



# NEWS RELEASE

FOR IMMEDIATE RELEASE:  
August 7, 2008

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## Lottery boosts sales in a challenging year

(Madison) – In spite of high gas prices, a slowing economy and high water across much of southern Wisconsin, the Wisconsin Lottery completed its 2008 Fiscal Year on June 30<sup>th</sup> with \$494.6 million in sales, or \$2 million more than the previous year. The \$494.6 million represents approximately \$140 million for property tax relief.

“This was an especially difficult year and we are pleased to be able to report continued good news for property tax payers,” said Michael Edmonds, Wisconsin Lottery director.

PRODUCT	FY 07 SALES	FY 08 SALES*
INSTANT	\$284.0	\$287.3
POWERBALL	\$88.1	\$93.7
MEGABUCKS	\$28.4	\$19.0
SUPERCASH!	\$28.0	\$27.9
BADGER 5	\$23.1	\$25.4
DAILY PICK 3	\$25.9	\$25.8
DAILY PICK 4	\$11.6	\$11.9
OTHER	\$ 3.5	\$3.7
<b>TOTAL SALES</b>	<b>\$492.6</b>	<b>\$494.6</b>

*\*unaudited; in millions, rounded*

With gas prices at or near \$4 per gallon for much of the fiscal year Edmonds said the Lottery knew it would be difficult to increase sales. When the unexpected summer floods washed out businesses and roads, the challenge became that much greater. Edmonds said the Lottery focused its efforts on its two major sales vehicles: Scratch tickets and Powerball. He said the strategy proved effective.

“We worked very hard with our retailers on boosting scratch sales and we increased the amount of public information advertising we devoted to Powerball,” Edmonds said.

Instant sales increased more than \$3 million in FY 08, while Powerball, despite not having the sales-generating giant jackpots of previous years, increased by more than \$5 million over FY 07. The Lottery’s four daily numbers games continued to perform well, with Badger 5 leading the way. Only the Lottery’s in-state jackpot game, Megabucks, suffered a serious sales setback, which Edmonds attributed to lower-than-average jackpots.

One month into FY 09, the Lottery is wary of how gas prices, consumer caution and the flood’s on-going impact on Lottery retailers and players will affect sales.

“The challenges remain, but we will continue to do everything we can to help offset property taxes in Wisconsin,” Edmonds said.