



Recognized Expertise

Loto-Québec has developed its expertise in many fields – Products development, advertising campaigns, restaurant and hotel business, promotion of responsible gaming, etc. – which have been recognized many times by here and overseas.

Loto-Québec

- **2009-2010 BOMA Gala**
April 2009

Loto-Québec took the spotlight at the BOMA 2009-2010 Québec Awards by taking home four BOMA awards:

1. BOMA Québec 2009-2010 *Building of the Year* in the "Under 100,000 Square Feet" category for the Centre régional de Montréal et du Nord-Ouest du Québec.
2. BOMA Québec 2009-2010 *Building of the Year* in the "Corporate Building" category for Corporate Headquarters.
3. BOMA Québec 2009-2010 *Earth Award* for the Multifunctional Complex in Montréal.
4. BOMA Québec 2009-2010 *Pinacle Award – Customer Service* for the quality of service provided by the Corporate Department of Real Estate Operations.

In addition, the Corporation also received 10 BOMA BEST certifications for 10 of its buildings.

- **World Lottery Association Convention and Trade Show**
October 2008
Loto-Québec distinguished itself at the first World Lottery Association Responsible Gaming award ceremony by winning the *Best Player Education Program* prize.
- **Pilier d'Or competition by the Association des gestionnaires de parcs immobiliers institutionnels (AGPI)**
October 2008
Loto-Québec was honoured with a second award in the Management Merit category at the *Pilier d'Or* competition organized by the AGPI.
- **North American Association of State and Provincial Lotteries (NASPL) Convention**
September 2008
Loto-Québec received a Batchy Award in the Corporate Communication category for the Annual Report 2007. The company newsletter *En jeux* was honoured with a Batchy Award for Best Employee Newsletter.
- **Environmental and Sustainable Development Recognition Gala**
April 2008

Loto-Québec received an award in the Companies and Industries category for the *Organize Events That Respect the Principles of Eco-Responsibility* project.

- **Pilier d'Or competition by the Association des gestionnaires de parcs immobiliers institutionnels (AGPI)**

October 2007

Participating for the first time in the *Pilier d'Or* competition organized by the AGPI, Loto-Québec was honoured with an award in the Management Merit category.

- **2007-2008 BOMA Gala**

June 2007

Loto-Québec received the Office Building of the Year Award in the 9,290 – 23,225 m² category for its Montréal Multifunctional Complex, as well as the Earth Award for its building located on Grande-Allée Street West in Québec City. Moreover, the Corporation has earned four new *Go Green Plus* certifications.

- **2007 Équinoxes Awards**

June 2007

Loto-Québec's Corporate Awareness Campaign on Information Technology Security has earned it the distinguished Platinum *Équinoxe* Award in the "Internal Public Relations Program" category.

- **North American Association of State and Provincial Lotteries (NASPL) Convention**

October 2006

Loto-Québec received a Batchy Award in the Corporate Communication category for the Annual Report 2005 and the Social Responsibility Review 2005. The company newsletter *En jeux* was honoured with a Batchy Award for Best Employee Newsletter.

- **Orange awarded to CEO Alain Cousineau by Commerce magazine**

March 2005

As part of the first Orange and Lemon Awards for management, *Commerce* magazine presented an Orange to Loto-Québec CEO Alain Cousineau for what the publication's editorial team deemed a 'courageous' decision to reduce public accessibility to video lottery terminals.

Lotteries

- **The World Lottery Association (WLA) Convention and Trade Show**

November 2006

Loto-Québec earned the Advertising Award in the Internet Advertising category for the company's ad "Vous voulez l'auto. Grattez Loto" (You want the auto? Scratch Loto!). Created by Diesel Marketing (now Sid Lee), this ad presented *Loto*, the instant lottery that offered cars and several other *MINI Cooper* merchandise prizes. Players on the Web were invited to scratch the virtual lottery ticket using their mouse

- **North American Association of State and Provincial Lotteries (NASPL) Convention**

October 2006

Loto-Québec received a Batchy Award in the "Television Advertising" category for *Ma Maison Rona* ad. *Célébration 2006* was nominated for a Hickey Award in the "Special Events Promotion" category.

- **Metro Global Print Awards**
[September 2006](#)
 Published in the Montréal edition of the *Metro* daily on October 5, 2006, an ad with the theme "It's hockey time!" for Loto-Québec's *Mise-o-jeu* and *Pronostik* products won third place in the Metro Global Print Awards, an international competition that honours the most creative advertising campaign appearing in a *Metro* daily.
- **Concours Créa**
[March 2006](#)
 Two advertising agencies received awards for ads created for Loto-Québec. Diesel was awarded a *Grand Prix Crea* in the "Television - Services, Individual Ad" category for two advertisements from the "Always be nice to the people who play *Lotto 6/49* ad" campaign. BOS also won a *Grand Prix Crea* in the "Radio, Individual Ad" category for a *Super 7* advertisement.
- **The 2005 CASSIES Awards (Canadian Advertising Success Stories)**
[November 2005](#)
 Loto-Québec was recognized for the creativity and effectiveness of its "Always be nice to people who play the new *Lotto 6/49*" ad campaign launched in May 2004 to promote the new *Lotto 6/49*. This campaign was the sole 2005 CASSIES award-winner in the "Services - General" category.
- **North American Association of State and Provincial Lotteries (NASPL) Convention**
[September 2005](#)
Vlan! instant lottery was ranked as being among the best five new instant games in North America.
- **46th Concours de création publicitaire (creative advertising competition) of the Publicité Club de Montréal**
[May 2005](#)
 Loto-Québec won 3 *Coq* awards: a *Coq d'or* in the TV/Cinema - Service category for the *Lotto 6/49* English-language "Mark" ad, another for the Mixed Media category for the *Lotto 6/49* "Always be nice" campaign and a *Coq d'argent* in the Radio - Service category for the "Insomnia" ad. The Corporation thus became the second most award-winning advertiser.
- **The 2004 World Lottery Association Advertising Awards**
[March 2005](#)
 Loto-Québec won two prestigious awards in the Lottery Games category: Best Lotto Ad for the *Lotto 6/49* "Mariachis" produced as part of the "Always be nice to people who play the new *Lotto 6/49*" campaign and Best Instant Product Ad for the "Pleasures of Golf" campaign created for the *Mini-Golf* CD-ROM game.
- **45th Publicité Club de Montréal - Concours de création publicitaire**
[May 2004](#)
 Loto-Québec was awarded the *Prix Hommage Jacques-Bouchard* by the *Publicité Club de Montréal*. Created three years ago, this award recognizes the recipient's exceptional contribution to Québec's advertising industry. Loto-Québec received the honour for the consistent quality of its advertising production.

Loto-Québec also won a *Coq de bronze* in the TV/Cinema – Service category for "Incognito", the TV ad for *Mots Cachés*, and a *Coq d'argent* for the *Super 7* "Faites le un" ad in the Radio – Service category.

- **North American Association of State and Provincial Lotteries (NASPL) Convention**
[October 2004](#)
 Loto-Québec hosted the annual convention attended by nearly 1 000 members from Canada and the United States.
- **North American Association of State and Provincial Lotteries (NASPL) Convention**
[September 2003](#)
 Loto-Québec received the Hickey Trophy in the Special Events Promotion category for *Célébration 2003*, a Batchy Award for Best TV Production – TV Draw and another in Best TV Production – TV Show for "*La Chasse aux trésors*", and a third Batchy in the Corporate Communication category.
- **44th Concours de création publicitaire of the Publicité Club de Montréal**
[May 2003](#)
 Loto-Québec won a *Coq de bronze* in the TV/Cinema – Service category for the "*l'Extra, Oui*" ad and a *Coq d'argent* in the Newspaper category for the *Super 7* ad, "*Le domaine à Roger*".
- **Smart Ideas Trophy**
[2002](#)
 Awarded by the Public Gaming Research Institute in the Lotteries category for implementing an extranet to broadcast draw results to the media.
- **The 2001 World Lottery Association Advertising Awards**
[2001](#)
 Loto-Québec took second place for a *Gagnant à Vie!* ad.
- **Annual Fédération de l'informatique du Québec competition**
[2001](#)
 The OCTAS B2B prize was granted to Loto-Québec for creating a draw results broadcast system.
- **Prix Hommage Jacques-Bouchard**
Office québécois de la langue française
[2001](#)
 Awarded in the TV category for the quality of French in the *Extra* ad "*Conseiller capillaire*" produced by ad agency BOS.
- **The 2000 World Lottery Association Advertising Awards**
[2000](#)
 Loto-Québec wins top awards in the following categories:
 Most Innovative Instant Ticket Design and Retailer Promotion.
- **Publicité Club de Montréal - Concours de création publicitaire**
[2000](#)
Coq de bronze in the TV/Cinema – Service category for the *Super 7* "*La Rolls*" ad produced by ad agency BOS.

* Over the years, Loto-Québec has won some 15 Batchy trophies.

Casinos

- **Concours Grafika**
2009
Sid Lee won an award for the Québec's casinos Web site in the *Site web informatif/éducatif* category.

Casino de Montréal

- **Prix d'excellence Paul Waterbury Award for Outdoor Lighting**
1994
Award for the outdoor lighting at the International Illumination Design Awards gala.
- **Gala de l'ADISQ (Association québécoise de l'industrie du disque, du spectacle et de la vidéo)**
2003
Le Cabaret du Casino is nominated in the Best Performance Hall of the Year category.
- **Prix ULYSSE**
2000
Awarded by Tourisme Montréal to Resto-Casino in the Food Services – Tourism Development category.
- **Grands Prix du tourisme québécois**
1995
Awarded to the Casino de Montréal in the Public Enterprise category.
- **Grands Prix du tourisme québécois**
1995
The *Kéroul* honourable mention recognizing the Casino's efforts to facilitate access for people with limited mobility.
- **Paul Waterbury Award of Excellence for Outdoor Lighting**
1994
Prize presented for exceptional contribution to the art and science of lighting design by the International Illumination Design Association awards program.

Nuances Restaurant – Casino de Montréal

- **Five Diamond Rating**
2000 to 2009
Awarded to *Nuances* by the Canadian Automobile Association and the American Automobile Association (CAA-AAA).
- **2007 Restaurant of the Year**
November 2006
Awarded to *Nuances* restaurant by the *Guide Debeur* for its exceptional cuisine, service and décor.
- **DiRoNa Guide**
2002 to 2006
Nuances has been certified by the Distinguished Restaurants of North America (DIRONA) since 2002.

- **Best of Award of Excellence**
2002 to 2006
Awarded to *Nuances* restaurant by *Wine Spectator* magazine.
- **Three-star Rating**
2002 to 2006
Awarded to *Nuances* restaurant by Mobil Travel Guide.
- **Four-star rating**
1999 to 2006
Awarded to *Nuances* restaurant by the *Guide Debeur*.
- **Diamond Wine Award**
2003
International award of excellence to *Nuances* restaurant by International Restaurant and Hospitality Rating Bureau.
- **Grands Prix du tourisme québécois**
1997
"Table de Prestige" award presented to *Nuances*.

Casino du Lac-Leamy

- **Gaming Voice Award**
2004 - 2005
The Casino du Lac-Leamy won a Gaming Voice award in the Best Outdoor Ad for its "Ottawa Outdoor Campaign" created by ad agency Ig2. This prestigious honour was received from the American Gaming Association at their annual communications awards event.
- **Tourism product of the year**
1998
Award presented by the Ottawa Tourism and Convention Authority.
- **Benefactor of the Year**
1998
Award presented during the *Culturiades* event to highlight the Casino's commitment to the community.
- **"Urban Design 1996" category**
1996
Honourable mention awarded by the *Ordre des architectes du Québec* for the layout of the site surrounding the complex.

Le Baccara Restaurant – Casino du Lac-Leamy

- **Five Diamond Rating**
2001 to 2009
Le Baccara received this award, bestowed by the CAA-AAA, for the ninth consecutive year.
- **Best of Award of Excellence**
2004, 2005 and 2006
Awarded by *Wine Spectator* magazine.

- **Four-star rating by *Guide Debeur***
1997 to 2006
The guide's highest award, a mark of the restaurant's excellent quality.
- **Epicurean Awards – Ottawa Wine and Food Show**
2003, 2005 et 2006
Two gold medals won in the "Best Service" and "Best Haute Cuisine Restaurant" categories.
- **Best Wine List Award**
2004
Presented during *Ottawa Magazine's* 4th Annual Restaurant Awards.
- **Epicurean Awards**
2004
" Best Sommelier" Gold Medal.
- **Four-star Rating**
2002
Awarded to *Le Baccara* restaurant by Mobil Travel Guide.
- **Table de Prestige**
2000
Fine-dining tribute bestowed by le *Grand Prix du tourisme québécois en gastronomie*.

Hilton Lac-Leamy

- **Rated Five Stars by Tourisme Québec since 2001.**
- **Four Diamond rating awarded by the Canadian Automobile Association and the American Automobile Association (CAA-AAA) since 2002.**
- **Conrad Hilton (Connie) Award**
2002, 2004, 2005 and 2006
Best Overall Performance in North America (commercial category) awarded at Hilton Hotels' annual convention.
- **Conrad Hilton (Connie) Award**
2006
Best Restaurant and Best Food and Beverage Experience awarded at Hilton Hotels' annual convention.
- **Guest Assistance Award**
2005
Awarded by Hilton Corporation in recognition of the Hilton Lac-Leamy's outstanding handling of guest concerns and requests.
- **Best Overall Service and Best Overall Experience**
2005
Awarded by Hilton Corporation.
- **Choice Location**
2004 and 2005
Chosen Central Canada's Meeting Planner's Choice hotel by *Meetings and Incentive Travel*

magazine.

- **Guest Satisfaction Award (500 rooms and less)**
March 2003
Awarded at Hilton Hotels' annual convention.

Casino de Charlevoix

- **Four Diamond Rating**
2001 to 2007
Fairmont Le Manoir Richelieu and *Le Charlevoix* restaurant are awarded the Four Diamond Rating by the Canadian Automobile Association and the American Automobile Association (CAA-AAA).
- **In the 500 World's Best Hotels**
2007
Fairmont Le Manoir Richelieu received this honour by Travel and Leisure magazine.
- **Gold List**
2001, 2004, 2006 and 2007
Awarded to Fairmont Le Manoir Richelieu by the prestigious *Condé Nast Traveler* magazine. The Casino was also voted among the top 75 best North American resorts in 2003 by the magazine's readers.
- **Best New Canadian Golf Course**
2006
Awarded to Fairmont Le Manoir Richelieu Golf Club by the Golf's Digest.
- **Wine Spectator Award**
2003 to 2005
Fairmont Le Manoir Richelieu's *Le Charlevoix* restaurant is distinguished for its excellent wine list by *Wine Spectator* magazine.
- **Stars for Fairmont Le Manoir Richelieu**
2001 to 2006
 - Fairmont Le Manoir Richelieu receives the Five-Star rating from *Hébergement Québec*.
 - The hotel's high standards are recognized with a three-star rating by the Mobil Travel Guide.
- **Grands Prix du tourisme québécois**
2002 and 2004
Le Charlevoix and Fairmont Le Manoir Richelieu received top honours in the provincial "Grands Prix du tourisme québécois" awards in the "Gastronomy" and "Accommodations" categories.

Ingenio

- **2005 Marketing Personality**
April 2005
Nathalie Rajotte, General Manager for Ingenio, won the title of Marketing Personality of the Year in the B2B category from the *Association marketing de Montréal*.
- **Recognition of the French language in Information Technology**
March 2005

The *Office québécois de la langue française* confers an honourable mention for the multimedia lottery *Eldorado*.

- **OCTAS - Fédération de l'informatique du Québec**
May 2003
The CD-ROM lottery *Mini-Golf* wins top honours in the Multimedia – General and Educational and Games category.
- **Gutenberg Prize**
March 2003
Awarded to the Québecor World Colour Graphics printing plant and Vasco Design International by the *Artisans des arts graphiques de Montréal* in the Folders and Products Presentations category for Ingenio's promotional folder.
- **MIM d'or prize**
March 2003
Mini-Golf lottery with CD-ROM nominated in the Adult Game category.
- **Prix Boomerang - Les éditions Infopresse**
December 2003
Mini-Golf lottery with CD-ROM nominated in the Edutainment CD-ROM category.
- **Award for Quality and Excellence in the World Lottery Industry**
August 2002
Awarded by the Public Gaming Research Institute in the Outstanding Achievement category.
- **Great Ideas Award**
2002
Won at the ILAC convention attended by lottery corporations from Latin America and the Caribbean.
- **Smart Ideas Award**
February 2001
First place in the Revenue Enhancing - Supplier category for the *Mot Mystère* lottery with CD-ROM, awarded by the Public Gaming Research Institut.
- **Award of Excellence (Lottery)**
March 2001
Awarded at the Canadian Gaming Summit and Exhibition.
- **Award for Quality and Excellence in the World Lottery Industry**
April 2001
Awarded at the International Lottery Exposition.
- **2000 WLA Competition**
June 2000
Recipient of the Most Innovative Instant Ticket Design award and Best Retailer Promotion award for the *Trésors de la Tour* lottery promotion "*Real Fun, Real Cash*" (Loto-Québec).
- **Smart Ideas Award**
February 2000
First place in the New Lotteries category.
- **Prix Boomerang - Les éditions Infopresse**
December 1999
Prize awarded in the Information Terminals category for the *Make sure gambling remains a*

game information terminal.

Société des loteries vidéos du Québec inc. (SLVQ)

- **International Association of Business Communicators**
2003
EXCEL award presented to the SLVQ for distinguishing itself internationally with its public awareness program "*Au hasard du jeu*" about the risks of gambling. This ground-breaking project was presented in and reported on by The WAGER (The Worldwide Addiction Gambling Education Report), a research bulletin affiliated with Harvard Medical School. The SLVQ is the first company in the industry world to have implemented and evaluated such a program.
- ISO 9001 certification (obtained in 1999)