



NEWS RELEASE

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Tough economy, but Lottery has good year

(Madison) – The Wisconsin Lottery posted the ninth best sales mark in its 21-year history despite widespread consumer uncertainty and an off-year for big money jackpots in the multi-state Powerball game. While U.S. retail sales in the period declined 6.5% the Lottery weathered the tough economic conditions with \$473.3 million in sales in fiscal year 2009, a dip of only 4% from 2008. The \$473 million in sales represents approximately \$130 million for property tax relief.

“The Lottery continues to provide important tax relief for state residents and we performed well in a very challenging year,” said Michael Edmonds, Wisconsin Lottery Director.

PRODUCT	FY 08 SALES	FY 09 SALES*
INSTANT	\$287.4	\$276.7
POWERBALL	\$93.7	\$85.4
MEGABUCKS	\$19.0	\$20.7
SUPERCASH!	\$27.9	\$27.4
BADGER 5	\$25.4	\$24.8
DAILY PICK 3	\$25.8	\$26.3
DAILY PICK 4	\$11.9	\$12.0
OTHER	\$ 3.7	
TOTAL SALES	\$494.7	\$473.3

Edmonds said lottery instant scratch sales started strong, but began to soften by January. Lottery retailers, like retailers across the country, reported that customers were still buying, but not as often. Instant sales slipped 3.7% to \$276.7 million.

Jackpots also played a role in FY 09. Powerball, the multi-state jackpot game which accounts for more than 20% of the Lottery’s gross revenue, underperformed as compared to the previous year. Powerball relies on big jackpots to drive sales and in ‘09 the game’s biggest jackpots were \$206 and \$232 million; in FY 08 it produced jackpots of \$276 and \$314 million. This normal year-to-year variation is reflected in an \$8 million drop in Powerball sales in FY 09.

**estimated & unaudited; in millions, rounded*

The Lottery’s in-state jackpot game, Megabucks, and its daily lotto games performed at or above FY 08 levels.

As the new fiscal year gets underway Edmonds said it is more difficult than ever to predict how the Lottery will fare. He said the Lottery expects to unveil soon an exciting new \$10 instant ticket with rare and highly-coveted prizes that will have everyone talking...and buying. Initiatives are also planned for the daily lotto games to keep them going strong.

“We remain focused on our goal to maximize dollars for property tax relief,” Edmonds said.