



Dave Heineman
Governor

STATE OF NEBRASKA

DEPARTMENT OF REVENUE
Douglas A. Ewald, Tax Commissioner
P.O. Box 94818 • Lincoln, Nebraska 68509-4818
Phone: (402) 471-5729 • www.revenue.ne.gov

October 7, 2013

Brenda Decker
Chief Information Officer
501 South 14th Street, 4th Floor
PO Box 95045
Lincoln, NE 68509-5045

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OFFICE OF THE CIO

Dear Brenda:

The Lottery & Charitable Gaming Division of the Nebraska Department of Revenue is requesting a waiver from NITC 7-104: Web Domain Name Standard.

The Nebraska Lottery has used nelottery.com as its primary web portal for almost 20 years. This address is listed on all of our tickets and marketing materials. It is also the home of the Lottery's MVP Club loyalty program, with over 90,000 users.

Complying with the NITC standard would mean the loss of a valuable domain name for marketing Lottery products. It would cause confusion for our players, who rely on the website as their primary source of information about the Nebraska Lottery. Changing to a nebraska.gov domain would also prevent us from entering into online advertising and co-promotion arrangements with private businesses such as Lottery retailers – arrangements that have been effective in the past for raising awareness of our products.

In addition to marketing benefits, retaining nelottery.com for the Nebraska Lottery would prevent a malicious group from using the domain in the future. Already there are phishing sites purporting to be the official Nebraska Lottery website using similar domain names. It is almost certain that nelottery.com would be acquired for this purpose if the domain was released.

For these reasons, we request that nelottery.com be exempted from the Web Domain Name Standard. Please contact Shawn Fotinos, Infrastructure Support Analyst/Lead at 402-471-6115 or shawn.fotinos@nebraska.gov if you need any additional information.

Sincerely,

Douglas A. Ewald
Tax Commissioner

DAE:nw

cc: Jim Haynes, Shawn Fotinos