

# Put your game in the fast lane.

Start your engines and roar off with hot new games featuring Ford Motor Company cars and trucks – vehicles that have always been extremely popular as lottery prizes.

Take advantage of MDI's exclusive relationship with Ford and use us as a "one-stop shop" to put together a single Ford product game - or an ongoing series of games. We can help you with the initial game and ticket design, creative approvals, promotions development, drawing management, fulfillment and customer service.

Through MDI you'll have rights to the use of official logos, vehicle images and commercial footage from Ford's extensive library. In addition, you do not have to purchase the vehicle prizes in advance. MDI will facilitate the grand prize procurement and delivery. So if a vehicle goes unclaimed, your lottery isn't holding inventory.



MDI can help you assemble high-quality merchandise packs for you to offer as second chance drawing or qualifying prizes. These prize packs will have items that meet Ford's requirement that licensed merchandise exhibit the same quality that goes into Ford vehicle products. Examples include Ford racing jackets, stainless steel travel mugs, caps and shirts.

**So get behind the wheel and drive to instant game success.**



## You get a whole lot more with MDI.

Ford puts a combined 10,000 horsepower behind your instant game to help you drive sales. With MDI at the wheel you'll have an experienced and competent staff that will make your Ford game work, without tapping your resources.

- MDI offers promotional planning and reporting packages. These include Ford Instant Game launch events and coordination with your PR agency in issuing media alerts and press releases. We can also help you with post-event evaluation and recording.
- MDI can provide pre-approved game copy, design and layouts. This will cut the time needed for approvals and allow faster production schedules.
- MDI can design your communications – everything from POP and print layouts to broadcast templates ready for production.
- From procurement to delivery, MDI offers everything you need to facilitate your second chance prize drawings. We'll even build lists from your drawing entries - and run simple reports to evaluate the participation levels of your players.
- MDI is the leading provider of lottery second chance drawing Internet sites.
- With an Internet site, your players can enter the second chance drawings as often as they wish, postage free. It also acts as a digital brochure for your Ford game and covers all FAQs. Further, it has an option that permits player feedback to be sent directly to you via e-mail.

**Don't Delay... Jump into the Driver's Seat today!**

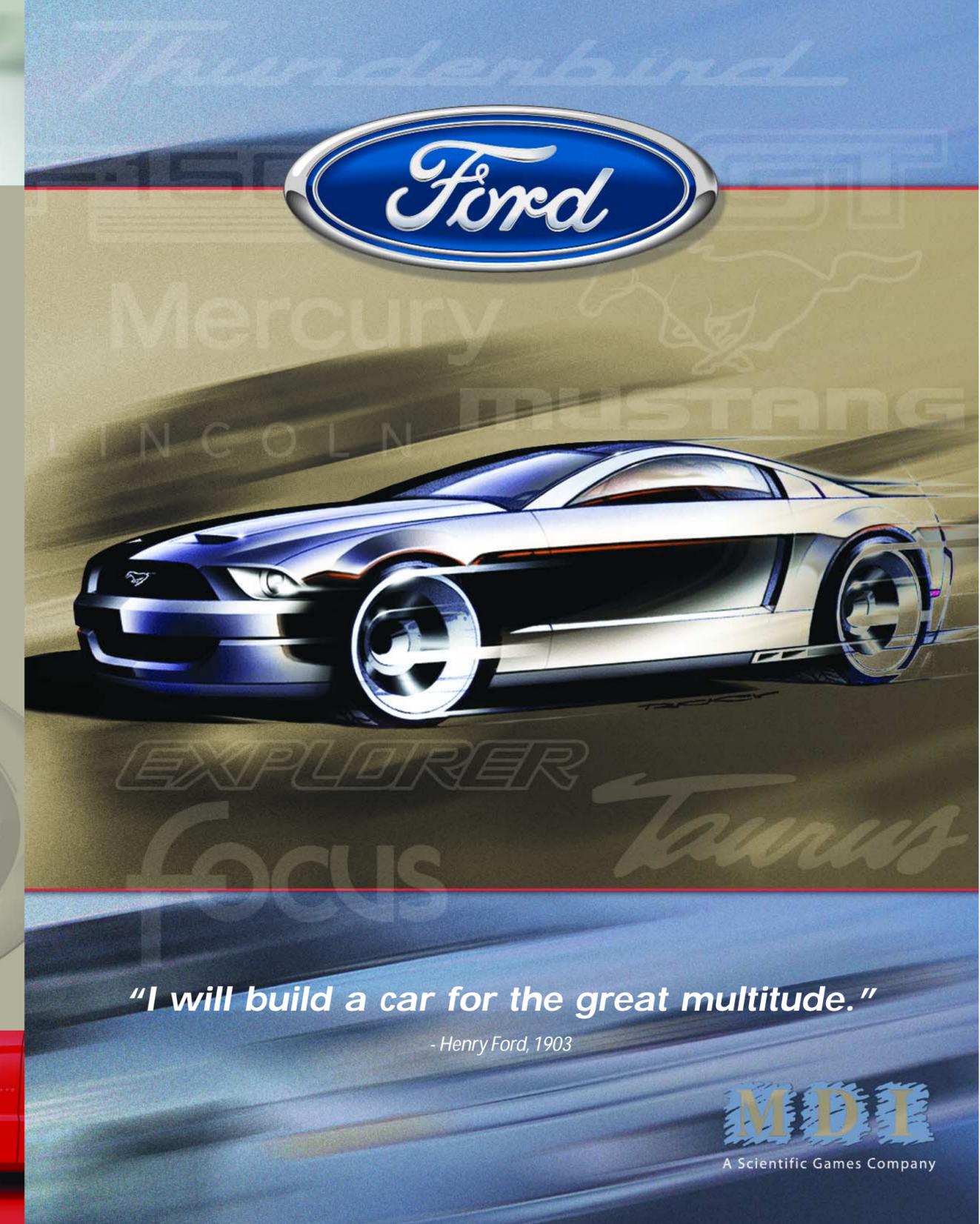
**This is an opportunity you can't afford to miss. To make sure there's a Ford game in your lottery's future, just contact MDI.**



Let MDI add the entertainment and fun of its famous consumer brands to your instant or on-line marketing programs. Contact your sales representative toll free at 1-800-572-7082 for more information about MDI's proprietary licensed lottery games.

Learn about other HOT brands that are available for lottery promotions/games! Visit our web site at [www.mdientertainment.com](http://www.mdientertainment.com)

Legal goes here.



**"I will build a car for the great multitude."**

- Henry Ford, 1903





# Take the lead with these Dream Machines.

## Think young with Focus.

Select Focus as your next instant game and you've got a lot going for you with the young crowd:

- Stylish and trendy
- Appeals to that critical 18-34 year old demographic
- The world's best selling compact
- "The best small car to drive..." - *Automotive Magazine, Feb. 2003.*
- Affordable enough to offer multiple vehicles as prizes.

Use Focus to catch the eyes of young players.



For over a century the Ford Motor Company has been delivering on its founder's promise. Today Ford fans can choose from eight different automotive families, 22 different brands and dozens of models.

Ford has appealed to hardworking Americans with strong family values and an earnest work ethic. They have helped make Ford the second most recognizable logo in the world.

Now MDI lets you put the horsepower of this brand into your catalog of instant games. With MDI you can use any of these Ford, Mercury or Lincoln vehicles to take advantage of a superior marketing effort that will drive your game to the top - and give you worry-free customer support.



## Get tough with Ford trucks.

Call it tough love. Ford Truck owners are passionate about their trucks:

- F-Series Trucks have been the best selling vehicles in America for the past 20 years
- Appeals to the hard-working core lottery player
- Taps into the "Built Ford Tough" equity and strength of the F-150
- Already one of the most popular lottery brands - a proven success in many markets.

The tough guys will go for your F-150 instant game.



## Muscle in with Mustang.

Ride Mustang, the classic muscle car, to instant game success:

- Celebrating 40 years as one of the most desired cars in history
- Voted "America's Favorite Car of All Time" by Kelley Blue Book
- Brand-loyal Mustang owners live and breathe their cars
- Highly regarded by the 20-39 year old demographic
- Enthusiasts and collectors clubs enjoy a total membership of 100,000 strong
- Several publications dedicated to the Mustang brand.

Your new game will be off and running with Mustang.



## Be cool with Thunderbird.

Thunderbird, the American Dream Car, can be your Dream Game:

- Soon to celebrate 50 years as America's legendary Dream Car
- Represents a lifestyle coveted by all
- Desirable 45-60 year old demographic, skewed to women who behave 10-15 years younger
- Prized by collectors - the 2004 Thunderbird could be the last of its kind
- Motor Trend's 2002 "Car of the Year"
- The perfect lottery prize - your once-in-a-lifetime chance to offer this classic beauty.

Indulge T-Bird enthusiasts... and they'll play your game.



## Explore horizons with SUV's.

Participate in one of the most successful automotive trends of the last 10 years:

- The SUV is more popular than ever
- Ford SUV's are the best selling in history
- Ford Escape, Mercury Mountaineer and Lincoln Navigator lead respectively in the low-, mid- and high-level SUV categories.



From the active, married with children, to the independent single, to the affluent... SUV games will attract them all.



All in all, we think you'll find it a Dream Deal!