



hoosier lottery™

media kit

mission

To responsibly provide innovative and entertaining lottery games for the benefit of the citizens of Indiana.

core values

In all we do, we will:

- Be customer-centric and consumer-centric.
- Have a passion for excellence.
- Foster creativity, teamwork, and collaboration.
- Operate with the highest level of integrity.
- Commit to the growth and development of our team.

at a glance

State: Indiana

Population: 6.423 million*

Population 18+: 4.782 million*

Year Lottery Founded: October 13, 1989

Fiscal year 2009:

Revenue: \$732 million

Prizes paid: \$453 million

Retailer commissions: \$50 million

Total net income to the state: \$179 million

- Build Indiana Fund: \$119 million
- Teachers' Retirement Fund: \$30 million
- Police Officers' and Firefighters' Pension and Disability Fund: \$30 million

Total to date through May 31, 2010:

Sales: \$13.2 billion

Prizes paid: \$7.7 billion

Retailer commissions: \$883.9 million

Transfers to the state: \$3.7 billion

- Build Indiana Fund: \$2.6 billion
- Teachers' Retirement Fund: \$612.6 million
- Police Officers' and Firefighters' Pension and Disability Fund: \$424.7 million
- Other: \$1.8 million

Contact:

Megan Wright, Public Relations Manager

mwright@hoosierlottery.com

(317) 264-4805

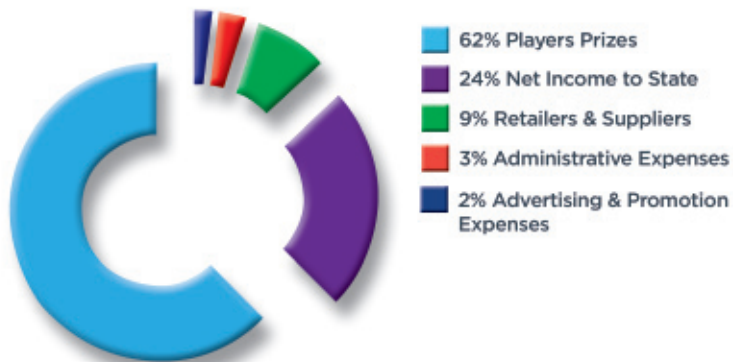
*US Census 2000

hoosier lottery

facts and figures

- The Hoosier Lottery was created in October 1988 after a majority (62%) of Indiana citizens voted “yes” on a voter referendum.
- On October 13, 1989, the Hoosier Lottery began selling tickets. Within 24 hours, the Hoosier Lottery sold more than 8 million Hoosier Millionaire scratch-off tickets.
- The Hoosier Lottery was able to repay the original \$6 million in funding appropriated by the Indiana General Assembly in less than one year.
- The Hoosier Lottery offers 40-50 scratch-off games at any given time and eight draw games: Powerball® with Power Play®, Mega Millions® with Megaplier®, Hoosier Lotto, Quick Draw, Mix & Match, Lucky 5, Daily 3 and Daily 4.
- Lottery tickets are sold at approximately 4,000 authorized retailer locations across Indiana.
- The Hoosier Lottery currently employs approximately 185 associates statewide.
- The Hoosier Lottery has offices located in South Bend, Indianapolis and Evansville.

for every dollar generated by the hoosier lottery in fiscal year 2009:



how is the hoosier lottery's net income allocated?

The Indiana General Assembly is responsible for allocating Hoosier Lottery's net income. The majority of the money is directed to the Build Indiana Fund, which is currently used to significantly reduce motor vehicle excise taxes. In addition to the Build Indiana Fund, \$30 million of the Hoosier Lottery's net income is directed to the Indiana Teachers' Retirement Fund and another \$30 million is directed to the Police Officers' and Firefighters' Pension and Disability Fund.

Through fiscal year 2009, Hoosier Lottery net income has yielded \$3.5 billion for the State of Indiana.

allocation of net income in fiscal year 2009

\$119M to the Build Indiana Fund

\$30M to the Indiana State Teachers' Retirement Fund

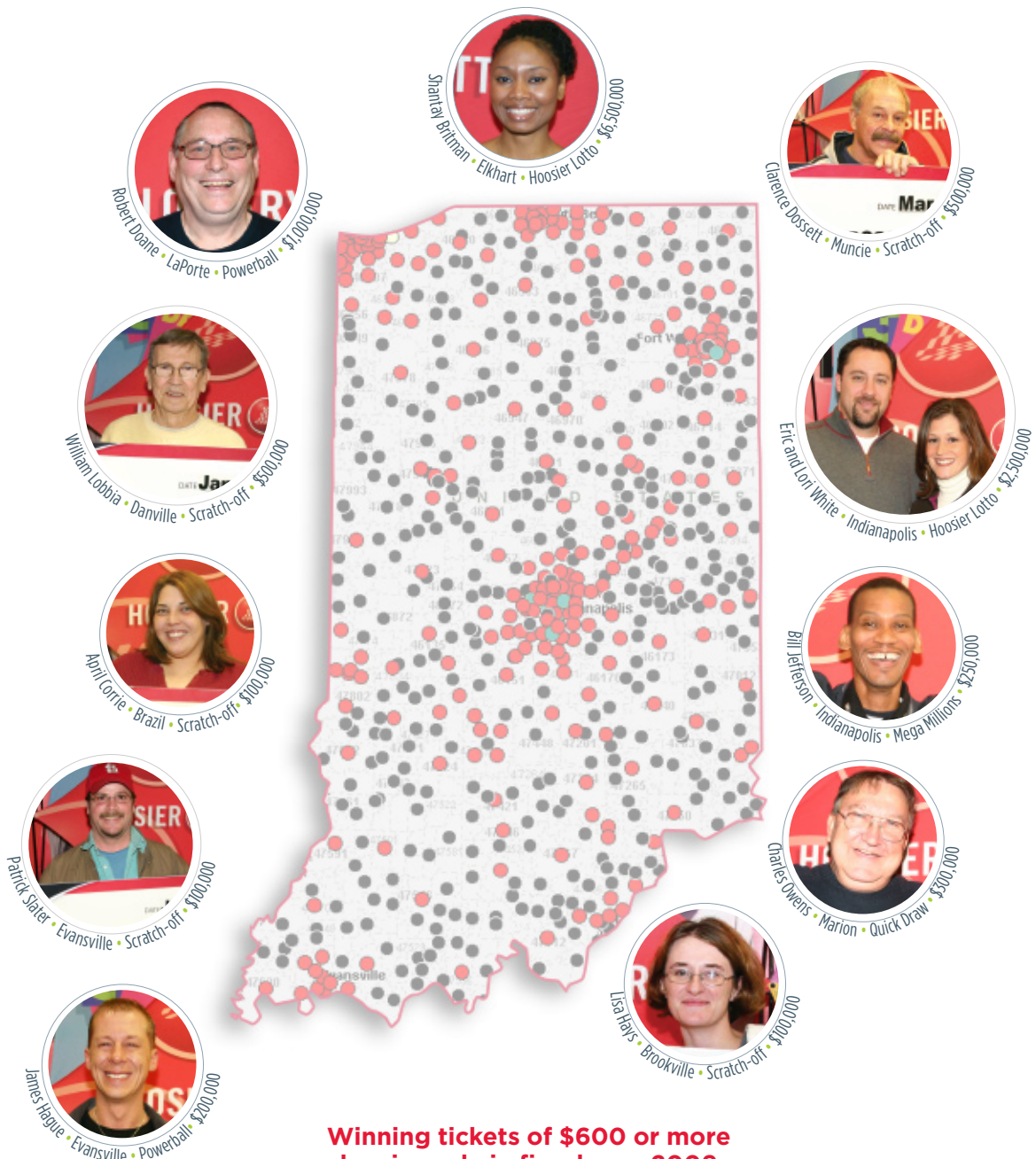
\$30M to the Police Officers' and Firefighters' Pension and Disability Fund

hoosier lottery

winners

winners everywhere, every day

In fiscal year 2009, we awarded \$453 million in prize money.



Winning tickets of \$600 or more by zip code in fiscal year 2009

- 100 - 999 winning tickets
- 10 - 99 winning tickets
- 1 - 9 winning ticket(s)



- Powerball is a multi-state big jackpot game operated by MUSL (Multi-State Lottery Association), a non-profit, government-benefit association of member lotteries. Each MUSL member offers one or more of the games administered by MUSL. All profits are retained by the individual lotteries.
- Powerball is currently available in 44 states, Washington D.C. and the US Virgin Islands.
- The first drawing was in April 1992.
- Indiana was the 13th state to start selling Powerball.
- Power Play, introduced in March 2001, allows players to multiply their non-jackpot prizes up to 5 times.
- As of April 1, 2010, Indiana has awarded more jackpots (36) than any other MUSL state or jurisdiction.
- Drawings are conducted in Orlando, Florida.
- Key Facts:
 - Cost: \$1 per board for Powerball, an additional \$1 per board for Power Play
 - Starting jackpot: \$20 million
 - Overall odds 1:35
 - Top prize odds 1:195,249,054
 - Drawings are held every Wednesday and Saturday at approximately 11:00 pm

- Mega Millions is a multi-state jackpot game that began with nine state members with shared ownership. MUSL is the vehicle for all MUSL states to participate in the Mega Millions game.
- Mega Millions is currently available in 39 states and Washington D.C.
- The first drawing was in May 2002.
- Indiana launched Mega Millions with Megaplier on January 31, 2010.
- Megaplier allows players to multiply their non-jackpot level prizes up to 4 times.
- Drawings are conducted in Atlanta, Georgia.
- Key Facts:
 - Cost: \$1 per board for Mega Millions, an additional \$1 per board for Megaplier
 - Starting jackpot: \$12 million
 - Overall odds 1:40
 - Top prize odds 1: 175,711,536
 - Drawings are held every Tuesday and Friday at approximately 11:00 pm



- The first Hoosier Lotto drawing was in September 1994.
- Key Facts:
 - Cost: \$1 per board
 - Starting jackpot: \$1 million
 - Top prizes odds 1:12,271,512
 - Drawings are held every Wednesday and Saturday at approximately 10:50 pm

- The first scratch-off, Hoosier Millionaire, was introduced on October 1, 1989.
- Costs range from \$1 to \$20 with top prizes starting from \$50 up to \$5 million.
- Overall odds of winning any prize vary with each game.
- Approximately four new Scratch-offs are introduced every 4 weeks.

products



- The first Quick Draw drawing was in March 2009.
- Key Facts:
 - Cost: \$1 per board
 - Top prize \$300,000
 - Top prize odds 1:8,911,711
 - Drawings held every Monday through Sunday around 10:50 pm



- The first Mix & Match drawing was in May 2006.
- Key Facts:
 - Cost: \$2 per board
 - Top prize \$200,000
 - Top prizes odds 1:2,118,760
 - Drawings are held every Tuesday and Friday around 10:50 pm



- The first Lucky 5 drawing was in November 1993.
- Key Facts:
 - Cost: Two boards for just \$1
 - Top prize \$50,000
 - Top prize odds 1:376,992
 - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
 - Evening drawings are held every night around 10:50 pm



- The first Daily 3 drawing was in July 1990.
- Key Facts:
 - Cost: \$1 per board
 - Top prize \$500
 - Top prize odds 1:1,000
 - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
 - Evening drawings are held every night around 10:50 pm



- The first Daily 4 drawing was in July 1990.
- Key Facts:
 - Cost: \$1 per board
 - Top prize \$5,000
 - Top prize odds 1:10,000
 - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
 - Evening drawings are held every night around 10:50 pm



- The first 2 Pull-Tabs, Supreme Cherry Bell and Bonus America, were introduced on July 1, 1992.
- Costs range from \$0.25 to \$1.
- Overall odds of winning any pull-tab game prize vary with each game.
- New Pull-Tabs are introduced as market demands require.

products

office locations

northern

1539 N. Ironwood Dr.
South Bend, IN 46635

headquarters

Pan Am Plaza, Suite 1100
201 S. Capitol Ave.
Indianapolis, IN 46225

southern

5625 E. Virginia St.
Evansville, IN 47715