



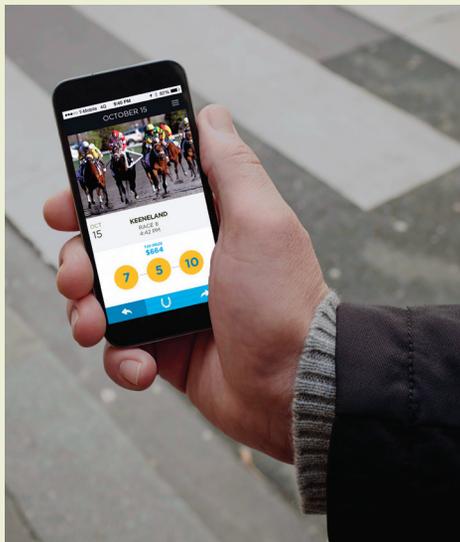
BRINGING LIVE-ACTION EXCITEMENT TO THE LOTTERY

Both the lottery and horse racing industries hope to find innovative ways to grow their product offerings and, in turn, bring more revenues to enhance their profits. Bringing the live-action excitement of horse racing to the lottery, EquiLottery turns these hopes into realities. Take a moment with us to imagine how EquiLottery can enhance the lottery experience and be a bridge to today's new world of gaming innovation.

A new live action lottery game that also delivers customers an interactive mobile experience, EquiLottery engages the lottery customer like never before while returning more in profits than most lottery games currently in the marketplace. Additionally, this game will expose more people to the excitement and pageantry of live horse racing while increasing overall betting handle. Whether you represent a state government or state lottery, or operate a racetrack, EquiLottery is a clear way to boost revenues for all involved.

With American Pharoah winning the first Triple Crown in nearly 40 years, there's never been a better time to partner lottery with the horse racing industry. Whether it's connecting to a major race like the Kentucky Derby or delivering everyday excitement through the convenience of a smart phone, the live action component of EquiLottery adds a new dimension to the lottery. Imagine delivering a daily 2-minute YouTube video experience to players that appeals to all ages and is particularly relevant to the Millennial Generation.

Many governments are looking for ways to support their local horse industry and protect the agricultural impact it has on their state. Horse farmers participate in many facets of local economies, including buying hay and oats, contracting with industry-related professionals and paying taxes on their farmlands. The racing industry's economic reach goes well beyond the results on the



racetrack. Imagine the value a state lottery can add to their state government by delivering a game that fuels these important industries while delivering new income streams to the good causes it supports. And imagine the extended earned media coverage lotteries will receive when launching this intriguing new offering.

We believe lottery games should be simple to play. The simpler the experience, the easier it is to draw players in and keep them engaged. Imagine offering a game without the need for player slips and where the only decision is whether to

play. A quick pick only game designed in all facets to simplify the player experience, EquiLottery is among the easiest lottery games for players to pick up and play immediately.

Drawn to shared experiences among friends and the desire to integrate their entertainment dollars with online platforms, the Millennial Generation needs to be approached differently than generations before it. Imagine being able to deliver the kind of interactive online experience these Millennials crave. EquiLottery makes lottery more relevant to this generation by delivering the excitement of a live sporting event to their phones, tablets and computers while giving them the power to share that experience with their friends through multiple social media platforms. For a free limited demo version, visit www.WatchEquiLottery.com/Demo. Future additions will include the ability to create EquiLottery leagues and online purchasing options for lotteries with online sales.

We look forward to talking with you about this new lottery innovation and how it may fit into your current menu of lottery games. Visit www.EquiLottery.Com to learn more. And contact Brad Cummings at (502) 644-1454 or brad@equilottery.com for recent studies and to set up a free in-person or phone consultation. ■