



IT'S FUN TO PLAY DC LOTTERY

About the DC Lottery:

Founded in 1982, the DC Lottery is the District of Columbia Government agency that regulates the sale of gaming products and charitable gaming activities in the District of Columbia. Since its inception, the DC Lottery has awarded more than \$3 billion in prizes, transferred more than \$1.8 billion to the District's General Fund which supports essential services in the District, and has helped local nonprofits raise more than \$125 million in support of social causes.

Mission

The mission of the DC Lottery is to provide revenue-generating entertainment through the sale of innovative lottery products and promotions that directly benefits the residents and the economic vitality of the District of Columbia.

PLAY RESPONSIBLY

Playing the lottery is a "fun investment vs. a financial investment." As a member of the business and professional community, the DC Lottery recognizes its social responsibility to the players and the residents of the District of Columbia. The DC Lottery's "Play Responsibly" program provides a helpline and referral service for those who are or might be exhibiting compulsive gambling behavior.

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Meet the Interim Executive Director

In April 2015, Tracey Cohen was appointed as the Interim Executive Director of the D.C. Lottery. Cohen has expertise in business development, marketing, strategic planning, successful multi-disciplinary team management and project delivery. Tracey assumed the post of Interim Executive Director, marking the latest achievement in a decorated lottery career that has spanned over 15 years.

Tracey oversees a \$242 million enterprise, whose mission is to provide revenue generating entertainment through the sale of innovative lottery products and promotions that directly benefit the residents and the economic vitality of the District of Columbia. Prior to her appointment as Interim Executive Director, she served as the agency's Chief Operating Officer since 2011. Tracey's oversight and management of the day-to-day operations transitioned from the most antiquated gaming system in North America to its present state-of-the-art platform. In her first year, the agency saw record-breaking instant ticket sales, launched its first-ever million-dollar D.C. Scratcher, and welcomed Mega Millions—the nation's biggest jackpot game—to its product line, contributing another \$1.2 million in revenue. Other achievements include launching the Lucky Lottery Mobile and the opening of the Official DC Lottery store in Union Station, the first of its kind in a major transportation and retail hub within the United States.

Tracey forged her lottery career at the Maryland State Lottery, where for ten years she introduced new games, developed successful promotional strategies, managed online and instant product lines and brokered major strategic branding partnerships with professional football and baseball teams. Several times during her lottery tenure, Tracey has achieved national industry recognition from NASPL (North American Association of State and Provincial Lotteries) for successful and innovative lottery product launches.

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Union Station

In December 2012, DCLB opened its flagship Lottery Store at Union Station- Washington DC's major transportation hub. Since its opening we've experienced consistent increase in sales - achieved through daily specials, other product promotions and events.

In addition to traditional lottery number-games the DCLB store concept urges self-service including touch-screen-style play on MP machines. Although self-service is encouraged, great customer service and a regular customer base at this model store are keys to its success!



Lucky Lottery Mobile

In 2011, DCLB created the first retailer on wheels—the Lucky Lottery Mobile, an initiative that takes the lottery to the people.

The 26-foot-long, lime green vehicle brings the fun of the DC Lottery to outdoor sites around the District, including street fairs, sports events and social hubs.



Awards Received by DC Lottery

American Advertising Awards

- 2013 Silver Addy Award
Television
Chances
- 2013 Silver Addy Award
"Fun Factory" video
- 2012 Silver Addy Award Television
Intervention Television
- 2012 Addy Awards
Best of Broadcast
Intervention Campaign
- 2012 Addy Awards
Best of Broadcast
Intervention Campaign
- 2012 Gold Addy Award Radio
Intervention Radio

Fleurry Awards

- 2012 Excellence in Instant Game
Advertising

Telly Awards:

- 2014 Telly Award
Shooting Star TV Spot

NASPL Awards:

- 2014 Shooting Star TV Spot
- 2013 Radio Ad Award
- 2013 Batchy Finalist
Radio Ad
- 2013 Batchey Winner
Best TV or Radio Spot
- 2013 Hickey Finalist



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Millionaires' Club

In 2009, the DC Lottery introduced its first \$1,000,000 scratch ticket, DC Black and initiated its Millionaires Club. Million dollar scratchers, an array of nation jackpot games, and more winning opportunities have ramped up membership in the DC Lottery's Millionaires Club. Meet the 2013, inductees:



Powerball



DC Gold



Powerball



Black II



Black II



DC Gold
Second Chance



Mega Millions

Stay Connected



Contact the DC Lottery: Media Relations: info@dclottery.com • 202.645.8006

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Charitable Gaming

The Charitable Games Division of the DC Lottery has a mission to assure that charitable gaming is at all times fair and honest and that proceeds and prizes are handled according to established rules. The rules, regulations and guidelines are designed to maximize benefits for the public at large.

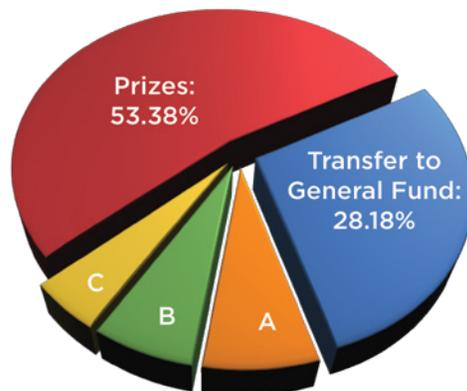
To date, the Charitable Games Division has issued more than 6,000 licenses to organizations that has helped contribute more than \$125 million to support social causes in the District of Columbia.

Retailers

DC Lottery agents continue to be the frontline for sales and customer interaction. With more than 500 retailers in every quadrant of the District, their knowledge of games, superior customer service delivery, and sales enthusiasm are essential to the business of the DC Lottery. Collectively, in 2013 retailers earned \$15,597,000 in total commissions from the sale of DC Lottery games.

Where the Money Goes

Since its inception in 1982, the DC Lottery has awarded over \$3 billion in prizes to its lucky winners; transferred more than \$1.8 billion to the District of Columbia General Fund which supports essential city services such as education, public safety, and infrastructure; and helped local nonprofits raise over \$125 million in support of social causes.



- A. Contracts & Other Costs: 7.31
- B. Agents Commissions: 6.43%
- C. Administrative Costs: 4.70%