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Arizona Lottery Launches Two New Innovative Branding Campaigns

PHOENIX (July 11, 2011) – The Arizona Lottery launched two new general market and multicultural branding campaigns this month, capitalizing on the dream of winning a large, life-changing jackpot and the availability of smaller, more frequent wins.

The campaign dubbed “Wonderful Life” is aimed at new and existing Arizona Lottery players who dream of a big win and prefer to play large jackpot games, such as Powerball, Mega Millions and Arizona’s own jackpot game, The Pick. Two versions of the spot were shot to appeal to as many players’ hopes and dreams as possible.

Both “Wonderful Life” spots provide a retrospective look at how a jackpot win can significantly change an Arizona player’s life. The first spot was shot against the breathtaking backdrop of Sonoita, AZ and focuses on the owner of a ranch reminiscing about his winning streak in life, which all began with the purchase of an Arizona Lottery ticket. The second spot was shot in Phoenix and documents the evolution of a woman’s dream to open a pet shelter, all made possible by her wonderful winning ticket.

Alternating air time with the “Wonderful Life” spots, the campaign referred to as “Hall of Winners,” plays into the gratification of smaller, more frequent wins. It capitalizes on the excitement of winning any Arizona Lottery prize by eternalizing each player’s winning pose as a statue in the Hall of Winners. A similar spot was shot in Spanish, which captures winners’ reactions in portraits rather than statues, to be more culturally relevant.

The Hall of Winners campaign includes two spots, one with a man checking his Arizona Lottery ticket on the couch while eating a bowl of cereal and the other with a woman playing a Scratchers ticket in her car at the gas station. Both commercials employ a humorous approach to convey the excitement of winning an Arizona Lottery prize, leaving the viewer with the urge to purchase a ticket for their own place in the Hall of Winners.

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“Whether it is one large life-changing win or smaller, more frequent wins, Arizona Lottery prizes make positive differences in our players’ lives and the communities in which they live,” said Jeff Hatch-Miller, executive director of the Arizona Lottery. “The concepts for our new branding campaigns illustrate the impact of an Arizona Lottery win and demonstrate the happiness that the Arizona Lottery brings to its players.”

The new television and radio spots were created by Arizona Lottery’s Agency of Record, E.B. Lane, and multicultural advertising agency partner, Lopez Negrete Communications, Inc.

“Before developing these two new campaigns, our team, in conjunction with Lopez Negrete, conducted extensive research to analyze sales data, past strategies, campaign performance and various new concepts,” said Beau Lane, CEO of E.B. Lane. “We are extremely pleased with the new spots and are confident they will be effective in driving ticket sales and growing Arizona Lottery’s player base.”

Additional credits include True Story Films and Original Film for direction, Blade Editorial and Copper Post for editing, and audioENGINE and Big U Sound Design for audio.

To view the new Arizona Lottery commercials, please visit <http://www.youtube.com/user/ArizonaLottery>.

About the Arizona Lottery

The Arizona Lottery operates entirely from the revenue it generates through the sale of its products; it receives no General Fund dollars from the State. Proceeds from sales of Lottery tickets-nearly \$3 million per week-fund a variety of state programs. Since July 1981, the Arizona Lottery has paid out over \$4.2 billion in prizes to players, more than \$2.5 billion in net profit to the state, and almost \$510 million in commissions to retailers.

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 \$75 million. Clients include the Arizona Cardinals, Arizona Lottery, Arizona Super Bowl Host Committee, Cable One Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theaters, Muscular Dystrophy Association (MDA), NYPD Pizza, Phoenix Convention Center, St. Joseph’s Hospital Foundation, Tropicana Las Vegas, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.

About Lopez Negrete Communications, Inc.

Lopez Negrete Communications, Inc. is an independent, Hispanic owned and operated, full-service agency specializing in Hispanic marketing. Headquartered in Houston, Texas, with offices in Burbank, CA and Phoenix, AZ, the company’s billings are \$160 million. Since 1985, Lopez Negrete has offered a full range of advertising, marketing and public relations services to industry leaders, including Wal-Mart Stores, Inc., Bank of America, Verizon Communications Inc., Georgia-Pacific (Quilted Northern), Kraft Foods (Kraft Singles, Maxwell House), MillerCoors (Miller Lite), NBC Universal Motion Pictures Group, Dr Pepper Snapple Group, Sonic Drive-Ins, and others. With nearly 200 employees, Lopez Negrete Communications, Inc. is a proven leader in providing fully integrated national Hispanic marketing and communications services. For more information, go to www.lopeznegrete.com.