



FOR IMMEDIATE RELEASE

**Northstar New Jersey Lottery Group, LLC Invites Proposals
For a Qualified Marketing and Point of Sale Equipment and Items Vendors List**

TRENTON (March 20, 2018) – Northstar New Jersey Lottery Group, LLC (“Northstar”) today announced a Request for Proposals (“RFP”), inviting suppliers of marketing and point of sale equipment and items to submit proposals to be placed on a list of Qualified Marketing and Point of Sale Equipment and Items Vendors (“Qualified Vendors List”) from which Northstar may order marketing and point of sale equipment and items on an as needed basis, to support the New Jersey Lottery’s sales, marketing, advertising, and promotional programs.

Northstar will evaluate the proposals received from suppliers that fully respond to the requirements and specifications set forth in the RFP. Firms that meet the RFP requirements will be placed on the Qualified Vendors List, which will then become the exclusive source of supply for the New Jersey Lottery’s sales, marketing, advertising and promotional needs for the next two (2) years. During that two (2) year period, Northstar will order marketing and point of sale equipment and items only from the Qualified Vendors List and will not consider placing orders with any other marketing and point of sale equipment providers that have not gone through the qualification process specified in the RFP.

This is a limited opportunity. A marketing and point of sale equipment and items supplier that does not respond within the time and manner required by the RFP will not have another opportunity to be placed on the Qualified Vendors List until a new RFP is issued in 2020.

The RFP is available at the Procurement tab on Northstar’s website, <http://www.northstarnewjerseylottery.com>, or by email from NSNJprocurements@nsnj.com. Proposals submitted in response to this RFP are due by April 20, 2018 at 5:00 p.m. ET.

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