

Arkansas Lottery Commission

Responses to The Ramey Agency, LLC., , Questions for the ALC Advertising, Marketing and Media Services RFP

- ALC Response to Question 1:** This information will be developed with the instant ticket vendor.
- ALC Response to Question 2:** The ALC response to this question is “none.”
- ALC Response to Question 3:** The ALC has no way to provide any more information than that which has already been projected.
- ALC Response to Question 4:** Please refer back to the original Online Lottery Game Services And Lottery Gaming System And Services and original Instant Ticket Lottery Game Services Request for Proposal approved on June 19, 2009.
- ALC Response to Question 5:** The ALC response to this question is “no.”
- ALC Response to Question 6:** The ALC does not anticipate having a complete in-house advertising group at the projected time of start-up.
- ALC Response to Question 7:** The ALC response to this question is “retail sales.”
- ALC Response to Question 8:** The ALC has not yet made a determination as to the information requested in this question.
- ALC Response to Question 9:** The ALC has not yet made a determination as to the information requested in this question.
- ALC Response to Question 10:** The ALC response to the first sub-question is “both.” The ALC response to the second sub-question is “no.”
- ALC Response to Question 11:** The ALC response to this question is “yes.”
- ALC Response to Question 12:** The ALC response to this question is “no.”
- ALC Response to Question 13:** The ALC has not yet made a determination as to the information requested in this question.
- ALC Response to Question 14:** The ALC response to these questions is “no.” Vendors shall be responsible for the legality and any potential liability related to any response, contract or other document provided in relation to this Request for Proposal and the Addendum(s) thereto. Further, the ALC shall bear no responsibility to ensure that the Vendor has not violated any federal or state laws, specifically related to any trademark, copyright or other intellectual property interest which may be the subject of any

response, contract or other document provided in relation to this Request for Proposal and the Addendum(s) thereto. The ALC notes that nothing contained in the original Request for Proposal approved on July 15, 2009 or the Addendum to the Request for Proposal approved on July 22, 2009, shall be construed as a waiver or other limitation of its sovereign immunity as described in Ark. Code Ann. §23-115-208.