



September 3, 2014

Ms Maria Sillanpaa, Chair
WLA RG Independent Assessment Panel
WLA Montreal Business Office
c/o Lotto-Quebec
500 Sherbrook Street West, Suite 2000
Montreal, Quebec, H3A 3G6

4120 Yonge Street
Suite 500
Toronto, Ontario
M2P 2B8

4120, rue Yonge
Bureau 500
Toronto (Ontario)
M2P 2B8

Tel. (416) 224-1772
Fax (416) 224-7000

OLG.ca

Dear Ms Sillanpaa,

OLG is committed to promoting responsible gambling everywhere we do business throughout the province of Ontario. To do so, we have established a responsible gambling program that is built on a strong, evidence-based scientific foundation.

Our commitment to responsible gambling begins at the top where responsible gambling policy is set in alignment with our stakeholder community. The Board of Directors and the senior leadership team recognize responsible gambling as an integral component of our corporate business plan. The Board also has a Social Responsibility Committee that oversees responsible gambling. OLG's Senior VP, Marketing, Communications and Stakeholder Relations is accountable for the overall development and implementation of the Responsible Gambling (RG Program), led by the Executive Director, Policy and Social Responsibility.

OLG employees play a critical role in the implementation of responsible gambling. With special training, our frontline staff members are able to respond to requests for assistance or information. They know how to recognize certain behaviour patterns and signs of stress, and they engage a supervisor in appropriate instances. OLG also ensures that retailers who sell our products in retail stores are trained to know their legal obligations (such as age verification and ticket signing process) and we work with retailer groups to support their efforts to actively prevent minors from gambling.

We create a responsible gambling environment and culture by building upon existing initiatives and developing new ones. To do that, we partner with expert organizations that have specialized knowledge of the unique challenges presented by problem gambling. For example, since 2005, OLG has partnered with the Centre for Mental Health (CAMH) to design and deliver our employee training program. CAMH has a deep understanding of addictions, and access to the most up-to-date research in the field. We also partner with interest groups in the development of education and strategies. Such partnerships ensure that we are meeting our responsibilities by using the best-researched tools available.

.../2

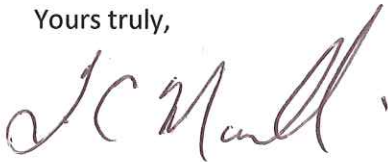
Page 2
September 3, 2014

In addition to partnering with experts, OLG has a research program to ensure that our strategies and programs are based on evidence, not assumptions. Our work includes focus groups, market research surveys, advisory panels, and research studies.

We believe that a well-informed customer is the best way to ensure a responsible gambling environment. Our marketing and advertising efforts help to dispel misinformation regarding odds of winning and outcomes, and teach our customers how the games we offer operate. We educate customers on risky forms of play and let them know how to reduce those risks.

Our responsible gambling efforts are a critical part of how we define ourselves as an organization. Submitted for your consideration, is a summary of our program for the WLA Best Overall Responsible Gaming Program.

Yours truly,

A handwritten signature in dark ink, appearing to read "Tom Marinelli". The signature is fluid and cursive, with a prominent initial "T" and "M".

Tom Marinelli
Acting President & CEO