

# CONVENIENT, ENGAGING and REWARDING for PLAYERS and BRANDS, LOTTERYHUB is the MOBILE HOME of POWERBALL

You want to see the future of the lottery industry? Go ahead and look, it's in your pocket.

Shoutz mobile platform, LotteryHUB, is able to connect lottery players to their favorite games like never before. It's not advertising; LotteryHUB builds relationships. As the mobile home of Powerball, the LotteryHUB app is a channel by which lottery players can connect and engage with the largest lottery brand in the world.

The best part is that players are building relationships with LotteryHUB the same way they would with any other friend: anytime and anywhere. Through videos, exclusive content and social media, LotteryHUB is every user's lottery-playing friend, always there to talk about the game, all thanks to the power of mobile tech. "As my partner Donald Clark would say, we're making anonymous purchasers into known customers," said Jim Mueller, CEO of Shoutz, Inc.

Mueller, a "passionate outdoorsman" and host of the television show *American Outdoorsman* actually started Shoutz with relationships – not marketing – in mind. Three years ago Mueller brought nearly a decade of broadcast experience into a project he said was initially for himself and his friends in the world of outdoor adventure. "I looked at the proliferation of mobile and said I'm going to create a mobile platform that would allow all of us to send short-form videos to [each other] and our fans."

As this new platform developed, Mueller expanded its scope, connecting other industries with their fan bases through short videos. As other video-sharing social networks came and went, he and his partners came to realize what it was that set them apart. "We had an enterprise-grade ad platform sitting underneath this video social network. We had a way to monetize this content, [a] mobile marketing vehicle that could drive revenue" through building relationships with and engaging users he said.

Eventually, Mueller and his partners identified the gaming industry as an ideal target for their new mobile platform. Casinos and lotteries capture a giant demographic of players who are passionate and invested in the industry through the games they play. After refining Shoutz mobile platform, "we made a very successful transition to focus solely on the lottery, starting with our core partner, Powerball, the largest lottery gaming brand in the world," he said.

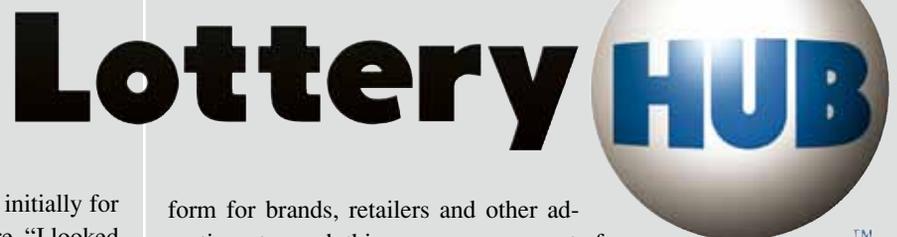
As the mobile home of Powerball, LotteryHUB allows users anywhere to live-stream the drawings, check numbers and even track their tickets. And, in a digital world where "content is king," LotteryHUB produces fresh video and news content daily for hundreds of thousands of users on mobile devices and on the web.

Mueller said the endless content available for lottery players – thousands of drawings and winner stories each week, and new games released almost daily - made it an easy choice to focus solely on the lottery industry. "We've created a central hub for lottery play-

ers" to get that content, he said. "LotteryHUB is convenient, engaging and, with our loyalty program, rewarding for the players," Mueller said. But, he added, it is also doing something never-before-seen in the lottery industry. "We're providing a no-cost or low-cost solution, giving [lotteries] the opportunity to use this mobile platform not only to promote games, winner awareness and new offerings, but also to drive revenue from third-party advertisers," he said.

"[Lottery vendors] charge lotteries for everything; they make their money on nickels and dimes, but we have a different model," Mueller said. "We say let's use the properties you've built, which are games and players, and monetize that property."

He said that LotteryHUB is "the first plat-



form for brands, retailers and other advertisers to reach this enormous segment of Americans that are lottery players."

In the same way that, in the early days of mass-media printing, advertising dollars took over for subscription revenue and began supporting newspapers, LotteryHUB is connecting advertisers to a largely untapped demographic. And, more than just connecting brands to players, LotteryHUB has the potential to help lotteries avoid tricky licensing fees.

Currently, lotteries pay thousands of dollars to brands just to put sports logos on scratch-offs. According to a state audit of the Wisconsin Lottery, the Lottery paid close to a million dollars in licensing fees, yet six of their eight licensed-brand games were outperformed by games released without costly branding. LotteryHUB wants the dollars to go in the other direction; let brands pay for the right to advertise within an \$80 billion per year business, and add those funds to lottery revenues for good causes.

But Shoutz must bridge a gap between the potential they see and skepticism on the other side of the table. Turning an expenditure into a revenue stream? That kind of idea is sure to raise some eyebrows, even some doubts, but Mueller says the proof is right there in your pocket, on your phone. "This is the first opportunity for lotteries to monetize their players in a unique way, and we've been able to finance our products – LotteryHUB, our Rewards program, and our instant win games – knowing that we have third-party ad revenue to pay for them," Mueller said.

So go ahead, get your phone out. Big changes for the lottery industry are just a few screen-taps away. ♦