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Alchemy3 to Offer Lottery Replay[®] to Lotteries

Multi-year partnership forged to provide web-based customer loyalty platform to lotteries

(Alpharetta, GA) Alchemy3 LLC, a lottery branding and marketing company, has announced an exclusive long-term partnership with marketing innovation company GY&K to offer Lottery Replay[®] to North American and International lotteries.

“This is an exciting partnership for Alchemy3. We’ve long been fans of the Lottery Replay[®] platform and once we were able to develop the right business model through our discussions with GY&K, we knew it was a product we wanted to offer. We knew that we had the right strategy in place for lotteries,” said David Schorr, Chief Executive Officer of Alchemy3.

“Our partnership provides lotteries with an innovative product that has proven effective in building a customer database, to engage marketing partners and to track/measure player activity. This gives lotteries exceptional tools for driving consumer loyalty and retention. When we discovered what this platform could deliver, we knew that the industry could derive great benefits from the system,” said Schorr.

Lottery Replay[®] is a web-based loyalty platform, created by GY&K, which allows players to enter any non-winning online or instant ticket using the Internet, giving consumers the opportunity to win instantly, earn points, and enter drawings for additional prizes. In addition to being an innovative marketing tool for lotteries, the web-based component allows lotteries to capture and analyze player preferences, buying patterns, and other metric data which haven’t been readily available before. Further, Lottery Replay[®] was specifically designed to help

lotteries efficiently develop relationships with private sector in-market partners that will deliver added value to the lottery and its consumers. Alchemy3 will act as the primary contact in developing and maintaining the relationships with lotteries around the product while GY&K's dedicated team will provide any support a lottery may need.

“This dynamic platform was built based on the motivation, mindset, and attitudes of the lottery player. Our ability to leverage the robust data collected – including addressing players directly – is a breakthrough that will deliver unmatched value to lotteries,” said Travis York, president of GY&K. “By partnering with Alchemy3 to ensure we have the broadest understanding of what lotteries want out of 3rd party products and services, we’ve retooled Lottery Replay[®] to be easy for state lotteries to consider and implement.”

“In Alchemy3, we have a partner that is certainly deep in experience and resources; but, more importantly, we have a partner that can easily work with any system or ticket vendor a lottery may have in an informed and enthusiastic fashion,” continued York. “GY&K not only brings an impressive technology and business platform to our partnership, they bring a remarkable understanding of consumer relationship building and partner optimization.”

Both Alchemy3 and GY&K will remain independent companies; this partnership only covers their collaboration on Lottery Replay[®] and leaves them and their clients free to work with other organizations. For the past three years, Lottery Replay[®] has been deployed by one lottery giving them a never-before imagined view of player demographics, game and prize preferences, and other lifestyle information. It adds value to the relationship with marketing partners in the private sector.

“We are committed to Lottery Replay[®]. We know lotteries want a relevant web-based product that is designed to drive the connection with their consumers in an effective way that is geared around the lottery's business objectives. The future really is here with Lottery Replay[®],” said Schorr.

About Alchemy3

Founded by lottery industry veterans in 2007, Alchemy3 focuses on creating what it calls “smart matches” between popular consumer brands and lottery games. The company works with lotteries to attract new players with tailor-made instant and on-line games. Alchemy3 represents premier properties including The American Music Awards, Bass Pro Shops, BedandBreakfast.Com, CBS Classic TV Shows (Cheers, Happy Days, The Brady Bunch, The Love Boat, Dynasty) Frank Sinatra, Omaha Steaks, Professional Bowlers Association (PBA), Royal Caribbean Cruise Lines, Six Flags and Twentieth Century Fox. Alchemy3 also created A3 Rewards—lottery prize packages that instantly award non-cash prizes including, gasoline, movie tickets/concessions, music, bed and breakfast stays, grilling packages and more. To learn more about Alchemy3, go to www.alchemy3.com.

About GY&K

Evolving since 1975, GY&K (Griffin York & Krause) is a marketing innovation company that offers services, technology & tools, and proprietary properties to drive sales for companies in a

wide range of vertical industries. They are a fully integrated mid-sized independent firm with most department and subject matter experts located at their headquarters in Manchester, NH. GY&K's technology & tools allow their partners to cost-effectively deploy digital-based marketing solutions and deliver a measurable return for content management, email deployment, mobile messaging, e-commerce and more. To learn more about GY&K, visit their website at www.griffinyorkkrause.com.

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