Montana LOTTERY
For the fun of it! 2525 N. Montana, Helena, MT 59601 • P: 406-444-5825 • F: 406-444-5830

June 5, 2008
RE: Montana Sports Action Coming Soon!

Dear Montana Gaming Operator,

A statewide fantasy football league, called Montana Sports Action, is coming to Montana! We would like to extend an invitation to join in the fun and offer this exciting new game at your establishment.

Montana Sports Action is a collaboration between the Montana Board of Horse Racing and the Montana Lottery to offer Fantasy Sports Wagering in qualified businesses in Montana. The game can only be sold in facilities that have a gaming license issued by the Montana Department of Justice. The purpose of Fantasy Sports Wagering, passed by the 2007 Legislature, is to enhance Horse Racing in Montana.

Montana Sports Action

The first game offered is a football game, expected to begin in September 2008. Players will select six positions: Quarterback, Running Back, Wide Receiver, Tight End, Kicker, and a Defensive Unit. Players create their own fantasy team using those six positions. Wagers can be made for the games scheduled for that week. Each play costs $5, and players can place bets of $5, $10, $20, $50 or $100. The team (or teams) with the highest points for the week's football games win or share 50 % of the prize pool. Second-place team (s) win or share 30% of the prize pool, and third place team(s) win or share the remaining 20%.

Becoming an authorized retailer of Montana Sports Action and other Lottery games is really easy. Simply return the enclosed application, along with $75 annual application fee to:

The Montana Lottery
2525 North Montana Ave.
Helena, MT 59601
ATTN: MT Sports Action.

We have also enclosed a Frequently Asked Questions document about Montana Sports Action. If you would like more information about Montana Sports Action or the application process, please see the website, www.montanasportsaction.com, or call 1-800-433-8490.

Because of anticipated high demand for this product, applications will be accepted and processed on a first-come, first-served basis. Once your application is approved, equipment will be installed at your location and your staff will be trained on all aspects of the games and equipment.

Sincerely,

George E Parisot

George Parisot
Director
Montana Lottery

Being a Montana Sports Action Retailer is EASY!

1 **Apply for a Lottery license with a pari-mutuel facility endorsement.**

What you need:

- Retailer Application
- Personal Data Form
- EFT Authorization and a voided check
- W-9 Form
- Montana Sports Action Addendum
- $75 Annual Registration

2 Get equipment installed at your location. All equipment is provided and installed for you at no additional cost. You can work with a Lottery representative to find the best location for each piece of equipment.

microLOT™ Terminal

The microLOT™Terminal is easy to use for selling and paying games. It has a simple touch screen color monitor and is set up to do most transaction with one touch. *(6.6"x 9.8" x 12.9")*

Play Slip Scanner

The scanner is a high-speed document scanner that is very easy to use. Simply insert the completed play slip into the front and a ticket will print from the microLOT™terminal. *(6.8"x 7.48" x 4.6")*

Player Advertising Display

The Player Advertising Display (PAD) is a 15-inch color display monitor used to show results and other information about all Lottery games. It is updated automatically through the communications system. The PAD can be wall- or pole-mounted.

Ticket Checker

The Ticket Checker can be mounted to any wall or flat surface. Players can scan the barcode of any valid ticket to see if it is a winner. It is convenient for patrons and a time-saver for staff as they will not need to spend time checking tickets on the terminal. *(5.75"x 5.5" x 10.5")*

Scratch Ticket Dispenser

The Lottery provides a variety of easy-to-load, secure dispensers that highlight the scratch games and enhance sales. Simply place the dispenser in a visible location and the games sell themselves! Tickets pull off individually at the perforations. The dispenser can be locked when location is closed for business. The four-game dispenser is the minimum dispenser configuration. *(9"x 8.25"x 15.25")*

3 **See the results!**

Commission

- Montana Sports Action - 3.99%
- Powerball with Power Play - 5%
- Hot Lotto with Sizzler - 5%
- Wild Card - 5%
- Montana Cash - 5%
- Montana Millionaire (coming 11/1/08) - 5%
- Scratch (minimum of 4 games) - 5%
  Retailers receive up to 5% more for increasing sales over base.

Gaming Study

Year after year, data illustrates that the inclusion of 'Traditional' Lottery products significantly enhances Video gaming sales.*

Accounting information

Accounting is done automatically on the system. Retailers can retrieve accounting reports from terminal at any time.

Security

The Lottery's Security team provides free training on inventory management tips and loss prevention, as well as investigation resources in the event of a theft situation.

**Source: Oregon State Lottery Data Warehouse 2002, 2003, 2004, 2005, 2006*

For more information or for application materials, please call the Montana Lottery at 1-800-433-8490 or log on to www.montanasportsaction.com.

Montana LOTTERY For the fun of it!

Montana Board of Horse Racing

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Welcome

Thank you for your interest in becoming a Montana Sports Action Retailer!

By becoming a Retailer, you will be able to enhance you business by selling fun and exciting products. Retailers receive a minimum of 5% commission on the sale of Montana Lottery Scratch tickets with bonus commission potential. Montana Sports Action Retailers receive 3.99% on sales of those tickets.

Becoming an authorized retailer of Montana Sports Action and other Lottery games is easy! Please read through the information in this packet. Simply return the enclosed application and $75 annual application fee to Montana Lottery Headquarters. You can contact your Montana Lottery Regional Representative with any questions. You can also call our customer service line at 1-800-433-8490.

We look forward to welcoming you to our retailer family.

Sincerely,

George E Parisot

George Parisot
Director

To make the process easier, below is a checklist of items needed before your application can be processed and approved:

- ☐ Retailer Application
- ☐ Personal Data Form(s)
- ☐ W-9 Form
- ☐ EFT Authorization Form
- ☐ Montana Sports Action Licensing Addendum
- ☐ Your $75 licensing fee (check or money order only)

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Montana Board of Horse Racing

Fantasy Football Tips: We Asked The Fantasy Experts!

Use www.montanasportsaction.com to get stats, results, and how to play instructions.

Some Montana Sports Action retailers are finding more success by using the Montana Sports Action website. "We print off the stats from the website so our customers have an easy-to-read guide on how their players and teams are doing," said Lindy, owner of the Chrome Bar in Absarokee. He has a computer set up at his bar, and when a customer brings in their ticket, Lindy checks their results through the website himself. "Since the terminal only prints the total team points, I check the points for their whole team and print a copy for the customer."

The Won $800 Casinos in Billings also print off information from the website. They put it in a 3-ring binder and keep it next to the terminal, and customers know exactly where to look! It's something easy to do to keep your customers informed.

Reward your players who score the highest points from your location.

Pat and Bryan Baldry, owners of the Deluxe Bar in Butte, have found a way to have winners at their bar every week. Pat and Bryan collect everyone's tickets each week. Whoever has the highest points for that week in the bar wins prizes like free drinks. "They might not win the cash, but they win," Pat said. Pat and Bryan also have had huge success with the Scratch products, already earning a bonus from their quarterly Scratch sales.

Get in the game: It'll get your customers in the game, too.

The American Legion in Big Timber is another retailer that's found success with Montana Sports Action. In week 4, the American Legion sold the 3rd place ticket. Dan Smart, the owner of the American Legion, is a big fan of Fantasy Football, so he has gotten his customers into it too. "They know the American Legion is a great place to play Fantasy Sports," said Dan. Dan has taken a big interest in the new game, and he takes the time to show customers how to play and where to check results. Because of his extended interest, the American Legion has had profound success with Montana Sports Action.

Ask for the sale and promote the game to each customer.

The staff at the Halftime Sports Bar in Great Falls has a rule. Each staff member has to ask each customer if they would like to buy a Lottery ticket. If they don't ask, the ticket is on them! The Halftime also earned a bonus on their quarterly Scratch sales, proving that their sales tactics are effective! Some of their staff wear Montana Sports Action t-shirts to help promote the game, and use Montana Sports Action or Montana Lottery pens, coasters, and brochures to maximize every promotional opportunity.

Use your reader-board to advertise Montana Sports Action.

The Livery Saloon in Billings, along with several other retailers, uses their reader-board to advertise that they sell Montana Sports Action. If you have a reader-board, putting a message up will help raise a customer's awareness. Use every place possible to advertise Montana Sports Action. If a player sees the logo in multiple places, it will heighten their interest in the game.

We're here to help.

For more ideas on how to be a more successful Montana Sports Action and Montana Lottery retailer, please contact the Montana Lottery. We want you to succeed and enjoy selling Montana Lottery products including Montana Sports Action. Call us at (800) 433-8490, or visit the web, www.montanalottery.com.

FANTASY FOOTBALL ON SALE

Beginning today at noon, Montana Fantasy Football fans have a new option for choosing and winning on their ideal professional football teams. Montana Sports Action tickets for the first week of professional football, ending with the Monday night, September 8, games are available.

Only businesses with a gambling license that are licensed Montana Sports Action retailers are allowed to sell fantasy sports betting, under the requirements of House Bill 616. This means that tickets will be on sale in bars and taverns around the state. "We have approximately 150 locations across the state that will be selling this new game," said George Parisot, Montana Lottery Director. "The Montana Sports Action website, www.montanasportsaction.com, has a complete list of licensed locations."

Parisot added, "We expect to add another SOME NUMBER of licensed locations over the next few weeks." He encourages interested players to keep checking the Montana Sports Action website for updates on locations.

Montana Sports Action's first game will be football, running through the regular season of professional football. Play slip and quick pick sales will be allowed each week of the season beginning Tuesday morning for that week's games. No advanced purchasing will be allowed. Tickets may only be purchased during the current week of play.

Play slip wagers will be allowed until 30 minutes prior to the first scheduled game of the week (either Thursday, Saturday or Sunday depending on the week's schedule). From 30 minutes before the first scheduled game until 30 minutes before the start of the last scheduled game of the week, only quick pick wagering will be allowed. The last scheduled game of the week is Monday night, except for the last week of the regular season when the last game is scheduled for Sunday. Quick Pick wagers will be randomly selected players from the eligible player roster finalized prior to the start of the season.

On Tuesdays through December 30, game statistics will be applied to each ticket, to determine the top three point accumulations for that week's games. Montana Sports Action players who have tickets with one of those point totals will win or share three cash prizes. Prizes up to $599 will be claimed at any Montana Sports Action retailer, while prizes of $600 and more will be claimed at the Montana Lottery, either in person or by mail.

Professional football is the first of several planned games designed to support the Montana Board of Horse Racing and is a result of House Bill 616 passed in the 2007 Legislative Session. The Bill authorizes the Board of Horse Racing to offer Fantasy Sports Betting. After exploring several options, the Board and the Montana Lottery entered into an agreement to use the Lottery's Gaming System to offer Montana Sports Action. Other games planned include NASCAR, baseball, ???, ???.

Montana Sports Action is a game authorized by the Montana Legislature to benefit the Board of Horse Racing in the State of Montana. Interested players are encouraged to call

the Montana Lottery at 406 444-5825, or visit the Montana Sports Action website at www.montanasportsaction.com.

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Note to news editors: Attached is a PDF outlining how to play Montana Sports Action. Please feel free to contact Jo Berg at 406 431 4661 or Tara Hanley at 406 788 2193 if you would like further information. Thank you.

Montana LOTTERY
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Montana Board of Horse Racing

The latest about Fantasy Sports Wagering

How to Play Fantasy Football

The player will select six players from a predetermined list of professional football players to create a "team" of their choosing. The player will also select a wager amount of $5, $10, $20, $50 or $100, which will determine the shares they are eligible to win should they have a team with the top three points totals. After the completion of each week's professional football games, the team members will each be awarded points for their performance. Member's points will be totaled to determine the total points awarded.

The player can play this game using a play slip where they select their six team members, or select Quick Pick to have the terminal select six eligible players from the FINAL player roster.

Each player's team consists of six selections: quarterback, running back, wide receiver, tight end, kicker and Defensive Unit.

Sale of Sports Action Tickets

Play slips and Quick Pick sales will be allowed each week of the season beginning Tuesday morning for that week's games.

Play slip wagers will be allowed until 30 minutes prior to the first scheduled game of the week (either Thursday, Saturday or Sunday depending on the week's schedule) at which time ONLY Quick Pick wagering will be allowed.

Quick Pick wagering will continue throughout the week until 30 minutes prior to the last scheduled game of the week, the Monday night football game.

Points Calculations and Winners

To ensure the correct point totals each week are applied to each player, the Lottery will be securing statistical services from Stats, Inc. which is one of the leading statistic firms in the United States.

Payment of Prizes

Montana Sports Action retailers will sell and pay Sports Action tickets. Prizes of $600 and over will be paid at the Montana Lottery and prizes under $600 will be paid at Montana Sports Action retailers. Beginning Tuesday mornings, winning tickets can be cashed.

Being a Retailer is EASY!

1 **Apply** for a Lottery license with a pari-mutuel facility endorsement. All facilities that are licensed by Dept. of Justice as an operator of a gambling establishment are eligible to apply.

2 **Get** equipment installed at your location. All equipment is provided and installed for you at no additional cost. You can work with a Lottery representative to find the best position for each item in your location.

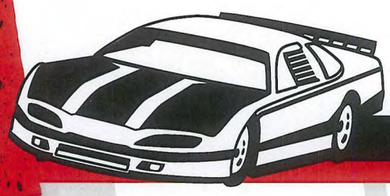
3 **See the results!**
Commission on sales:

- Montana Sports Action - 3.99%
- Powerball with Power Play - 5%
- Hot Lotto with Sizzler - 5%
- Wild Card - 5%
- Montana Cash - 5%
- Montana Millionaire (coming 11/1/08) - 5%
- Scratch: (Minimum of four games) - 5%
  Retailers receive up to 5% for increasing sales over base.

For more information or for application materials, please contact the Montana Lottery at 1-800-433-8490 or log on to www.montanasportsaction.com

Tavern Times July '07

MONTANA SPORTS ACTION



Start your engines...
sales start February 8!

Introducing Fantasy Racing!

The start of Fantasy Racing in February brings not only a new Fantasy Game with 36 races, but many improvements to Montana Sports Action as well.

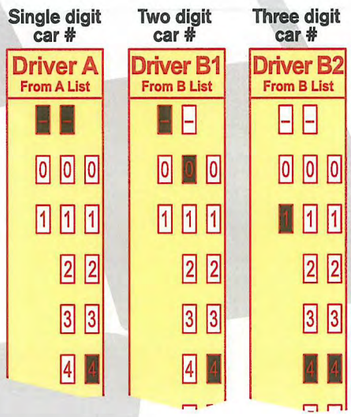
- 5-6 days of wagering per week
- Make wagers up to 10 minutes before race
- Driver Roster updates weekly
- Printable Driver Rosters from terminal
- 41 week Racing season with 36 races
- Racing & Football sell simultaneously in Fall '09

How to play!

- Using a Play Slip, select five drivers from a list of professional stock car drivers to create a "team."
- Select a wager amount of $5, $10, $20, $50, or $100 which will determine your shares.

How to play (cont.)

- Using the current Roster, select the first driver (driver A) from the A-list, which consists of the top nine ranked drivers for that week.
- Select the second, third and fourth drivers (drivers B1, B2, and B3) from the B-list, which consists of drivers currently ranked 10th-34th.
- Select the fifth driver (driver C) from the C-list, which consists of drivers currently ranked 35th or higher.
- Select a number of cautions between 0 and 49.
- You may also use a Quick Pick to have the terminal select five eligible drivers from the current Roster and randomly select the number of cautions (0 – 49).



1st race is February 15, 2009

Register for: Fantasy Racing Online Training

- **When**: Thursday, February 5, 2009 - 10:00 am, 2:00 pm, 7:00 pm
- **To register**: choose your time, and enter one of the following URLs in your browser
  www.gotomeeting.com/register/546842020 – **10:00 am**
  www.gotomeeting.com/register/669880056 – **2:00 pm**
  www.gotomeeting.com/register/162676180 – **7:00 pm**

Register by entering your name, email address, and city.
You will receive a confirmation email with details on how to join the meeting.
Login to the meeting at the time you chose, call in (toll-free), then follow on-screen instructions.

By attending a Racing webinar, you will be entered to win $100, $50 or $25 in free scratch tickets, plus other great prizes!

For more information or for application materials, please contact the Montana Lottery at 1-800-433-8490 or logon to www.montanasportsaction.com

Montana Lottery
For the fun of it!

Montana Sports Action is NOT associated with, sponsored, or authorized by the National Association for Stock Car Auto Racing (NASCAR).
Montana Sports Action is by the Montana Lottery on behalf of the Montana Board of Horse Racing.

Play Responsibly

Montana Board of Horse Racing

www.montanasportsaction.com

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