

Operating Expense Comparison

	2013	2012	2011	2010	2009
Prize Expense	14,216,631	13,407,269	11,941,258	12,643,632	11,314,963
Contractual Services	2,442,356	2,606,263	2,419,516	2,578,845	2,285,574
Retailer Commissions	1,392,828	1,315,067	1,178,958	1,252,339	1,103,493
Advertising & Marketing	583,137	611,849	585,102	575,696	645,552
Admin. & Operating	1,069,531	936,801	943,992	1,127,212	773,414
Total	19,704,483	18,877,249	17,068,826	18,177,724	16,122,996
	71%	72%	74%	74%	74%
Sales	27,837,316	26,043,816	23,002,610	24,422,716	21,724,891