

FOR IMMEDIATE RELEASE

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Washington Auto Show, D.C. Lottery Deal on Wheels!

Drive Away with \$75,000 – Play the Washington Auto Show \$5 Instant Ticket, or Enter Second Chance Drawing to Win a 2005 Ford Escape Hybrid

WASHINGTON, D.C. (Nov. 7, 2004) – The world's first full hybrid SUV, the 2005 Ford Escape, makes the D.C. Lottery's 2005 Washington Auto Show instant ticket the hottest ticket in town. The Escape, courtesy of the Washington Area Ford Dealers, is the grand prize in the second chance drawing that celebrates the 63rd staging of The Washington Auto Show[®], produced by the Washington Area New Automobile Dealers Association (WANADA). The show runs from Dec. 26, 2004 – Jan. 2, 2005, at the Washington Convention Center.

For the fifth year, the Washington Auto Show and the D.C. Lottery are partnering to offer the 2005 Washington Auto Show Instant \$5 Ticket with the chance to win up to \$75,000 instantly. In addition, there are three chances to win in the second chance drawing for which one non-winning instant ticket will be randomly drawn for the grand prize --- a 2005 Ford Escape Hybrid. The second-place prize is \$3,000 in cash, and the third-place prize is \$1,500 worth of free gasoline. The cash and merchandise prize package for the 2005 Washington Auto Show Instant \$5 Ticket and Second Chance Drawing totals \$800,000.

"The D.C. Lottery and area Ford dealers have come together to make winners out of as many people as possible with a chance to win cash and prizes, including the new Ford Escape Hybrid," said George Doetsch, Washington Auto Show chairman and president of Apple Ford, Inc.

Jeanette A. Michael, Executive Director of the D.C. Lottery agrees. "We've put together a great prize package for our Washington Auto Show promotion, and it is a fitting milestone to celebrate our partnership of five years. It's exciting to offer consumers a chance to win cash or a new SUV."

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Washington Auto Show/D.C. Lottery/add one

The Second Chance Drawing will be held near the close of the Washington Auto Show at 4:30 p.m. on Sun., Jan. 2, 2005. To enter, mail one non-winning 2005 Washington Auto Show \$5 Instant Ticket to:

D.C. Lottery Washington Auto Show
P.O. Box 10560
Washington, D.C. 20020

The deadline for entries received by mail is 11:30 a.m. on Dec. 23, 2004. Entries will also be accepted at the auto show until 4:15 p.m. on Jan. 2. Complete contest rules and instructions are available at licensed D.C. Lottery agent locations. More information about the D.C. Lottery is available at www.dclottery.com.

The 2005 Ford Escape Hybrid is generating lots of excitement this model year, taking dual billing as the world's cleanest, most fuel-efficient SUV, and the first full hybrid to be built in the U.S. It has earned an EPA estimated gas mileage of 36 mpg for city driving and 31 mpg on highway roads for front-wheel drive configuration. It's capable of running solely on electric power at speeds below 25 mph, and then switching into gasoline mode at higher speeds. The high-voltage storage battery teams with an efficient Atkinson-cycle gasoline engine to achieve V6-like acceleration performance without using as much gas. Through a technologically advanced regenerative braking system, the battery automatically recharges while driving, so it never needs to be plugged in. The Escape offers the combined benefits of near zero emissions, the fuel economy of a full hybrid, and four-wheel drive go-anywhere capability.

The 2005 Washington Auto Show: "Driven by Design," will bring more than 700 new cars, trucks, mini-vans, and sport utility vehicles from over 37 domestic and import automakers to the Washington Convention Center from Dec. 26, 2004 through Jan. 2, 2005. For auto show operating hours, ticket information, and discounted "e-tickets," visit www.washingtonautoshow.com, or contact WANADA at 1-866-WASH-AUTO or 202.237.7200.

Now entering its 88th year of existence, WANADA represents dealerships throughout the Washington, D.C. Metropolitan Area.

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