

## TATTERSALL'S LOTTERIES 7-ELEVEN LOTTERY DISTRIBUTION AGREEMENT ANNOUNCEMENT

<b>Date:</b>	Monday 24 November 2008
<b>To:</b>	All Tattersall's outlets
<b>Subject:</b>	<b><i>TattsQuick</i> launches in Victorian 7-Eleven stores</b>
<b>Sent from:</b>	Gary Carter

Tattersall's Lotteries and 7-Eleven today announced the two companies have agreed terms of a Franchise Agreement to be signed on Friday of this week which will see the launch of TattsQuick throughout 165 7-Eleven stores across Victoria.

The first *TattsQuick* outlets are expected to start selling Quick Pick tickets for Saturday Tattslotto, Powerball and Super 7's Oz Lotto and the recently introduced Monday & Wednesday Lotto game from later this month.

*TattsQuick* targets new players in the Victorian convenience market and is aimed at creating awareness of lottery games and driving incremental sales growth from a new demographic outside of the traditional customer base and trading hours.

The new convenience offer will be significantly different to the full offer of lottery products available through the existing outlet network. *TattsQuick* 7-Eleven stores in Victoria will be able to:

- sell only Quick Pick lottery tickets (for games as above)
- validate all lottery tickets
- register entries on a player's Tatts card only – no stored entry purchases though
- issue replacement multi-week tickets
- cancel a ticket
- finalise transactions
- payout up to \$200
- print a different-looking receipt using 7-Eleven machines

Because the 7-Eleven stores will be using their own machines to process the Quick Picks, the lottery tickets will look markedly different. **Please note that these lottery tickets can be checked and claimed at any Tattersall's outlet.**

This expansion into 7-Eleven builds on the existing Tattersall's retail network. Tattersall's Lotteries highly values its network and remains committed to this distribution channel and customers will continue to be able to play their lucky numbers from their regular authorised lottery outlets.

The Franchise Agreement relates to 7-Eleven stores in Victoria only and there are currently no plans to expand this model into other Tatts Lotteries' Australian lottery jurisdictions.

All *TattsQuick* 7-Eleven outlets are undergoing accreditation training. Each store will only be granted an accreditation once all training, retail presentation and contract/compliance requirements are successfully met.

Please note that a media release is being sent today and there may be some press about this announcement. If you have any queries about *TattsQuick* please contact your Retail Business Manager.