

Kentucky and Louisiana Lotteries Select Smartplay's Origin™ System

EDGEWATER PARK, NJ (August 13, 2012) – Smartplay's Origin™ System is the number one choice for Kentucky and Louisiana Lotteries. Their decision was based on the digital drawing system's reliability, security, flexibility and cost-efficiency. With Smartplay's Origin™ System Kentucky and Louisiana Lotteries found a way to add dimension and variety to their lottery game offerings.

Smartplay Executive Vice President Thomas Markert declared, "We are very pleased and excited to have the opportunity to provide our superior digital drawing systems to the Lotteries of Kentucky and Louisiana. We look forward to building long lasting relationships with both companies."

After a vigorous RFP process, on March 12, 2012 the Kentucky Lottery Corporation selected Smartplay to manufacture four identical Origin™ digital drawing systems. Shortly after, in the same month, Louisiana Lottery Corporation decided to purchase four new Origin™ systems from Smartplay as well.

The Origin System has been the choice of **14 North American Lotteries. Arizona Lottery, California Lottery, Kentucky Lottery, Louisiana Lottery, New Jersey Lottery, New Mexico Lottery, New York Lottery, North Carolina Education Lottery, Ohio Lottery, Rhode Island Lottery, Tennessee Education Lottery, Virginia Lottery, Washington State Lottery and Pronosticos in Mexico.**

The Origin system has been in daily use for over 8 years. In that time the Origin™ has earned its reputation as the leading Digital Drawing System with more placements than any competitor.

Established in 1993, Smartplay is dedicated to the creative design, development and manufacture of lottery drawing equipment. The product line has evolved over the years in response to clients' needs by incorporating the latest technologies. Smartplay has maintained a position as international leader in the area of lottery drawing machines and customized game show equipment. Smartplay is consistently chosen above other manufacturers due to a reputation for quality and reliability. Smartplay is proud to be the choice of the world's most prestigious lotteries.

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