

Texas Lottery Commission Press Release - September 19, 2002

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Texas Lottery Commission Begins Contract Negotiations For General Market Advertising Services

(Austin, September 19) - The Texas Lottery Commission today named DDB Dallas as the apparent successful proposer for the General 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 DDB Dallas, proposals for the General Market Advertising contract were received from The Fellers Group, Stan & Lou, Inc., and Fogarty & Klein, Inc. The Texas Lottery Commission will begin contract negotiations with representatives of DDB Dallas. 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. In Fiscal Year 2002, the Texas Lottery Commission spent approximately \$21.9 million on its General Market Advertising contract with Fogarty & Klein.

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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>