendor) ☐ \$700 (lottery)
- ☐ Fiscal 2001 VLT Special Report: \$80
- ☐ Fiscal 2001 Lottery Report: \$80
- ☐ 1-yr. subscription to *La Fleur's Magazine* (monthly)
 - ☐ \$199 (North American rate) ☐ \$239 (Airmail)
- ☐ 12 back issues of *La Fleur's Magazine*
 - ☐ \$199 (North American rate) ☐ \$239 (Airmail)
- ☐ *La Fleur's Magazine* 2001 White Pages: \$40
- ☐ 2000 European Lottery Abstract: \$295
- ☐ 2000 European Lottery Abstract CD-Rom & book:
 - ☐ \$900 (vendor) ☐ \$650 (lottery)
- ☐ Principles of Contemporary Lottery Marketing: \$179

Total cost of publications US \$ _____
Postage (International—\$40,
North American—\$20) US \$ _____
Deduct 20% for five books (same title) US \$ _____
TOTAL US \$ _____

☐ Check enclosed

☐ Charge to: ☐ Mastercard ☐ Visa ☐ A. Express

Card Number: _____

Expiration Date: _____

Name: _____

Title: _____

Company: _____

Address: _____

Address: _____

City/State: _____

Postal Code: _____

Phone: _____

Fax: _____

E-Mail Address: _____

FAX ORDERS TO: (301) 916-1718

E-MAIL TO: terri@lafleurs.com

Website Book Store: www.lafleurs.com

LOTTERY FAST FACTS