

MDI Unveils the Next Generation in 2nd Chance Play

Interactive Game Play and Cash Prizes Break New Ground

What if your instant games offered 2nd Chance opportunities that included interactive game plays and a chance to win substantial instant cash prizes online? Would more instant tickets be sold? Would it drive more traffic to lottery web sites and help attract emerging market players? Scientific Games thinks so, which is why its subsidiary, MDI Entertainment, LLC, has developed the Arcade Zone™.



As lotteries compete for attention on the internet and the limited expendable income of today's consumer, they must be proactive in attracting and engaging people online in meaningful ways. Creating a cycle of online engagement that drives instant game sales and vice-versa is important, and 2nd Chance Promotions have been successful in achieving this thus far. Players have responded well to the 2nd Chance Games lotteries have offered on their web sites, so the logical question is, "What's next?"

The Arcade Zone is a web site that takes 2nd Chance play to an exciting new level. Players can select the interactive games they want to play, enjoy extended playing time with every ticket entry and, for the first time ever in the United States, have a predetermined opportunity to win an instant cash prize from a lottery online. It's an excellent way for lotteries to promote instant ticket sales and drive greater player interaction.

The initial version of the Arcade Zone includes eight interactive games featuring several of the popular Hasbro® brands available through MDI's licensed game portfolio. All have been created by the experts on the MDI Interactive team to capture the game play of their respective brands and offer quality, extended play experiences. Lotteries may run any number of \$2 instant games featuring any of these brands. Each participating instant ticket will

"It's customizable and turn-key. From the web site development to the online prize structure administration, we provide everything, and there are no out-of-pocket costs for the lottery." – Steve Saferin



bear the Arcade Zone logo on it to alert players of the 2nd Chance opportunity.

If an instant ticket carrying the Arcade Zone logo on it doesn't produce an instant win, numbers from it may be entered into the ticket entry portal on the Arcade Zone web site for 2nd Chance play. Every non-winning instant ticket entered on the site will yield four virtual game tokens that can be used to play any of the offered interactive games in any combination.

Each time a player's four-token game "package" concludes, an on-screen message notifies the player of what he or she has won — entry into a drawing or an instant cash prize. All game outcomes are predetermined using Scientific Games' patented encryption technology, and MDI handles the management of and fulfillment for all cash prizes and prize drawings.

“Each time a player's four-token game 'package' concludes, an on-screen message notifies the player of what he or she has won — entry into a drawing or an instant cash prize”

“The Arcade Zone provides a win-win situation for the lottery on a number of levels,” says Steve Saferin, President, Properties Group and Chief Creative Officer for Scientific Games. “The lottery gets a quality, multi-game web site that players will want to visit over and over again — and for greater periods of time. We feel very strongly that by providing their players with the added value of a fun, extended play experience and a second chance to win cash instantly, lotteries will strengthen their relationships with their players and encourage greater participation in their games across the board.”

Saferin adds that the Arcade Zone is backed by a full array of support services that make it extremely easy for lotteries to implement. “It's customizable and turnkey,” he says. “From the web site development to the online prize structure administration, we provide everything, and there are no out-of-pocket costs for the lottery.”

With its multi-game choices, multiple game plays and instant cash prizes, The Arcade Zone is a new and exciting concept in 2nd Chance promotions. By creating a fun, interactive and rewarding experience for players online, it should prove to be very valuable in attracting new players, increasing players' club memberships and enhancing lottery-player relationships — all key factors in fostering future success. ♦

