

For Immediate Release
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**BCAMA NAMES BRITISH COLUMBIA LOTTERY CORPORATION
'MARKETER OF THE YEAR' FOR 2003**

Vancouver, BC – The BC Chapter of the American Marketing Association (BCAMA) has awarded the 2003 title of Marketer of the Year (MOY) to the British Columbia Lottery Corporation (BCLC), and will honour the winner at the 32nd annual Marketer of the Year Award Dinner at the Westin Bayshore on September 24th. The MOY Award is one of BC's most prestigious marketing awards and is the highest award given by the BCAMA.

The win was more than a matter of luck for BCLC however, as they spent the last eighteen months redeveloping their entire marketing plan to ensure that every arm of the lottery worked together to support the corporate goals.

"BCLC's marketing story demonstrated strategic thinking, organizational strength, effective execution and obvious market success," says Janet Andersen, BCAMA Chapter President. "They took big risks, but were smart about how they deployed their resources. Perhaps that's the biggest lesson this year's winner is able to impart to the rest of the business community."

The Crown Corporation faced a soft economy, an influx of legal and illegal gaming choices, more brands to market than ever before and less to spend per brand than it had 10 years before. So, working with its advertising agency, TBWA, BCLC used a process called *Disruption*, to unlock revolutionary ideas by first discovering, then challenging, long-held conventional thinking within the industry and the organization. From idea to delivery, the process changed not only BCLC's marketing thinking, but also the way the whole organization does business.

For BCLC, the process revealed the need for both a major change in development of brand awareness and the need to use distribution channels and media vehicles more strategically to influence the behavior of consumers.

BCLC proactively implemented a Portfolio Management Strategy where they could focus and prioritize individual strategies for all their brands. They developed strong marketing that pushed their "conventions", and "fast tracked" the execution of product placement. Lotto Super7, for example, used Ivana Trump to promote their "Lotto Super 7 Shopping Channel" where peeing gnomes were available to the "super-rich". The result was increased BCLC brand recognition as well as enormous coffee room buzz.

"To achieve what we did last year, we had to have the courage to take risks and we needed to make some hard decisions," says Jim Lightbody, BCLC Vice President of Lottery Gaming. "We also needed to free our people, who are passionate about what they do, to create great work. And, we're not done yet."

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Their hard work is paying off, as BCLC has recently won numerous marketing and advertising awards, including gold at the Lotus and the Bessies, making the short list at Cannes and now BCAMA’s Marketer of the Year Award for 2003.

On September 24th, at the Westin Bayshore, BCAMA will pay tribute to the marketing innovation of the BC Lottery Corp with an evening of entertainment, education and insight, provided by this year’s winning marketer. The event theme, “Come Out And Play”, will highlight BC Lotteries’ serious side of marketing fun and frivolity to lotto world customers – an evening not to be missed.

The BC Chapter of the American Marketing Association is one of the most highly regarded chapters in North America based on success in membership, programming, and financial results. The American Marketing Association is an international professional society that provides an educational and social forum for members of the marketing community. The BC Chapter won the prestigious international “Chapter of the Year” in 1995, 1996, and “Chapter Excellence” in 1997.

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