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Illinois Lottery Reports Record-Breaking Sales at Close of Fiscal Year 2010

*Superintendent announces eighth consecutive sales record;
4th consecutive year exceeding \$2 billion*

Springfield, Ill. – July 13, 2010 – The Illinois Lottery reports more than \$2.2 billion in sales, for fiscal year 2010 (FY10), the highest single-year sales in the Lottery’s 36-year history. FY10 sales, which ran from July 1, 2009, to June 30, 2010, increased 5.4 percent over FY09, the previous record-breaking year.

“FY10’s success was made possible by continuing to build upon a solid business model and laying a strong foundation to fuel future growth,” said Jodie Winnett, Acting Superintendent for the Illinois Lottery. “The Lottery is thrilled to support Illinois through contributing to public education and capital building projects throughout the state.”

In FY10, the Lottery transferred \$625 million to the Common School Fund to assist K-12 public schools and more than \$32 million to the new Capital Projects. Instant games continued to lead the Lottery’s growth with options such as the first-ever Blackhawks Cash ticket, the ever-popular Bingo and Crossword games and the introduction of our first \$30 ticket with a prize of up to \$3 million. In addition, through the sale of cause-specific “specialty” games in FY10, the Lottery raised more than \$1.13 million for Illinois veteran groups, \$850,000 for the battle against breast cancer, \$1.02 million to improve the lives of people living with AIDS and \$1.28 million to help create a world free of Multiple Sclerosis.

“I attribute the success of the Lottery to several factors, including responding to player suggestions, honing our marketing messages to reach new audiences, by introducing new games such as Powerball and focusing on the fundamentals of our business,” added Winnett.

Illinois began offering Powerball, the popular multi-state jackpot game, January 31, 2010. This new game, in addition to Mega Millions, gives players the opportunity to win life-changing jackpots four times a week. Lottery also added both Powerplay, part of Powerball, and Megaplier, part of Mega Millions, where for an extra \$1 a player can boost a second prize amount to a \$1 million jackpot.



FY10 Unaudited Gross Game Sales Figures

Game	FY10 Sales
Pick Three	\$301,417,049
Pick Four	\$191,038,518
Lotto	\$111,158,528
Little Lotto	\$119,634,946
Mega Millions	\$221,809,484
Megaplier	\$848,077
Pick N Play	\$1,549,252
Raffle	\$19,999,460
Powerball	\$43,269,461
Power Play	\$8,469,680
Instants	\$1,190,109,917
Total	\$2,209,304,371

Lottery Revenue, Common School Fund and Capital Projects Fund Contributions (FY07 – FY10)

Year	Revenue	Common School Fund	Capital Projects Fund
2007	\$2,021,258,246	\$622,444,200	N/A
2008	\$2,078,228,242	\$657,000,000	N/A
2009	\$2,095,506,255	\$625,000,000	N/A
2010	\$2,209,304,371	\$625,000,000	\$32,875,000

Complete audited financial results for the 2010 fiscal year will be provided when the Lottery publishes its annual report later this year. Previous annual reports are posted on the Lottery’s website at www.illinoislottery.com.

About Illinois Lottery

Founded in 1974, the Illinois Lottery is a state agency with annual sales over \$2 billion. Since its inception, the Lottery has contributed more than \$14 billion to the state Common School Fund to assist K-12 public schools. Players must be at least 18 years old. For more information on the Illinois Lottery please visit our website at www.illinoislottery.com.