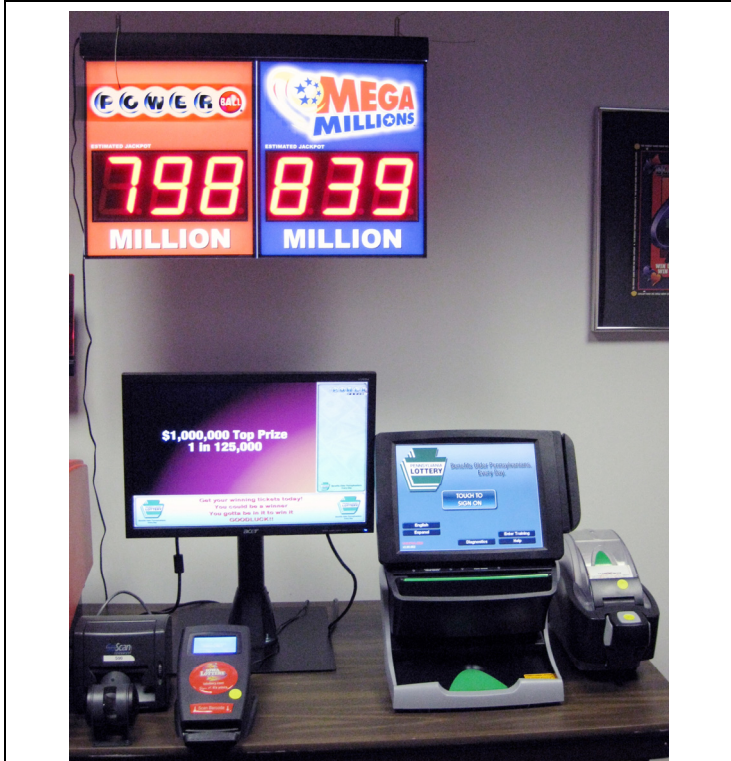


Highlights of New Iowa Lottery System Debuting In 2011



Current Iowa Lottery sales-and-validations terminal and lighted signage that has been used in retail locations since 2001



New sales-and-validations equipment that will be installed by July 2011 in retail locations. Included are self-checkers, flat-screen monitors, and lighted signs that will be updated with the latest jackpot amounts.



Self-checkers in many retail locations



Updated, electronic VIP Club offering player promotions



Flat-screen monitors for customer transaction details, lottery messages



New lottery terminal & ticket printer



Lighted jackpot signs in retail locations