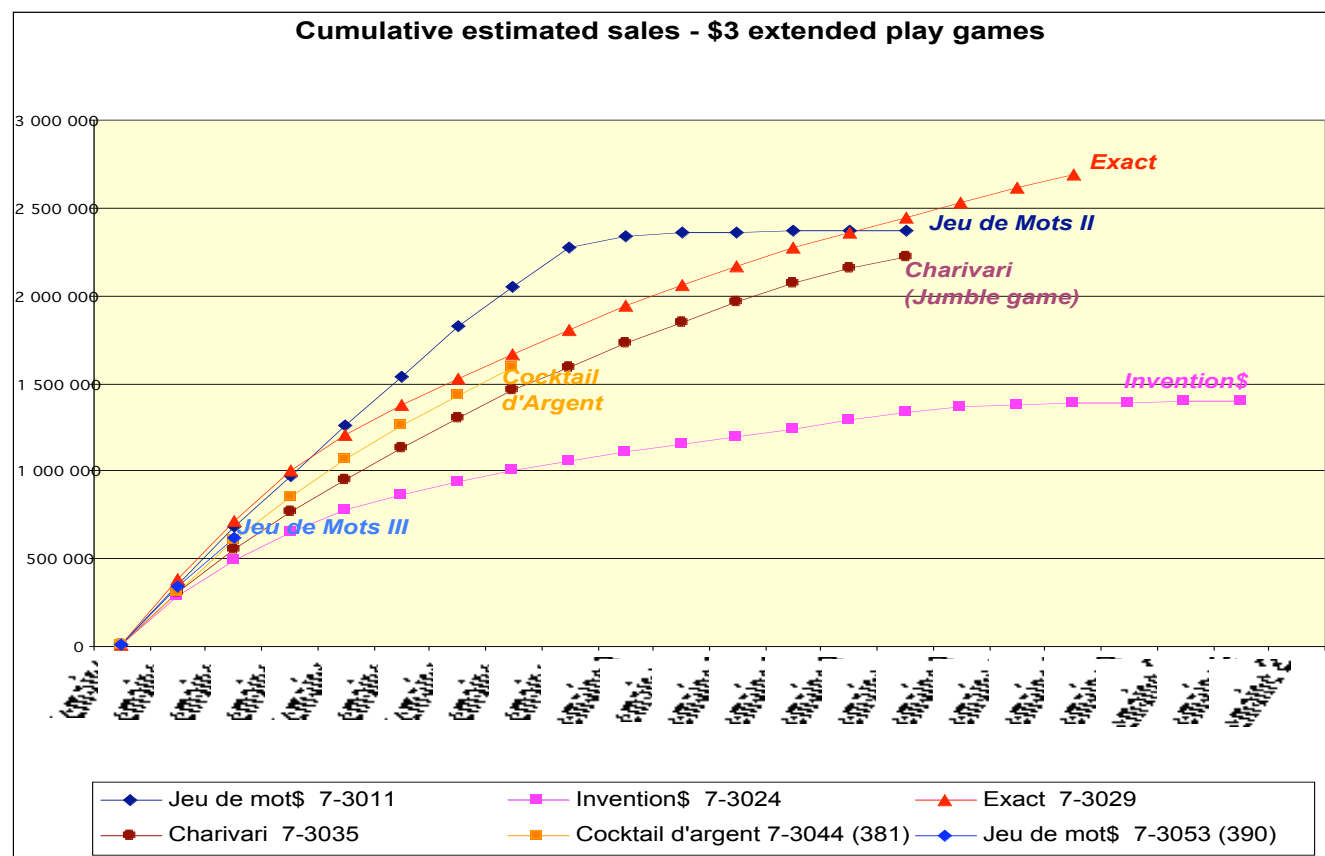




# Loto-Quebec JUMBLE® Results

“We launched (JUMBLE)<Charivari> on December 1st 2003. This product was supported only by a poster (no TV, radio or print) ... The weekly sales are stable week by week. Charivari sold out in 15 weeks. It is a very good performance considering it is a new product not supported by advertising and with 4 other extended play games at the same time, plus Loto Bingo, Bingo+ and Crosswords. Competing against 7 other extended play games, JUMBLE/Charivari had strong cumulative sales, and one of the slowest declines in overall sales as the weeks went on!”

*Danielle Dumouchel of Loto-Quebec*



## CONTACT

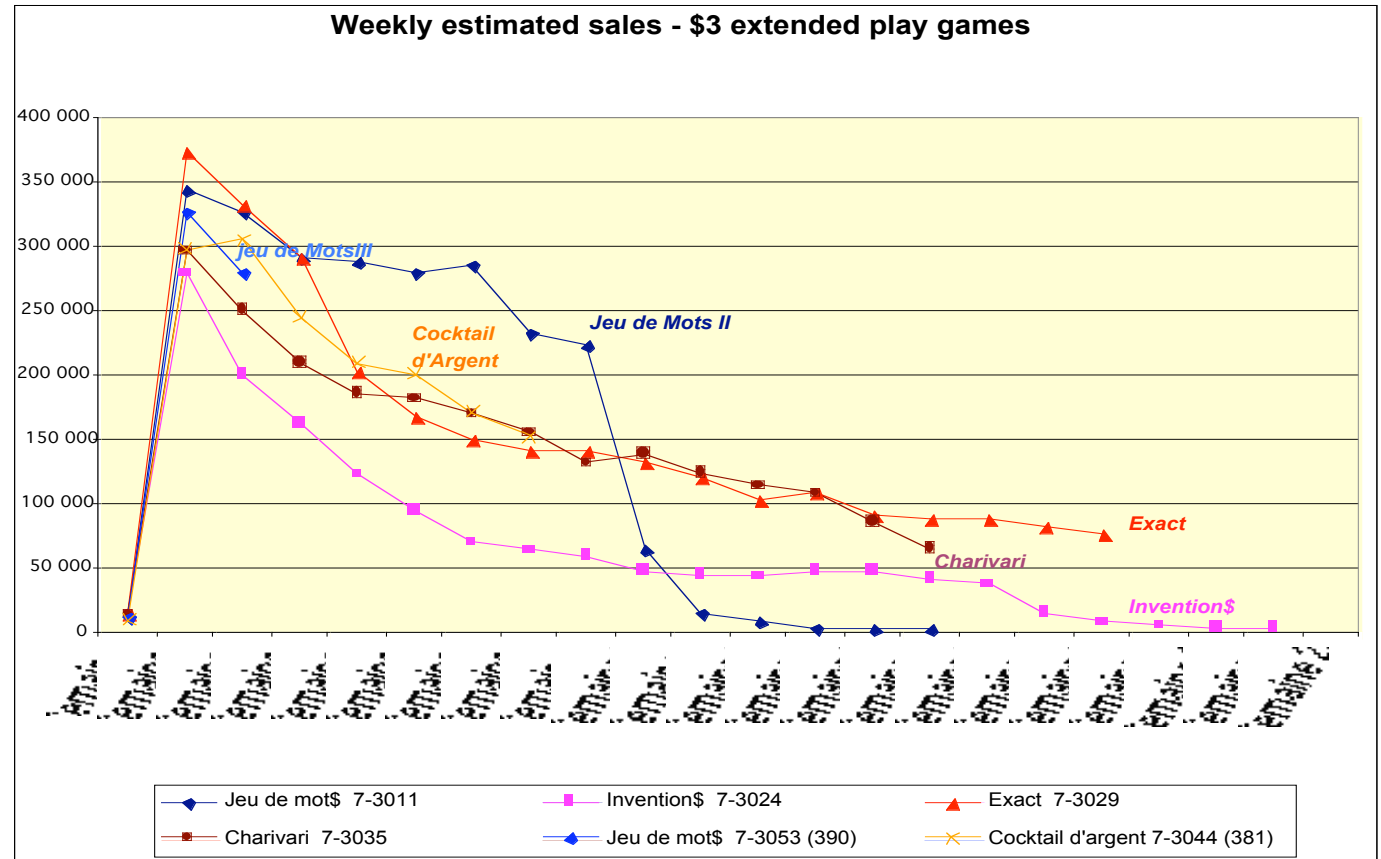
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# Loto-Quebec JUMBLE® (Charivari) results *cont...*



## CONTACT

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