



STATE OF ARKANSAS  
ARKANSAS LOTTERY COMMISSION

Post Office Box 3238  
Little Rock, Arkansas 72203-3238  
Phone: (501) 683-2000  
Fax: (501) 683-1878  
<http://myarkansaslottery.com>

June 21, 2012

Senator Johnny Key, Co-chair  
Representative Mark Perry, Co-chair  
Arkansas Lottery Commission Legislative Oversight Committee  
One Capitol Mall, Room R-501  
Little Rock, AR 72201

Gentlemen:

In accordance with the letter of December 14, 2010, from the previous Co-chairs of the Arkansas Lottery Commission Legislative Oversight Committee, please consider this letter and the attachments as notice of the execution of a Non-Exclusive Licensing Agreement between the Arkansas Lottery Commission and Scientific Games International on June 8, 2012. Scientific Games International grants the ALC the non-exclusive right in the state of Arkansas to reproduce, use and make copies of the Property in association with the sale, marketing, advertising and promotion of a scratch-off instant-win lottery game to be conducted by the ALC and identified as AR-157 Family Feud® (the "Game").

1. Date of agreement: June 8, 2012.
2. Term of agreement: The term of this Agreement shall commence on the date the Working Papers for the Game are signed and shall expire on the last day for claiming Game prizes as established by the ALC.
3. Vendor or other parties to the agreement: Scientific Games International.
4. Value (cost or cost savings) projected for the agreement: The base instant game contract price is 1.92% of net sales. There is a price of \$1.89 per 1000 tickets for FailSafe Barcode Services and a price of 1.5% of the prize fund for Points for Prizes Rewards/Merchandise Prizes and Fulfillment. The preceding costs are standard for ALC instant games. Additionally, SGI shall invoice the ALC weekly for the Linked Game Fee and Prizing in the amount of two percent (2%) of actual sales for the Game up to a maximum of one hundred ninety two thousand dollars (\$192,000). SGI shall also invoice the ALC in the amount for forty five thousand dollars (45,000) after fulfillment of the Grand Prizes for this game is completed.

Copies of the executed documents are attached. Please let me know if you would like additional information or have any questions regarding this matter.

Respectfully,

A handwritten signature in black ink, appearing to read "Bishop Woosley".

Bishop Woosley  
Director

Enclosure

cc: Ben Pickard, Chair, Arkansas Lottery Commission  
Roger Norman, Legislative Auditor, Division of Legislative Audit

## Order/Price Confirmation

Scientific Games International  
1500 Bluegrass Lakes Parkway  
Alpharetta, GA 30004

This letter constitutes the order of the ARKANSAS LOTTERY COMMISSION for one million nine hundred twenty thousand (1,920,000) ( $\pm 5\%$ ) tickets of Instant Game No. 157 "Family Feud®" as fully described in Version 1 of the "Game Specifications" document dated June 01, 2012 with Prize Structure Version A dated May 14, 2012. Final invoice will be based on total number of tickets sold based on percentage of sales (1.9200%).

Instant Ticket Lottery Game Services: 1.6900%  
Web Site Marketing Services (Player's Club/Internet Marketing): 0.0900%  
Play it Again™ and Second Chance Drawing Management Services: 0.1400%

The three (3) prices shown above are based upon the lottery implementing all three (3) services.

Points for Prizes Rewards/Merchandise Prizes and Fulfillment: 1.50% of the prize fund for all instant games included in program.

You are hereby authorized to proceed with the production of game tickets and performance of the associated services according to the specifications contained herein.

Options	Quantity	Price
FailSafe® Barcode	1,920,000	\$1.89 per 1000
UV		No Charge
Total Price For Options (estimated)		Total price per (1,000): \$1.89

ACKNOWLEDGED AND ACCEPTED:

ACKNOWLEDGED AND ACCEPTED:

Martha J. Mandley  
Scientific Games International (Printed)

Michael C. Smith  
Arkansas Lottery Commission (Printed)

Martha J. Mandley  
Scientific Games International (Signature)

Michael C. Smith  
Arkansas Lottery Commission (Signature)

6/7/12  
Date

6/8/12  
Date