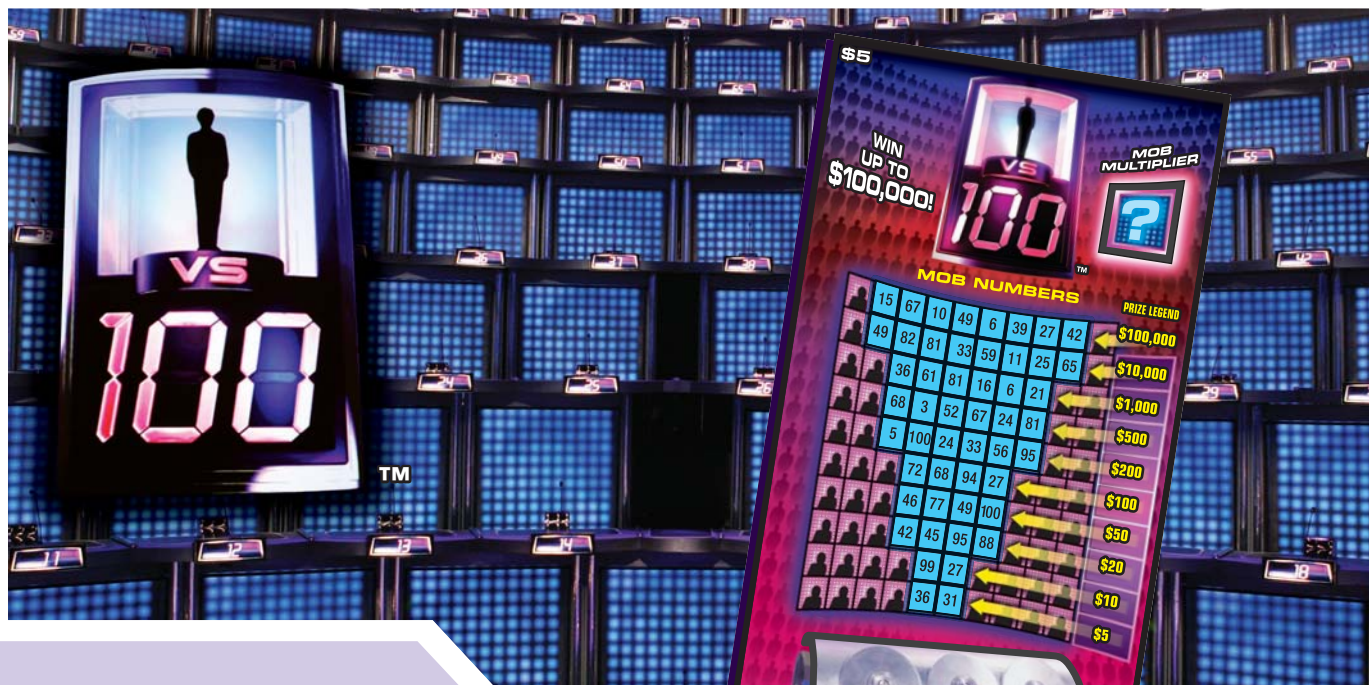


ENTERTAINING... CAPTIVATING... RATINGS DOMINATOR... 1 vs 100!



1 vs 100 is NBC's international hit game show, where one contestant faces the mob of 100 for a chance to win up to \$1 million! The show's core elements make it a natural fit for the lottery category.



WHY LAUNCH A 1 vs 100 INSTANT GAME?

- It debuted in North America in October 2006 and brought in 12.6 million viewers (adults 18-49); it was the night's number one show (adults 18-49) for total viewers and other key ratings categories.
- Ratings continue to be consistent and it has delivered the network's highest rating in the Friday night 9 p.m. time slot since December 2002 in adults 18-49... fitting with the lottery world's core demographic.
- 1 vs 100 is already an international hit in Sweden, Belgium, Holland (where it originated), Germany, Argentina and Portugal and was recently sold to BBC in the United Kingdom.
- The show offers contestants a chance to multiply their winnings up to \$1,000,000... Keep it simple or make it extended play; this brand is sure to appeal to a wide player base.
- The eye-catching imagery and unique game play mechanics can easily be captured on an instant ticket.
- **Capitalize on the buzz that this pop culture phenomenon has created in the marketplace to attract 1 vs 100 fans as well as core players at retail!**

BRAND new possibilities
instant **RESULTS**

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