

Thomas J. Vilsack  
Governor  
Sally J. Pederson  
Lt. Governor



Edward J. Stanek, Ph.D  
President and CEO

**To: Members of the House Government Oversight Committee, Senate Government Oversight Committee and Administration & Regulation Appropriations Subcommittee**

**From: Ed Stanek, CEO  
Iowa Lottery**

**Date: Jan. 28, 2005**

**RE: Lottery TouchPlay project sales figures**

During the lottery's presentation to your committees on Wednesday, I was asked to provide figures for sales of TouchPlay tickets in businesses that have liquor-by-the-drink licenses and businesses that don't have such licenses.

We have reviewed December sales figures for all Touch Play retail locations. Remember that all lottery machines are networked so we have access to current information regarding all important aspects of machine operation.

In the establishments with licenses to serve liquor by the drink, the average monthly TouchPlay sales were \$1,724. In establishments that do not serve liquor, the average monthly sales were \$3,634.