

Vermont Lottery News Release

For Immediate Release

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Vermont Lottery Pulls Advertising March 6-12 *Lottery to observe National Problem Gambling Awareness Week*

BERLIN, VT. March 4, 2005---Vermont Lottery Marketing & Sales Director Gweneth Dean announced today that the Vermont Lottery would not be airing their traditional advertising from March 6-12 in observance of National Problem Gambling Awareness Week.

Instead, the Vermont Lottery will air newly produced television and radio ads that offer help to Vermonters for whom casual gaming has become more than entertainment, and has escalated into problem gambling. According to Alan Yandow, Vermont Lottery Executive Director, "The Vermont Lottery has one of the strongest Responsible Gaming programs in the country, and our players support that program. We present the Lottery's games in a realistic and responsible manner and do not seek our sales from those who should not be playing our games. We are proud of our long-standing association with the Vermont Council on Problem Gambling, as well as our membership with the National Council on Problem Gambling."

In 1996, the Lottery formed an alliance with the Vermont Council on Problem Gambling. For this year's National Problem Gambling Week, in addition to producing the television and radio ads, the Lottery produced posters and brochures for the Vermont Council on Problem Gambling and distributed them at Lottery agent locations statewide. Joy Mitchell, Executive Director of the Vermont Council on Problem Gambling stated, "The Vermont Council on Problem Gambling appreciates the partnership that has developed through the Vermont Lottery's Responsible Gaming Program and especially for making the confidential toll-free Helpline phone number available by printing the number on all their lottery tickets and games, and posting it wherever tickets are sold throughout Vermont."

Yandow also stated that the Vermont Lottery has received over 25 requests for copies of the newly produced television and radio ads from various entities desiring to air the ads in their markets. These requests came from the National Council on Problem Gambling, as well as from numerous state councils (e.g., Arizona, California, Colorado, Delaware,

Maryland, Nebraska, Nevada, Pennsylvania, Rhode Island, Texas, and West Virginia) and Lotteries (Minnesota, Missouri).

Keith Whyte, Executive Director of the National Council on Problem Gambling stated "We believe this initiative by the Vermont Lottery is a perfect example of the kinds of partnerships that are beneficial for all parties. The Lotteries have certain strengths in marketing and advertising that the councils do not usually possess. Rather than simply writing a check to the councils, when the Lottery shares its strengths by providing a professional ad, it is extremely beneficial to the councils."

The Vermont Lottery hopes that any Vermonter with questions about problem gambling will call 1-800-522-4700.