



The Big Idea

- Close your eyes...
 - What would you do if you won
 - \$1,000,000
 - \$10,000,000
 - \$1,000,000 this year
 - And the next...
 - And the next...
 - And the next...
 - And the next...
 - And the next 20 more



\$1,000,000 a Year for 25 Years

- Unique top prize discovered when undertaking market research for SUPER 7 bonus concepts
 - Evokes new dreams
 - Valued at higher than cost



Game Mechanics



MILLIONAIRE LIFE

- Multi-jurisdiction raffle sold across 5 lottery regions in Canada.
- Features a top prize of \$1 Million a Year for 25 years.
- On Sale from February 1 to 28, 2007
- Guaranteed Winner – Prizes drawn were from numbers sold.
- No ticket cap!



DRAW DATE
WED FEB28 07

43-XXXX-1234567-890-00

112233-44

ENTERED

SEE REVERSE

\$ 5.00

SYSID 0001

WIN \$1 MILLION A
YEAR FOR 25 YEARS
GUARANTEED WINNER
FROM NUMBERS SOLD

THIS TICKET IS ELIGIBLE FOR THE
14 EARLY BIRD PRIZES OF
\$100000.00 TO BE DRAWN ON
WED FEB28 07

SAMPLE





MILLIONAIRE LIFE

- Early Bird prizes were offered to entice consumers to get in the game early.
 - 14 Prizes of \$100,000
- A greater winning experience was offered with a decomposable main draw number
 - Match last 2 numbers for \$20
 - Match first 6 numbers for \$1,000



MILLIONAIRE LIFE

- Variable Pricing
 - 1 Selection - \$5
 - 3 Selections - \$10
 - 7 Selections - \$20
- Other top prizes offered were:
 - 4 Prizes of \$1 Million
 - 20 Prizes of \$100,000



Advertising

Television 30



Television 15



Advertising

- Wide variety of other media and promotions employed





Results

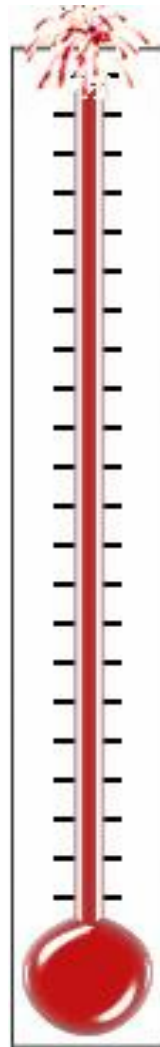


MILLIONAIRE LIFE

- Sales were forecast to achieve \$61.5 Million with payout budgeted at 47%



Millionaire Life Sales



\$75,521,145 !!!

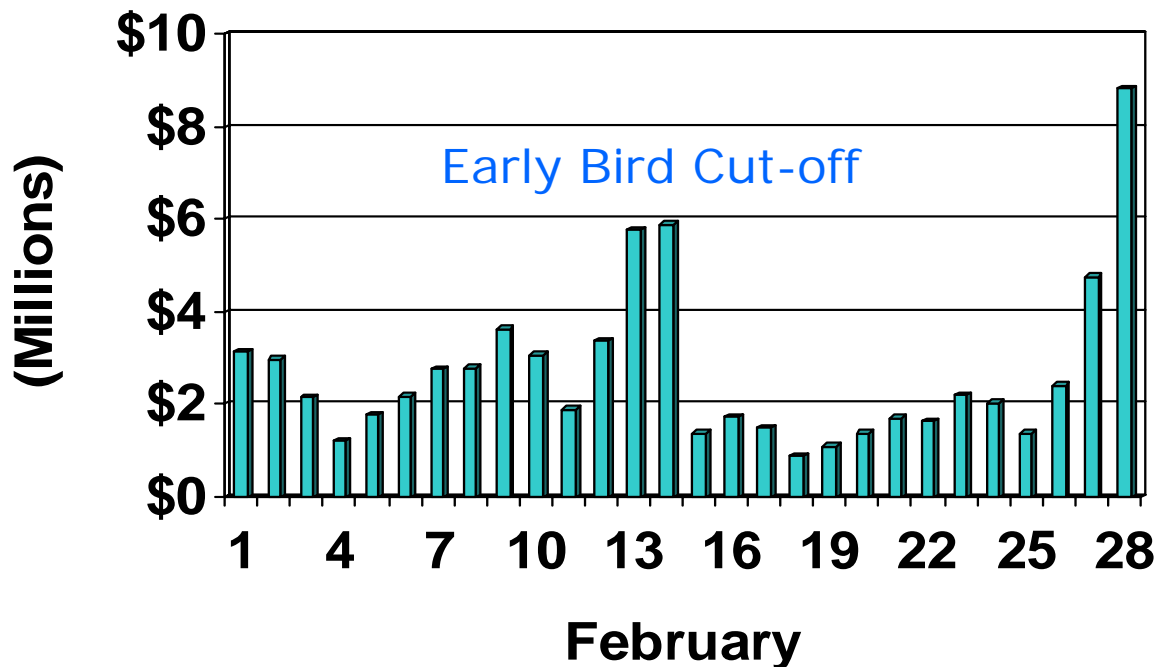
\$61.5 Million

\$0

Early Bird Impact

- By end of the Early Bird sales period, 58% of sales budget was achieved.

Daily Sales





Additional Information

- 91% of sales incremental
- Per Cap (18+) Sales \$2.94
- About 60% of sales were at \$20
- Prize payout totaled 37.8% due to higher sales than expected.

Research

- 8 in 10 adults heard of the game
- 4 in 10 adults purchased the game
- 3 in 10 adults purchased the game as part of a group
- 1 in 10 reported spending less on other games as a result of playing the game
- 2 in 10 players played despite almost never playing lottery games
- 9 in 10 players intend to play the game again if offered



MILLIONAIRE LIFE 2



MILLIONAIRE LIFE 2

- Will run in February 2008
 - Almost identical to first issue
 - Early bird cutoff to Feb. 16th (Saturday)
 - 16 early bird prizes
 - Sales end Feb. 29th