

Exhibit 4

Non-traditional Events/Promotions

September 2009	4 & 5 and 18 & 19 - Iowa Speedway race track Lottery ticket sales; 22 Twitter/Facebook Contest; 26 Text Message Promotion @ Iowa State vs. Army football game; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
August 2009	7/31 & 8/1 - Iowa Speedway race track Lottery ticket sales; 10 - Veterans Honor Flight, The Freedom Rock \$2 scratch ticket giveaway; 13 - 23 Iowa State Fair Lottery ticket sales; Twitter/Facebook tweetup at Fair; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
July 2009	13 - The Freedom Rock Announcement Media ticket giveaway; 10 & 11 Iowa Speedway race track Lottery ticket sales; \$2 Win Big or Go Home scratch ticket giveaway at Sioux City Explorers baseball game; 23 Twitter/Facebook Contest; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
June 2009	20 & 21 Iowa Speedway race track Lottery ticket sales; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
May 2009	17 - Iowa Speedway race track Lottery ticket sales; 28 Twitter/Facebook Contest; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
April 2009	17 - Midwest Millions Draw Event @ Jordan Creek Town Center ticket and coupon giveaway; 21 Tweetup event; VIP Club 5 Lucky Birth date winners of 25 Lottery buck coupons
March 2009	Facebook race to 300th fan contest; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
February 2009	16 - Twitter/Facebook Contest; VIP Club 5 Lucky Birth date winners of 25 Lottery buck coupons
January 2009	23 - Twitter/Facebook Contest; 30 - Blue Balls Miniature Golf event, Freedom Rings ticket giveaway; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
December 2008	5,6 & 7 - It's A Wonderful Contest - Mall events; 30 Twitter/Facebook Contest; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons
November 2008	17 - It's A Wonderful Contest begins & media announcement ticket giveaway; 20 Twitter/Facebook Contest; VIP Club 5 Lucky Birth Date winners of 25 Lottery buck coupons

Player Promotions

September 2009	continue Rock the Stadium for Veterans 2nd Chance Promotion
August 2009	12 Rock the Stadium for Veterans 2nd Chance Promotion with Iowa State University football vs Army game, \$2 The Freedom Rock scratch ticket (Aug. 12 - Sept. 9); continue Win Big or Go Home 2nd Chance Promotion (WBGH), Powerball Patrol Car (PPC), Keep Your Ticket Hand web site coupons promotion (KYTH)
July 2009	2 - Powerball Patrol Car (PPC) 2nd Chance begins (July 2 - August 24); continue KYTH; continue WBGH
June 2009	15 - Win Big or Go Home (WBGH) 2nd Chance Promotion begins (June 15 - Aug. 17); continue KYTH
May 2009	2 - Last day for Super Sampler; 3 Big Beepin Deal - every 20th transaction statewide of \$10 Powerball with Power Play will be awarded \$20 (May 3 - 30); Keep Your Powerball Ticket Handy (KYTH)- bonus offers at ialottery.com for free or discounted attraction/destination and retailer coupons;
April 2009	10 - \$10 Midwest Millions scratch ticket 2nd chance promotion ends; continue Super Sampler
March 2009	29 Super Sampler \$12 value for \$10 - 3 PBPP and 3 HLS (March 29 - May 2); continue MM
February 2009	1 - \$100,000 Cash Blast \$4 Hot Lotto Sizzler 2nd Chance Promotion (Feb 2 - 28) ; continue MM
January 2009	5 - Midwest Millions (MM) Second entry begins
December 2008	Continue Holiday Riches; continue MM
November 2008	Continue Holiday Riches; continue MM
October 2008	27 - \$10 Holiday Riches scratch ticket 2nd Chance Promotion; continue MM

September 2008	15 - Midwest Millions 2nd Chance Promotion begins; 20 Final draw Fly with Cy Winners \$3 Twister scratch ticket; continue Super Sampler 3 Powerball with Power Play and 3 Hot Lotto Sizzler - a \$12 value for \$10 (Aug. 24 - Sept. 27)
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