



integer

March 2, 2012

Ms. Angela Zgabay-Zgarba
Texas Lottery
P.O. Box 16630
Austin, Texas 78761-6630

Dear Ms. Zgabay-Zgarba,

In response to your request dated February 29, 2012, we are providing the following responses.

We are confirming that Integer™ accepts and shall comply with the following contractual provisions you requested such clarification on:

1. Part 3, Section 3.8
2. Part 3, Section 3.9.4
3. Part 3, Section 3.11.1
4. Part 3, Section 3.11.4
5. Part 3, Section 3.15.4
6. Part 3, Section 3.16
7. Part 3, Section 3.20
8. Part 3, Section 3.22
9. Part 3, Section 3.23
10. Part 3, Section 3.27
11. Part 3, Section 3.30
12. Part 3, Section 3.31.1
13. Part 3, Section 3.31.2
14. Part 3, Section 3.32
15. Part 3, Section 3.35
16. Part 3, Section 3.37
17. Part 3, Section 3.43.2
18. Part 3, Section 3.50
19. Part 3, Section 3.52.5
20. Part 3, Section 3.53.17
21. Part 3, Section 3.65.1

We understand you have rejected our proposed change for the following provisions:

1. Part 3, Section 3.15.5
2. Part 3, Section 3.21.9
3. Part 3, Section 3.31.3

We understand the TLC will be willing to discuss our changes on the following provisions:

1. Part 3, Section 3.24.3
2. Part 3.25.1

We understand the TLC will provide appropriate tax-exempt documentation as documented in the Responses to Proposer's Questions, Question #59, which addresses our proposed contract language in Part 3, 3.43.1.

Response to question number 28 of request dated February 29, 2012:

Integer was defined as an affiliated entity with BBDO, who contracted with Northstar Lottery Group, LLC to provide integrated marketing and advertising services to the Illinois Lottery. The subcontract (between BBDO and its affiliates and Northstar) was effective March 1, 2011, and was terminated on or around January 9, 2012.

Integer's scope was focused on retail strategy and execution. We developed a retail optimization execution strategy and associated tactics to ensure the Illinois Lottery was maximizing exposure, merchandising and retail sales potential.

We are now working with Downtown Partners, the new agency replacing BBDO, in providing retail strategy and execution to the Illinois Lottery. There is not currently a contract in place, but we expect there to be a similar relationship, in that we would be described as an affiliated entity to Downtown Partners, a subcontractor providing marketing and advertising solutions to the Illinois Lottery.

Please let us know if you have any additional questions or concerns.

Sincerely,



Ellen Cook
President