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November 2002



RoundUp

News and Ideas for Texas Lottery Retailers

www.txlottery.org

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Ho-Ho-Dough!

It's hard to believe, but the holidays are upon us again and the Texas Lottery™ is getting ready with several scratch-off games to keep you and your players excited for the entire season!

To start things off, we have *Home For The Holidays*. This fun, new \$10 game offers 23 ways to win \$100,000! *Home For The Holidays* play styles include key number match, match three, beat score and key symbol match, with the doubler feature on three of the six games.

"With the success of our three \$10 scratch-off games last year, we have learned that players want a \$10 game available to them at all times," said Stephanie Goertz, Instant Product Manager for the Texas Lottery Commission. "The look of this game gives you a warm, fuzzy feeling about being at home with your family during the holidays."

Starting on November 13 are the \$1 game *Winner Wonderland* and the \$5 game *Treasures Under The Tree*. *Winner Wonderland* is a match three type game with the chance to win up to \$1,000. *Treasures Under The Tree* offers players 13 chances to win \$50,000 with four different games that include add up, match three, key symbol match, and key number match.

Making its debut on November 27 is the Texas Lottery's first \$20 scratch-off game, *Holiday Million*. This exciting game is chock-full of seven games that offer 24 ways to win up to

You'll Be Jingling All The Way to the Bank With These Four New Holiday Scratch Offs® from the Texas Lottery!

\$1,000,000! There are five top prizes in this game, along with lots of other prizes of \$20, \$40, \$70, \$100, \$200, \$350, \$500 and \$5,000. The games on this 12-inch ticket include match three, key symbol match, beat score, key number match and add up, with the doubler and tripler features on some of the games.

"Other state lotteries have introduced \$20 games, and with the increased desire for more \$10 games, we have seen a demand for something even bigger," said Goertz. "When we've asked our players and retailers what they think of a \$20 game, the support has been overly enthusiastic."





Gary Gries,
Acting Executive Director,
Texas Lottery Commission

Ask the Executive Director...

A Question and Answer Forum for Retailers and Players of the Texas Lottery™

Q: *Where would I find the most frequently picked numbers for Lotto Texas™? I currently play the same numbers on a regular basis. I was curious for possible additional numbers to play. (T.B. in Fort Worth)*

Dear T.B.,
We have a frequency chart on our web site (www.txlottery.org) that shows the amount of times each number has been drawn. From the home page, scroll down and click on the name of the game you would like to see the number frequency. Then click on "Number Frequency" on the next page. You'll see a bar chart showing how many times each number has been drawn.

Q: *Can we buy tickets for your lottery by the Internet? (M.A. in Port Said, Egypt)*

Dear M.A.,
I'm afraid you cannot play the Texas Lottery from overseas. You can only purchase Texas Lottery tickets at a licensed Texas Lottery retailer in Texas. There are no provisions for playing by mail or on-line.

Q: *A teacher friend heard about a new grant that is being funded with proceeds from the Texas Lottery. The grant may be used at a 2-year technical school or college for recent high school graduates still living at home with their parents. I saw a reference to a "Texas Grant" in the local newspaper. Do you have any information about this? (C.M. in Lubbock)*

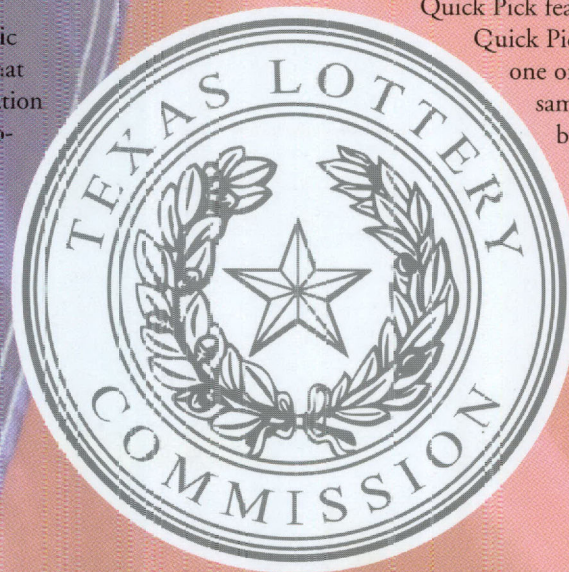
Dear C.M.,
The Comptroller of Public Accounts has proposed that plan. For further information on the TexasNextStep proposal, you can visit the State Comptroller's web site www.cpa.state.tx.us and click on the TexasNextStep icon.

Q: *Are only U.S. citizens eligible to claim the cash for winning Lotto Texas? (S.K. in Richardson)*

Dear S.K.,
There are no restrictions or limitations concerning citizenship when it comes to playing or winning the Texas Lottery. The tickets must be purchased from a licensed retailer in Texas. For U.S. citizens and resident aliens, we withhold 27% for federal taxes on any amount over \$5000. For non-resident aliens, the amount is 30% on amounts of \$600 or more. Each individual's tax situation is different, and the amount owed may be higher or lower than the amount withheld. We suggest players contact a competent tax professional or the I.R.S. for additional information.

Q: *When you buy a ticket, using the Quick Pick option, are the numbers guaranteed not to have been drawn previously as winning numbers? (B.N. in Livingston)*

Dear B.N.,
There is no guarantee that the Quick Pick numbers selected by the random generator have not been drawn previously as winning numbers. We do not place any restrictions on a set of numbers once it has been drawn. The Quick Pick random number generator for our on-line games has no built-in memory. Once a set of numbers is picked in one play, the random number process starts fresh for the next play. The fact that a number is picked in one play has no influence on the chances of it getting picked in following plays. Each set of numbers generated by the Quick Pick feature is unrelated to any other Quick Pick selection. This means that one or more numbers, or even the same set of numbers, can be chosen by the Quick Pick option on more than one play. If the random number generator was restricted to producing each set of numbers only once, the system would not be completely random.



Do You Want The Latest Texas Lottery™ Information at Your Fingertips?



- Winning Numbers and on-line game information
- Advance notice of upcoming scratch-off games
- Latest *Winning Tickets Remaining* information
- Information on Special Lottery Promotions
- Play a part in helping us select new games with our on-line Market Research questionnaires

Staying connected to the Texas Lottery has never been easier, and with *PlayerConnect* your players can determine how the e-mail comes to them, and only receive the information they want.

Because *PlayerConnect* is a permission-based service, changing information is a piece of cake. Each member can access a personal profile page at any time and make the necessary adjustments. It's that simple. (118515)

Lottery retailers are encouraged to sign up as well. All you need is an e-mail address and access to a computer.

Start spreading the news today and tell your players to sign up for *PlayerConnect* today at the Texas Lottery's web site — www.txlottery.org.

PlayerConnect™

Keeping YOU Connected to the Texas Lottery!

(PlayerConnect™ is a service owned and operated by the Lottery operator, GTECH® Corporation.)

If your answer to that was "Yes," then the TEXAS LOTTERY™ is offering the perfect service for you and your players. (258160)

By simply logging on to www.txlottery.org today and joining *PlayerConnect*™, you and your loyal players can stay connected to the Texas Lottery. (231323)

With thousands of Texans already on board, your players don't miss out on their opportunity to get connected.

Members of *PlayerConnect*, which is a free service, can choose to receive any of the following updates, and much more, in the timely and convenient format of e-mail.

Ten Years of Lotto Texas™ Fun

The month of November is always a special one at the Texas Lottery Commission, and it's noteworthy this year because we're celebrating a big event!

Lotto Texas, the oldest of our on-line games, is celebrating its 10th Birthday! Every Wednesday and Saturday evening, 52 weeks a year, the Lottery conducts its *Lotto Texas* drawing.

Each time it happens, plenty of people have their tickets ready, checking and double-checking to see if this time is "the one." And as the game approaches the conclusion of decade No. 1, over 460 jackpot-winning tickets have been sold! This "match-made-in-Texas" has created millionaires from all parts of the Lone Star State and beyond.

From Schulenburg's Janie Kallus on November 28, 1992, all the way to winner #461 — Jeffrey Robert Slobojan of Austin — on September 11, 2002, 214 different cities are represented on the Winner's List, including such far off points as Caracas, Venezuela.

An estimated total of more than **\$4.163 billion*** has been paid to *Lotto Texas* jackpot claimants and winners of the 5-of-6, 4-of-6 and 3-of-6 prizes.

While players are usually the ones making the news, Lottery retail locations are big winners as well with *Lotto Texas*. From Leo's Stop and Shop in Schulenburg to the Speedy Stop #215 in Austin, each time a store sells a 6-of-6 ticket, they become eligible to receive a bonus equa. to 1% of the advertised jackpot, not to exceed \$500,000 per drawing.

Through August 31, 2002, more than **\$1.477 billion*** has been paid to retailers in the form of commissions.

While listing every winner from *Lotto Texas* would take up volumes, in celebration of this momentous occasion, the Texas Lottery wishes to thank all Texans for playing the 'Games of Texas' and hopes you'll join us in welcoming in decade No. 2 for *Lotto Texas*.

**Unaudited figures through August 31, 2002*

Victoria *Spotlight*

A New Jaguar With Your Lotto®?

by Lilevon Govea, LSR

Texas Lottery™ players are zooming in and out of Circle N Food Mart in Angleton in hopes of matching 6-of-6 numbers on Lotto Texas™. (116064) If a lucky Lotto Texas player purchases their winning jackpot ticket at Circle N, they will enjoy the thrill of the jackpot plus the added excitement of winning a new Jaguar compliments of the store owner, Raj Vohra, pictured here. Texas Lottery sales have increased \$400 a month since the promotion began.



Whatever You Call It, It Comes Up CASH!

by LeeRoy Campos, LSR

Recently, a regular commuter on the Hwy. 35 Eypass stopped in to purchase scratch-off tickets at Market Shamrock in Rockport. Feezah Jaffer, pictured above, daughter of owners Saleem and Mumtaz Jaffer, was busy running the register so she asked the customer if she would also like a Cash 5™ ticket. (119583) The customer came back with the usual reply, "Why not?" The ticket turned out to be one of two \$24,349 winners sold that night. Feezah was even more thrilled to find out her dad was awarding her the \$243.39 retailer selling bonus. That can go a long way for a young lady working her way through college. She vows that the next 1% bonus will be for selling a 6-of-6 Lotto Texas ticket and hopes Dad will repeat the gesture! So up-sell, plus-sale, ask for the sale - whatever you call it, it works!



Neither Snow, Nor Rain, Nor Heat, Nor Gloom of Night...

by LeeRoy Campos, LSR

Roadie's Drive-Thru Beverage Bar in Rockport celebrated the Texas Lottery's 10th anniversary with a good old-fashioned party complete with food, fun and lottery tickets.

The event, held on a hot steamy summer day, kicked off in typical fashion until a line of much-needed rain showers sprang up and moved through the area.



Undaunted, and not wanting to disappoint his regular customers, such as Kathleen Goodman, pictured above, owner Tom Maule simply closed off two sides of the Texas Lottery trailer and offered drive-thru service with a free spin (105625) Talk about innovation and dedication. What could be more fitting for a drive-thru business!

Small Town, Big Celebration

by Pam Knebel, LSR

Sweet Home was "rockin' and a scratchin'" during the 2nd Annual Sweet Home Country Store Customer Appreciation Celebration. Owner Maria Gamboa gathered a group of hometown musicians to entertain her customers while delicious home-cooked chili, beans, stew, cornbread and poppyseed cakes were served to the hungry crowd by some of the great local chefs.

Players purchased an abundance of Lotto Texas tickets going for the \$21 million jackpot. The two-hour Lone Star Spin, pictured left, was a big hit with total sales of \$535...not bad for a rural community with a population of 200.

Maria's customers are waiting for next year's annual celebration. (469910) But in the meantime they will settle for great customer service and those delicious homemade hamburgers.

Harley® Happenings

by Eric Moreno, LSR

With the introduction of the Texas Lottery's first *Harley-Davidson*® scratch-off ticket, Harley® fever hit everywhere in Texas, even in the small town of Petronila. Lilly

Hartman, owner of Crossroads Grocery, has a special way of selling *Harley Davidson*® tickets. (129390) Lilly parked two Harley® motorcycles in front of the store so that customers got an eyeful of what they might win. Also, with the purchase of two *Harley*® tickets, customers received a Harley® key chain. Even James Roberts, pictured above, a Honda rider, stopped by to purchase a ticket hoping to win a new bike. He didn't win the bike but did scratch a \$100 winner!



Any More Tickets You Don't Want?

by Sharla Lucas, LSR

The evening of the \$70 Million *Lotto Texas* jackpot, a customer walked into USA Food Mart on Leopard Street in Corpus Christi and asked for \$29 in *Lotto Texas* tickets. (235402) A few minutes later the customer returned to the store explaining he had wanted Cash Value Option instead of 25 annual payments. Owner Muhammed Haque overheard the conversation and said he would exchange the tickets for new ones. He instructed his clerk to print new tickets for the customer. The funny part is you never know how close you are to becoming a millionaire. (202459) One of those tickets matched 5-of-6 numbers, giving the store owner a \$2,223 windfall. He generously gave the money to his clerk who desperately needed a new car.



Paying Winners Pays Off!

by Keith Seow, LSR

This is a simple tale... Pay winners and they will become loyal, frequent customers. Yakoob and Marin Mohammed,

owners of Ed's Drive In, pictured above, advertise "bring us your tickets, we will cash them." Then they back up their advertising by validating more than \$6,000 in Texas Lottery tickets each week. (452901) This Bay City retailer's average weekly sales of over \$14,000 ranks them #4 in the Victoria District.

VICTORIA

District Highlights

DSM:

Al Ledesma

LSRs (8):

Brenda Boucher, LeeRoy Campos,
Eugene Doven, Lilevon Govea, Pam Knebel,
Stacy Korenek, Eric Moreno,
and Johnny Villarreal

CSRs (3):

Rick Garcia, Floyd Srubar,
and Henry Voldan

Support Staff:

Betty Sutton

Claim Center Locations:

4639 Corona, Suite 19
Corpus Christi
361-853-4793

2601 Azalea, Suite 16
Victoria
361-573-4185

# of <i>Lotto Texas</i> 6-of-5 Winners:.....	28
# of <i>Texas Two Step</i> 4 + Bonus Ball Winners:	4
# of <i>Cash Five</i> 5-of-5 Winners:.....	159
Total Sales Since Startup (as of 8/3/02):.....	1,775,078,054.50
% of Sales:	5.98%
Retailer Commissions Since Startup:.....	\$83,753,902.73
On-line Retailers	813
# of GVT Extra Retailers:.....	20

(All figures as of 9/25/02)

REMEMBER: If you find your retailer ID number hidden in this issue of *RoundUp*, call 1-800-37-LOTTO and press *2 when the recording starts to receive a prize package of Texas Lottery promotional items! To claim your prize, you must call by November 30, 2002.

Holiday Retailer Contests

No holiday would be complete without a retailer contest and, in fact, with both a \$10 and a \$20 game this year, the Texas Lottery will conduct two separate contests to encourage sales of both of these games. (134610) The first contest begins October 27 and runs through November 23, highlighting the \$10 *Home For The Holidays* game. For the FIRST 10 packs of *Home For The Holidays* settled, retailers will receive a one-time prize of eight quartz watches to share with their employees. (127717) Then, for EVERY 15 packs of *Home for the Holidays* settled, retailers will receive one free pack of Game #186 *Cash In!*.

Then starting November 24 through January 4, 2003 there will be another retailer contest, this time to push sales of

the new \$20 *Holiday Million*. For every five (5) packs of *Holiday Million* settled, retailers will receive one free pack of Game #186 *Cash In!* (114155) In addition, there will be a random drawing for a Mitsubishi CD/DVD player! Every retailer will receive one entry into this drawing for every five (5) packs of *Holiday Million* settled during the contest.

During the holiday season, retailers will also be given a supply of holiday envelopes to give away with every purchase of any combination of the four new games or any \$10 Texas Lottery purchase, while supplies last. (456501)

"We are looking forward to an exciting, successful season this year with four new games for players to choose from,"

said Stephanie Coertz, Instant Product Manager for the Texas Lottery Commission. (127275) "We encourage our retailers to get into the spirit, remind players to buy tickets for stocking stuffers, office gifts, or just for themselves, and to keep everyone excited about our games!"

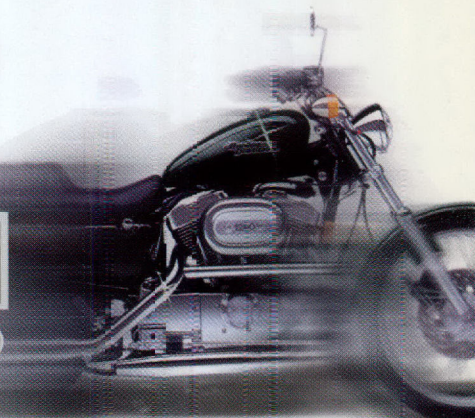


Harley-Davidson® Instant Game Is Riding To A Close

It's been a trip these last six months, and we've seen lots of happy Texans ride off into the sunset with their new Harley-Davidson® Sportster® 1200 Custom™ motorcycles. (118651) There are still three instant win motorcycles and one top cash prize of \$50,000 remaining! Our latest winners include:

- David Meyer of New Braunfels, who purchased his lucky ticket at Pit Stop Food Mart No. 14 in New Braunfels.
- Carl McDaniel of Abilene, purchased his winning ticket at Tiger Mart in Abilene.
- Everett Potter of El Paso, who purchased his winning ticket at Good Time Store #33 in El Paso.
- Jan Peterson of Spring, who purchased her winning ticket at Kuykendahl Shell in Spring.

Your players can still cash in on all the fun! (135468) The fifth and final Harley-Davidson® Second Chance Drawing is scheduled to take place on **Tuesday, January 14, 2003** with the **entry deadline on Friday, January 10, 2003** at



6:00 p.m. Central Standard Time. (109767) Entries must be mailed either in an official "Harley-Davidson® Second Chance Drawing" envelope attached to the how-to-play brochure or in an envelope no larger than a #10 business envelope to:

Harley-Davidson® Second Chance Drawing
820 South MacArthur Boulevard, #105-400
Coppell, TX 75019-4220

One last Harley-Davidson® Sportster® 1200 Custom™ motorcycle and over 1,000 prize packages of official Harley-Davidson® gear will be given away in this final drawing. Remind your players to send in their non-winning tickets for one last chance to ride!

Retailer Bonuses



Stop & Shop owners Aman Syed, left, and Muhammad Shafi, right, show off their \$100,000 ceremonial bonus check for selling a jackpot-winning *Lotto Texas* ticket for the June 22, 2002 drawing. Joining them, center, is Bob Raitt, GTECH® LSR.



GTECH® LSR Roscoe Smith and GTECH® DSS Bar Ellington present a ceremonial bonus check for \$100,000 to McDonald's Fuel Station owner Maria Tellez, right. The retailer sold a jackpot-winning *Lotto Texas* ticket for the June 22, 2002 drawing.



<u>Draw Date</u>	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
8/16/02	CSI # 1666	Dallas	\$6,250



Retailer Survey

1. How have your players responded to the changes to *Cash Five*?

2. How have your players responded to the increased availability and variety of Instant tickets?

3. At what *Lotto Texas* jackpot do you see an increase in sales?

4. What is the most significant thing you do at your location(s) to increase Texas Lottery™ sales?

The first 50 retailers submitting their answered survey will receive a Lottery surprise package of promotional items!



Please mail or fax your completed survey to:
 Liz Jambor
 Marketing Research Manager
 Texas Lottery Commission
 P.O. Box 16630 • Austin, TX 78761-6630
 or fax to: 512-344-5242

Thanks for your participation!



Upcoming Games



#336 Holiday Million (\$20)
Top Prize: \$1,000,000



#255 Two Much Fun! (\$2)
Top Prize: \$20,000



#294 Cash Lane (\$2)
Top Prize: \$20,000



#358 Winner Wonderland (\$1)
Top Prize: \$1,000



#316 Treasures Under The Tree (\$5)
Top Prize: \$50,000



#359 Find The 9's (\$1)
Top Prize: \$999

NOTICE: A Scratch Off game may continue to be sold even when all the top prizes have been claimed. For current information on prizes remaining in a Scratch Off game, call 1-800-37-LOTTO.

Games Closing

Call Date: 11/1/02 Close Date: 12/31/02 End Validations: 6/29/03



Game #258 (\$1)
Find The 9's
*Overall Odds are 1 in 4.85.



Game #266 (\$2)
Break The Bank
*Overall Odds are 1 in 4.94.



Game #277 (\$5)
Harley-Davidson®
*Overall Odds are 1 in 3.42.



Game #292 (\$1)
Card Shark
*Overall Odds are 1 in 4.91.



Game #299 (\$7)
Best Of 7's
*Overall Odds are 1 in 3.48.



Game #313 (\$10)
Hot Streak
*Overall Odds are 1 in 2.47.



Game #708 (\$2)
Lone Star Loot
*Overall Odds are 1 in 4.77.



Game #713 (\$2)
Stash Of Cash
*Overall Odds are 1 in 4.56.



Game #717 (\$5)
Big Money Spectacular
*Overall Odds are 1 in 3.08.

Call Date: Sales reps have 60 days to bring in all remaining tickets for these games. A physical inventory must be conducted at each store to make sure all packs are picked up. Partial packs may not be returned prior to this date.

Close Date: Games have ended. No tickets may be distributed to, or sold by, retailers after this date. An auto settle will be run on this date to ensure that all packs are accounted for.

End Validations: The last date that players can redeem any prizes for these games.

*The odds listed here are the overall odds of winning any prize in a game, including break-even prizes.

NOTICE: A Scratch Off game may continue to be sold even when all the top prizes have been claimed. For current information on prizes remaining in a Scratch Off game, call 1-800-37-LOTTO.