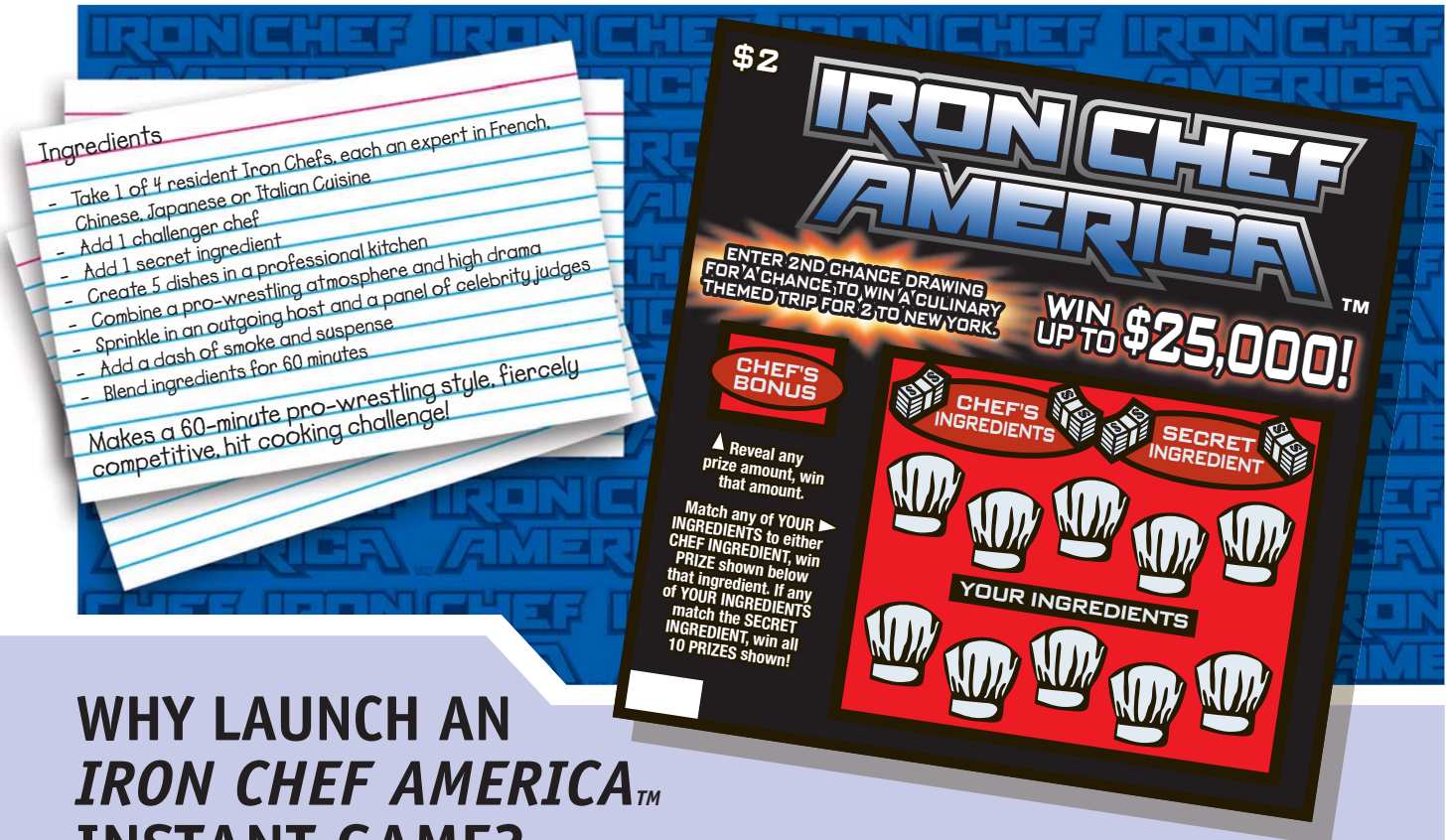


THE ULTIMATE FOOD FIGHT... BATTLE OF THE CHEFS... SECRET INGREDIENTS... WHOSE COOKING WILL REIGN SUPREME? ...IRON CHEF AMERICA™!

From mom and son teams to small town takeovers, people are Iron-Chefing everywhere! Who will grill up the winning dish and burn the competition? Stir in secret ingredients, some culinary creativity and you have a winning cooking show format. TV's IRON CHEF AMERICA is a recipe for success!



WHY LAUNCH AN IRON CHEF AMERICA™ INSTANT GAME?

- Iron Chef America™ (ICA) is the top-rated program on Food Network and is currently seen in 88 million households.
- ICA premiered on Food Network January 2005 with more than 2.3 million viewers, becoming one of the highest-rated series on Food Network.
- ICA's fast pace, fierce competition, focus on entertainment and food factoids brings an appreciation and curiosity to the art of cuisine, not only among food aficionados but the average person.
- Imagine a show with the theatrics of pro-wrestling, the pace of a game show and the culinary expertise of "Cooking with Julia", and you're getting a picture of "Iron Chef".
- The show is one of the more successful ones on Food Network (both in the US and Canada), attracting viewers from outside its normal demographic. There is a huge popularity among males 18-49.
- Target audience is consistent with lottery player demographics (25-54); there is an equal appeal among males and females.
- Iron Chef™ has the Secret Ingredient and so does the extensive offering of Iron Chef™ merchandise. Unique prizing such as cookware, cutlery, kitchen makeovers, trips to live tapings of the ICA show and cooking lessons are available to entice players at retail or to attract players to your lottery website via Second Chance Draw opportunities.
- Slice up the competition and make Iron Chef America™ the key ingredient in your instant game mix!

BRAND new possibilities
instant **RESULTS**

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