

In-Lane Lottery Ticket Display/Dispenser and Check Writer

In-lane dispensers are one of the least served places for scratch ticket sales. Take-A-Ticket, Inc. has had success in placing check-writing units in several large grocery chains in Oregon but one large chain has been resistant to all attempts to place these units. The Oregon Lottery has recently succeeded in placing units in this chain by designing a unit to that chain's specifications for size and security. This unit may not work for your retailers but TAT can help you design dispensers that will get you into the checkout lanes in your state.



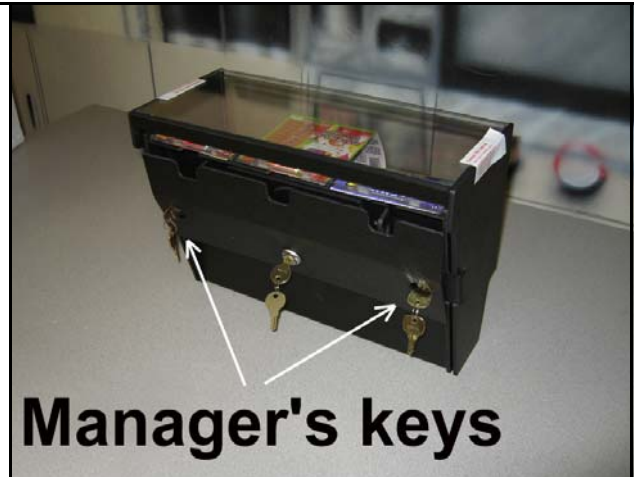
CUSTOMER VIEW

- Clear top and front present full ticket view to the customer. Top glass is replaceable.
- The dispenser bolts to the existing counter.
- The customers view the tickets while using their debit cards or writing checks next to the unit.
- These units present games to the customers that are least likely to use the ITVM's in the stores.

STORE SIDE – DISPENSING MODE

- Ticket door has a dual locking feature allowing separate access for managers and clerks.
- The manager's locks on the security door allow loading of ticket packs. Only the manager has access to those packs.
- The manager also has clerk's key to open and close the dispensing slot of the unit.

Photo at right shows the security shield down in the dispensing position.



STORE SIDE – DISPENSER LOCKED

- The clerk raises the security shield into the locked position.
- The clerk removes the key when leaving the checkout lane.
- The clerk can open the dispensing slot when opening the checkout lane.

Photo at left shows the security shield in the locked no access to tickets position. Key will be removed when the clerk leaves the checkout lane.

Store #571

Scratch-its and Total Traditional Product Sales Comparison ~ This Year vs. Last Year

Comparison Period This Year: 02_18_07 ~ 04_14_07 (8 weeks)

Comparison Period Last Year: 02_19_06 ~ 04_15_06 (8 weeks)

Scratch~its Comparison:

2006 = \$16,483

2007 = \$24,600

Change = \$8,117 **49.24%**

Source: OSL_DataWhs

Store #579

Scratch-its and Total Traditional Product Sales Comparison ~ This Year vs. Last Year

Comparison Period TY: 03_04_07 ~ 04_28_07 (8 weeks)

Comparison Period LY: 03_05_06 ~ 04_29_06 (8 weeks)

Scratch~its Comparison:

2006 = \$14,450

2007 = \$17,950

Change = \$3,500 **24.22%**

Store #503

Scratch~its Comparison:

2006 = \$13,175

2007 = \$16,565

Change = \$3,390 **25.73%**

Store #518

Scratch~its Comparison:

2006 = \$14,555

2007 = \$17,247

Change = \$2,692 **18.50%**

Source: OSL_DataWhs

Store #566

Scratch~its Comparison:

2006 = \$24,000

2007 = \$26,650

Change = \$2,650 **11.04%**

Source: OSL_DataWhs

Average sales increase for first #5 stores = **25.75%**