

To : Billy
for Diana

From : Alan

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2 pp total

The items below are ones that we respectfully suggest that the House pay attention to:

1. removing the prohibition on advertising and replacing it with the Senate language below, but then altering the Senate language on "The use of cartoon characters". The reason? Companies have a license product line: NASCAR tickets, Elvis tickets, Corvette tickets, Harley-Davidson tickets, Ford Truck tickets, etc. All these are branded properties. Including in that long line of products are cartoon characters Betty Boop and Pink Panther. The Betty Boop brand by the way is one of the best marketing brands for slot machines in Las Vegas (not our products) but are used on instant tickets products. This certainly would be seen as a "cartoon character" but it is one that is not marketed to children or anyone under the age of 18.

So my change is in bold below. If you have a better way to get there, please do...

SECTION 31.1.(j) If House Bill 1023, 2005 Regular Session, becomes law, then G.S. 18C-130(e), as enacted by that act, reads as rewritten:

"(e) ~~The only advertising of the Lottery that shall be permitted is point-of-sale advertising and advertising on the premises of lottery retailers.~~ Lottery advertising shall be designed and presented in a manner to minimize the appeal of lottery games to minors. The use of cartoon characters, **whose primary appeal is under the age 18**, or of false, misleading, or deceptive information in lottery advertising is prohibited. All advertising promoting the sale of lottery tickets or shares for a particular game shall include the actual or estimated overall odds of winning the game."

2. The language below is the specific language we provided the Senate and they adopted. It further protects the states from some vendors that are trying to break in the market that have questionable backgrounds and may further tighten some existing companies that have checkered past and current issues...

(6) The Commission shall investigate and compare the overall business practices, ethical reputation, criminal record, civil litigation, competence, integrity, background, and regulatory compliance record of lottery vendors.

(7) The Commission may engage an independent firm experienced in evaluating government procurement proposals to aid in evaluating proposals for a major procurement.

(8) The Commission shall award the contract to the responsible lottery vendor who submits the best proposal that maximizes the benefits to the State.