

ESTIMATED NUMBER OF RETAILER EMPLOYEES SELLING LOTTERY TICKETS

OCT. 18, 2006

Channel	Description	Total Retailers	Total Selling Employees/ Location	Annual Turnover	Total Annual	Total Employees
CONVENIENCE Independent	Convenience Stores that are independently owned.	4,877	4	1	5	24,385
CONVENIENCE Corporate	Convenience Stores that are owned by a Corporate Chain	1,937	5	2	7	13,559
GAS with Convenience	Gas Retailers with a large Convenience set-up	1,196	8	4	12	14,352
DEDICATED LOTTERY	Locations selling primarily lottery (mall kiosks)	229	5	3	8	1,832
EATING ESTABLISHMENTS	Locations that are primarily eating establishments	123	10	6	16	1,968
ENTERTAINMENT	Movie Rentals, Bingo, Bowling, Bookstores, Bars	214	10	6	16	3,424
GAMING ESTABLISHMENTS	Casinos, Charity Casinos, Racetracks	18	10	5	15	270
GENERAL MERCHANDISE	Dollar Stores, Discount Stores, Mass Merchants	397	6	3	9	3,573
HEALTH CARE	Pharmacy	998	25	10	35	34,930
SERVICE PLACES	Gift and Novelty, Laundry, Postal, Hair Care, Card Shops	173	6	3	9	1,557
SMALL GENERAL MERCHANDISE STORES	Newstand, General Stores	18	6	3	9	162
SUPERMARKET	Grocery	731	40	15	55	40,205
Grand Total		10,911				140,217

Initial Assumptions: We used our own knowledge of retail employees by store type (channel) along with turnover rates. We are familiar with these because of our regular contact with retailers at both store level and head office. We also train store staff upon opening, and this results in classroom type training for the channels with the high number of employees.

Validation: We approached our key accounts who are most representative of their channels, along with the OCSA, and asked for their own estimates of average staffing numbers, and turnover rates. We did not give them our own estimates. The numbers provided by the OCSA and Key Accounts were either identical to our own, or within about 10-15%. Wherever they were lower than our own estimates, we used the lower number.