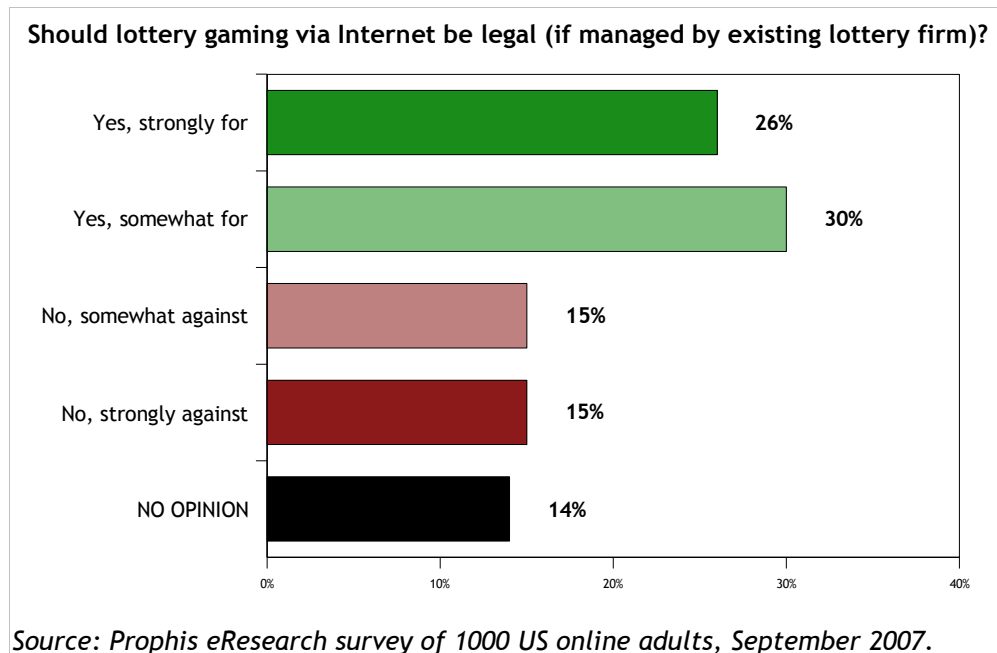


GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: September 10, 2007)

Support for Legalized Internet Lottery Gaming in US but with Concerns

The majority of Americans are in favor of the legalization of lottery gaming over the Internet. According to a September 2007 survey of 1000 US online adults conducted by Prophis eResearch (www.prophis.com), 56% of US online adults believe “strongly” or “somewhat” that lottery gaming over the Internet should be legal in the US. In comparison, 30% either believe “strongly” or “somewhat” that it should *not* be legal. The remaining 14% had no opinion on the matter.



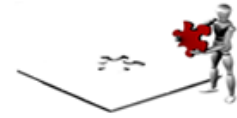
What factors make a difference in the legalization question?

Age. Young adults are more likely to want to see Internet lottery gaming legalized than older ones, particularly those of retirement age. Nonetheless, as Internet access in the general population among this older group is much lower than for other adults, retirees are likely to view Internet gaming in general with the most caution.

Income. Interestingly, those in households with the lowest incomes as well as the highest incomes were less likely to be in favor of Internet gaming legalization than those with broad middle class incomes.

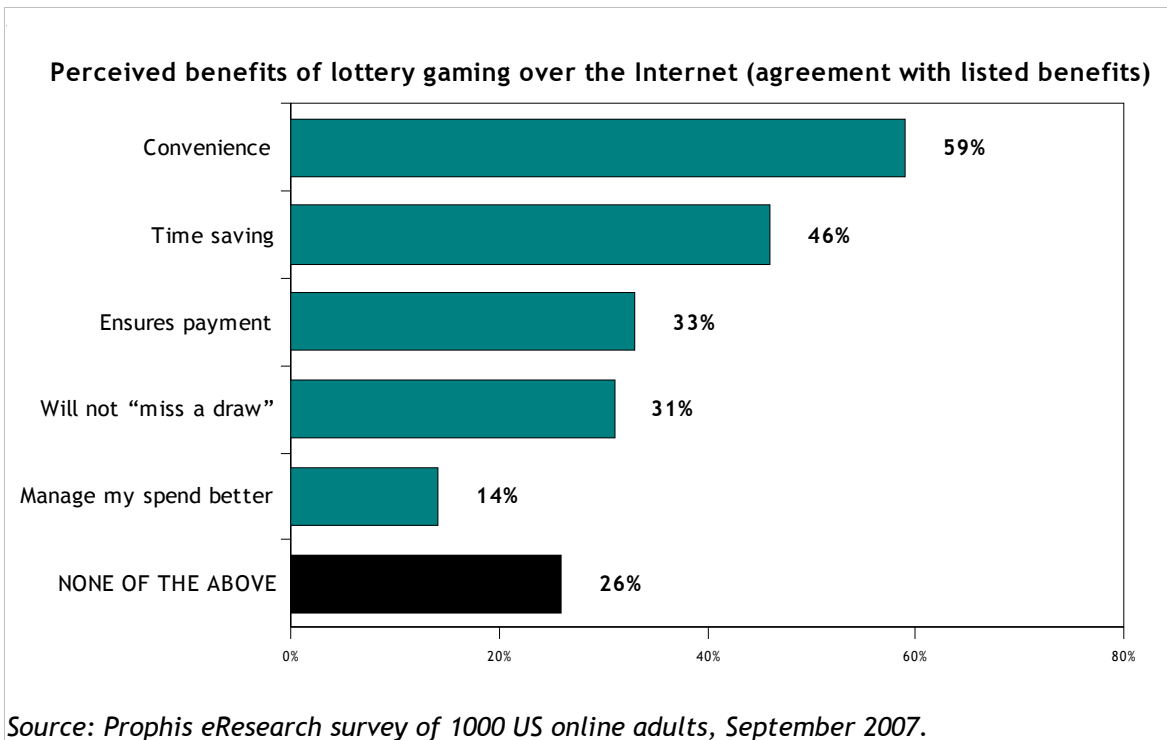
Gender. There is some evidence to support that men may be slightly more likely than women to be in support of legalization.

Lottery play. Existing non-lottery players were less likely to be in favor of legalized Internet gaming than were players of traditional lottery games like big jackpot games or scratch/instant games. Those who have visited a casino in the past year and those who played at video lottery terminals were the most likely to be in favor of legalized Internet lottery gaming.



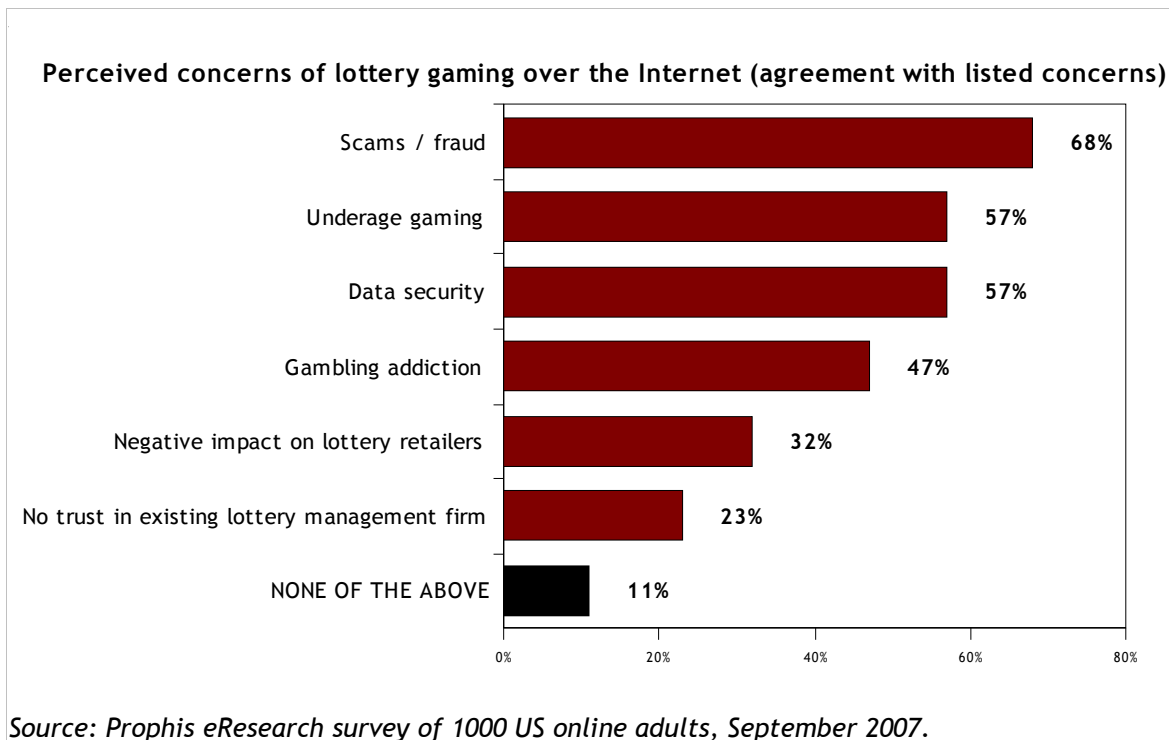
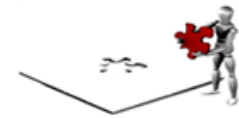
The case for - the perceived personal benefits

In our survey, respondents were asked which, among a list of potential benefits, they felt would apply to them personally if legalized Internet lottery gaming were available. The most often mentioned benefit was convenience, with 59% citing this advantage. Anticipated time saving was the next most often mentioned at 46% mentioning this. Thirty-three percent felt that Internet lottery would ensure that they would never have to worry about lost or stolen tickets and 31% said that they appreciated not having to miss a draw. A small minority of 14% also mentioned that it would help them manage their lottery spend better. About one in four (26%) indicated that none of these benefits would apply to them.



The case against - the perceived areas of concern

Despite the overall willingness to desire legalized lottery gaming, respondents tended to show concern in considerable numbers over a number of issues that were believed to be part and parcel of it. Topping the list was concern over the likelihood of increased fraudulent behavior, with 68% of respondents agreeing that it was an issue. High on the list also were concerns over underage gaming (57%), and about data security in general (57%). Just under half thought that it could contribute to gambling addiction (47%), and about a third (32%) expressed the belief that existing lottery retailers could negatively affected. Finally, just under a quarter of respondents showed a lack of faith in the firm currently managing lottery gaming in the area to take on this new type of sales channel management for lottery.



“People have a complex set of opinions about whether lottery gaming should be legalized on over the Internet. In general, the majority of online US adults are clearly in favor. Yet at the same time, very few believe that there are not potential downsides to doing so. The overall message seems to be that people would like to see legalization of lottery gaming move forward, but only with a great deal of care concerning the potential pitfalls in its implementation” says Stuart Hemerling, Senior Research Consultant with Prophis eResearch and a former senior research analyst at BC Lottery Corporation.

Adds Hemerling, “Various government run lottery jurisdictions around the world have been providing their games to players on the Internet for almost a decade, usually with more modestly experienced benefits and concerns than we found in opinions held by Americans.”

Additional information: Prophis Research and Consulting Inc, which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver (Canada). For more information about these findings, please contact Stuart Hemerling directly at shemerling@prophis.com.