

Texas Lottery Commission Press Release - September 19, 2002

Contact:

Karen Kalergis, 512-344-5436

## **Texas Lottery Commission Begins Contract Negotiations For Minority Market Advertising Services**

(Austin, September 19) - The Texas Lottery Commission today named The King Group, Inc., of Dallas as the apparent successful proposer for the Minority Market Advertising Services contract. The apparent successful proposer was selected after an extensive evaluation process.

The Lottery Commission issued a Request for Proposals (RFP) for the contract on June 28, 2002, and mailed it to approximately 305 prospective proposers. In addition to The King Group, proposals for the Minority Market Advertising contract were received from MithoffBurton/The Laster Group, Latin Works Marketing, Inc./Amistad Media, and SWG&M.

The Texas Lottery Commission will begin contract negotiations with representatives of The King Group. Any resulting contract will begin on the execution date of the contract and continue for two (2) years, subject to the termination provisions contained in the RFP. The Texas Lottery Commission, at its sole option, may extend the contract for two (2) additional one-year periods.

The King Group holds the current contract for Minority Marketing Advertising Services. In Fiscal Year 2002, the Texas Lottery Commission spent approximately \$7.5 million with this vendor.

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The Texas Lottery, the 4th largest selling lottery in North America, is "Focusing on the Future of Education, One Ticket At A Time." By providing the 'Games of Texas' for more than 10 years, the Texas Lottery Commission (TLC) has generated more than \$10 billion for the state and paid nearly \$17 billion to players in prizes. For more information about the TLC, please visit the official website at <http://www.txlottery.org>