



FOR IMMEDIATE RELEASE: Tuesday, May 8, 2012

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TEXAS LOTTERY® ANNOUNCES APPARENT SUCCESSFUL PROPOSER FOR ADVERTISING SERVICES

(AUSTIN) – The Texas Lottery Commission (TLC) announced today that LatinWorks has been named as the Apparent Successful Proposer for the Advertising Services Request for Proposals, which was issued on Dec. 13, 2011. In addition to LatinWorks, proposals were submitted by Integer, TM Advertising and TracyLocke.

The TLC will immediately enter into contract negotiations with LatinWorks, with the goal being to reach an agreement as soon as possible.

Except for certain documents involving proprietary or confidential information and lottery security, all documents related to the procurement that are subject to open records requirements in Texas will be released once a contract has been signed.

Beginning with the first ticket sold in 1992, the Texas Lottery® has generated \$20 billion in revenue for the state and distributed \$38 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$14 billion to the Foundation School Fund, which supports public education in Texas. As authorized by the Texas Legislature, certain Texas Lottery revenues benefit state programs including the Fund for Veterans' Assistance.

Celebrating its 20th anniversary this year, the Texas Lottery provides several entertaining games for lottery players including *Powerball*®, *Mega Millions*®, *Lotto Texas*®, *Texas Two Step*®, *Pick 3*™, *Daily 4*™, *Cash Five*® and scratch-offs. For more information about the Texas Lottery, please visit txlottery.org.

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