

FY '02 vs. FY '01

Responses	Ad Budget	Change	Ad Expenses	Change	Sales	Change	Profits	Change
18	Increased	7	Increased	4	Increased	7	Increased	7
	Decreased		Decreased	2	Decreased		Decreased	
	No Change		No Change	1	No Change		No Change	

Decreased	7	Increased	1	Increased	6	Increased	6
Decreased		Decreased	6	Decreased		Decreased	1
No Change		No Change		No Change	1	No Change	

No Change	4	Increased	1	Increased	4	Increased	4
Decreased		Decreased	1	Decreased		Decreased	
No Change		No Change	2	No Change		No Change	

FY '03 vs. FY '02

Responses	Ad Budget	Change	Ad Expenses	Change	Sales	Change	Profits	Change
18	Increased	9	Increased	6	Increased	7	Increased	7
	Decreased		Decreased	3	Decreased	2	Decreased	1
	No Change		No Change		No Change		No Change	1

Decreased	3	Increased	2	Increased	3	Increased	3
Decreased		Decreased	1	Decreased		Decreased	
No Change		No Change		No Change		No Change	

No Change	6	Increased		Increased	4	Increased	3
Decreased		Decreased	2	Decreased	2	Decreased	3
No Change		No Change	4	No Change		No Change	

FY '04 vs. FY '03								
Responses	Ad Budget	Change	Ad Expenses	Change	Sales	Change	Profits	Change
21	Increased	6	Increased	6	Increased	6	Increased	5
	Decreased		Decreased		Decreased		Decreased	
	No Change		No Change		No Change		No Change	1
Decreased	11	Increased	2	Increased	11	Increased	10	
	Decreased	8	Decreased		Decreased		Decreased	1
	No Change	1	No Change		No Change		No Change	
No Change	4	Increased	1	Increased	4	Increased	4	
	Decreased	1	Decreased		Decreased		Decreased	
	No Change	2	No Change		No Change		No Change	

FY '05 vs. FY '04								
Responses	Ad Budget	Change	Ad Expenses	Change	Sales	Change	Profits	Change
21	Increased	12	Increased	9	Increased	9	Increased	7
	Decreased	3	Decreased	3	Decreased	3	Decreased	5
	No Change		No Change		No Change		No Change	
Decreased	4	Increased	1	Increased	1	Increased	3	
	Decreased	3	Decreased	3	Decreased	3	Decreased	1
	No Change		No Change		No Change		No Change	
No Change	5	Increased	2	Increased	3	Increased	3	
	Decreased	2	Decreased	2	Decreased	2	Decreased	2
	No Change	1	No Change		No Change		No Change	

FOR US RESPONDING LOTTERIES ONLY

(\$millions)	Total Ad Budgets	Total Ad Expenses	Total Sales	Total Profits
FY '01	\$215.00	\$212.00	\$1,729.00	\$5.50
FY '02	\$221.20	\$206.00	\$1,890.00	\$6.00
FY '03	\$228.50	\$227.00	\$2,000.00	\$6.30
FY '04	\$229.00	\$227.00	\$2,200.00	\$6.70
FY '05	\$235.00	\$243.00	\$2,340.00	\$6.90