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Press Release!

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For Immediate Release!

ATTN: Business News

RE: New Lottery Retailer Mapping Product is a Win-Win-Win.

For years state lotteries have been searching for new benefits to bring to their hard-working network of retailers - something that has real value to all existing retailers, won't break the lottery's bank, and can be used by the lottery to recruit new retailers. A Phoenix-based lottery products company believes they have invented something that does just that – StoreMapper™.

StoreMapper™ is an advanced full-featured mapping software program that allows the state lottery to instantly show their players ALL the nearby lottery retailers in any part of the state the player chooses. A simple click from the lottery's website will bring players precise retailer location information, driving directions, a store description and, if the lottery desires, can even display attractive individual store 'hover ads' that retailers can change at any time.

The software will only display official lottery retailers, thus giving them a competitive edge over non-lottery retailers.

“Lottery retailers are entrepreneurs who will immediately see the marketing advantage of a mapping and advertising tool that could bring hundreds of customers directly to their doors,” remarked Andrew Amada, president of Relationship Marketing Systems (RMS), the exclusive distributor of StoreMapper™. “We believe this product will strengthen the true partnership relationship between the lottery and all their retailers,

and will bring a useful and valuable tool to lottery players as well. Anything that's good for lottery retailers and players is ultimately good for the lottery."

In addition, StoreMapper™ presents the lottery with the opportunity to go after new sources of revenue from creating sponsorship or co-marketing opportunities with local and national companies. "Everyone will want to be associated with a product that brings real service and value to hundreds of thousands of lottery players and the retailers that serve them," Amada added. "Just a simple banner ad stating 'StoreMapper™ is brought to you by the XYZ Company' could be worth tens of thousands of dollars when it will be seen by hundreds of thousands of players. Even if the lottery only uses the space to advertise their own products, it could drive significant additional revenue."

Lotteries can choose from several sets of custom features and can make changes to their list of retailers at any time at no additional charge. RMS provides all the design and art work so that each state lottery will have their own unique StoreMapper™ web pages.

For a limited time, RMS is offering the product at a discount to the first 3 states that sign up for the service, making the costs for the program as little as \$1 per retailer per month.

The easiest way to get more information and a free hands-on pc-to-pc demo of the product is to contact RMS toll-free at 888-777-5131, or you can visit the product website at www.rmswebsite.com.

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Requests for exclusive interviews accepted.

Complete text and product photos/screenshots available for download at:

<http://rmswebsite.com/news/sml>