



Contact:  
Melanie McBride  
E.B. Lane Public Relations  
O: 602-258-5263  
C: 480-862-9094  
[mmcbride@eblane.com](mailto:mmcbride@eblane.com)

## **E.B. Lane Named New Agency of Record for the Arizona Lottery**

*Marketing agency will focus efforts on generating revenue that's vital for the State of Arizona*

PHOENIX (Wednesday, May 5, 2010) – [E.B. Lane](#) today announced it has been selected as Agency of Record for the [Arizona Lottery](#). The Phoenix-based full service agency was selected after submitting a written response to the state agency's Request for Proposal and conducting a formal presentation. [E.B. Lane](#) bested three other agency finalists for the contract, which is estimated at \$80 million over the next five years. The contract will begin July 1, 2010, the start of the State's fiscal year.

E.B. Lane returns as the Arizona Lottery's marketing partner with a decade of experience when the firm won the contract for two consecutive terms, from 1995-2005. The agency has remained abreast of the industry over the past five years, and was well prepared to compete for the contract in 2010.

As one of the largest and longest-tenured agencies in the [Southwest](#), [E.B. Lane](#) has realized nearly a half-century of operational success. The agency is prepared to focus best practices on building Lottery sales to generate much-needed revenue for the state of Arizona. In order to serve the multicultural market, E.B. Lane will utilize its in-house expert, Raices Unidas, and sub-contract with [Lopez Negrete Communications](#), one of the nation's largest and most reputable multicultural agencies. Lopez Negrete Communications, currently with offices in Houston and Los Angeles, will open an office at E.B. Lane in Phoenix.

"We take great pride in being involved with revenue generation for our state, especially at this critical budgetary time for Arizona," said [Beau Lane, CEO](#), E.B. Lane. "We have a

strong team dedicated to this account that consists of those who have prior Lottery experience, and those who bring new talent to enhance our capabilities. Combined, we will help the Lottery utilize all technologies and emerging media to expand market share and increase revenue.”

“E.B. Lane was selected as the Arizona Lottery Agency of Record through a rigorous 5-month Request for Proposal process mandated and overseen by the Arizona State Procurement Office,” said Jeff Hatch-Miller, executive director, Arizona Lottery. “We’re pleased to work with E.B. Lane and recognize this organization’s commitment to the welfare of our state. We are confident in their creative ability to help us increase the Lottery revenue that is vital to our state’s economy.”

### **About E.B. Lane**

Established in 1962, E.B. Lane is one of the Southwest’s largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$65 million. Clients include the Arizona Cardinals, Arizona Super Bowl Host Committee, Cable One, Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theatres, St. Joseph’s Hospital Foundation, Muscular Dystrophy Association (MDA), NYPD Pizza, Pat Tillman Foundation, Phoenix Convention Center, Walmart and Xanterra Parks & Resorts. For more information, visit [www.eblane.com](http://www.eblane.com).

###