

L 2503.6
R 76
2005/10-11

— TEXAS LOTTERY —

RoundUp

News and Ideas for Texas Lottery® Retailers

October / November 2005

Holiday Fun!

Haul out the holly, jingle those bells, and get into the holiday spirit with six new games sure to make your days merry and bright!

“The release of the holiday suite has become a tradition for the Texas Lottery,” says Robert Tirloni, Texas Lottery Commission Products Manager. “We are very excited about the variety of games that will be available for our players during the holiday season!”

On sale beginning in October and November will be an assortment of games, including *Holiday Cash*, *Holiday Bingo*, *Sleigh Ride Riches*, *\$100,000 Surprise Package*, *Winter Treasures* and *Holiday Millionaire*.

Holiday Cash gives players the chance to win up to \$1,000. In this \$1 game, if players match any of the YOUR NUMBERS to the WINNING NUMBER, players will win the prize shown for that number. If a player reveals a moneybag symbol, the player wins \$25 automatically.

Holiday Bingo is the Texas Lottery's first holiday-themed bingo game. Instant bingo games such as *Tripler Bingo*, *Instant Bingo* and *Lucky 7's Bingo* have proven to be extremely popular with players. This \$2 holiday version gives players the chance to win up to \$30,000.

Sleigh Ride Riches, a \$2 game, offers players 10 chances to win up to \$25,000. If any of the YOUR PACKAGE NUMBERS match either of the SLEIGH NUMBERS players

will win the prize shown for that number. If a player reveals a snowflake symbol, the player will win double the prize shown.

\$100,000 Surprise Package is a \$5 game with a top prize of \$100,000. Players can win up to 20 times on this ticket, which gives players three games and a bonus area.

The \$10 holiday game *Winter Treasures* offers players the chance to win up to \$500,000! Players must scratch to reveal 25 games in the play area. If a player gets two matching symbols in the same game, the player will win the prize shown for that game. If a player gets a 2X symbol, he or she will win double the prize shown for that game. If a player gets a 25X symbol, the player will win 25 times the prize shown for that game.

And, of course, no holiday suite would be complete without a ticket that offers a huge top prize! *Holiday Millionaire*, a \$30 game, gives players 20 chances to win up to \$2,000,000! This game is loaded with over \$63 million in prizes! There are four games to play on the ticket with various play styles, such as a “number match” play style, where players also have the chance to multiply their winnings by 10; a “symbol match” play style; a “tic-tac-toe” play style with a bonus feature; and a “prize amount” match play style where players also have the chance to double their winnings!

Not only will this game be exciting for players, but retailers can also get in on the fun of winning. Top-prize-selling retailers of the *Holiday Millionaire* game will be eligible to receive a \$10,000 retailer bonus!

Don't forget, holiday games make great stocking stuffers! During the holiday season, retailers will be given a supply of holiday envelopes to be given away to players while supplies last.

These games are sure to bring an extra batch of fun and excitement to players and retailers alike!



The overall odds of winning on the holiday games are as follows:

<i>Holiday Cash</i>	4.81
<i>Holiday Bingo</i>	4.21
<i>Sleigh Ride Riches</i>	4.58
<i>\$100,000 Surprise Package</i>	3.58
<i>Winter Treasures</i>	3.05
<i>Holiday Millionaire</i>	2.17

INSIDE: Megaplier Awareness...pg. 2 • El Paso District Spotlight...pg. 3 • Austin District Spotlight...pg. 8 • Scratch-off Update...pg. 12



Media Blitz Helps Multiply Megaplier® Awareness

Mega Millions® is played in 13 states across the country, but only Texas offers its *Mega Millions* players the opportunity to multiply their non-grand/jackpot prize winnings two, three or four times with the Megaplier® option.

Since the Texas Lottery Commission joined *Mega Millions* in December 2003, through July 2005, Megaplier sales have totaled more than \$82 million and Megaplier winners have collected more than \$34 million in prizes. Those are solid numbers, but a recent advertising push was focused on increasing those numbers even more by raising the overall Megaplier awareness level among Texas' *Mega Millions* players through an integrated approach incorporating print, television and radio ads, outdoor advertising and point-of-sale (POS) materials.

With jackpots typically higher than for *Lotto Texas*®, *Mega Millions* has been a popular and profitable addition to Texas' slate of on-line games. However, market research showed that the potential for additional revenue generation from the Megaplier was hindered by low recognition value among players. *Mega Millions* is a jackpot-driven game that usually sees major sales surges only at higher jackpot levels—\$100 million and up—and research revealed that only about one percent of Texans surveyed claimed to be aware of the Megaplier.

"*Mega Millions* has been a very successful game in Texas, but it has not enjoyed the same brand loyalty as *Lotto Texas*," said Robert Tirloni, Products Manager for the Texas Lottery Commission. "When the California Lottery announced it would be joining the game, we saw a great opportunity to increase Megaplier awareness, while also ingraining the idea of *Mega Millions* as a \$2 game."

The California Lottery officially joined the *Mega Millions* game on June 22, 2005. Among the several rule changes associated with California's inclusion were improved overall odds of winning a prize, from one in 43 to one in 40, and an increase in the second-tier prize amount from \$175,000 to \$250,000. For

Texas players, this meant that the Megaplier could now boost a second-tier prize to as much as \$1 million!

"With California joining *Mega Millions*, the timing for the push to raise Megaplier awareness couldn't have been better," said Tirloni.

Texas Lottery® staff worked closely with the agency's general- and minority-market advertising agencies, DDB Dallas and The King Group, respectively, to develop a plan designed to renew enthusiasm and interest in *Mega Millions* in general, with a special emphasis on reminding players that they can multiply their winnings with the Megaplier. The resulting campaign debuted on June 22 and included television and radio commercials as well as billboard advertising and POS material.

According to Chelsea McCullough, Creative Coordinator for the Texas Lottery Commission, the POS component of the campaign was especially significant. [142905]

"Some of our most effective advertising comes from the people who deal with our customers directly on a daily basis—our retailers," she said. "Their assistance in educating our players about our games is crucial, and anything we can do to help them in that task will pay dividends long after the actual campaign ends."

Overall response indicates that the campaign was successful, though the long-term results cannot be measured yet. For example, same-week (the second full week of July) Megaplier sales in 2005 were \$1.3 million, compared to approximately \$750,000 in 2004. Part of the increase is due to a much higher jackpot for that week in 2005 (\$122 million) versus 2004 (\$29 million). However, when comparing sales of \$1.3 million in July 2005 with sales of \$972,000 the second full week of January 2005, when there was a similar-size jackpot, it would appear that the campaign did have a significant impact.

"The Texas Lottery's goal is to maximize the state's contribution to Texas education," said Tirloni. "We've made significant progress toward that goal by increasing *Mega Millions* and Megaplier awareness among our players."



El Paso Spotlight

Government Publications
Texas State Documents

JUL 1 / 2006

Depository
Dallas Public Library

The El Paso district stretches from Anthony (Interstate 10 East, mile marker 0) to Iraan (I-10 East, mile marker 305) and, going south, from Kermit to Presidio (approximately 250 miles on U.S. Highway 67). El Paso is the only district that covers two time zones, Mountain Standard Time and Central Standard Time.

The El Paso sales force team consists of five sales reps—four in El Paso and one in Fort Stockton. Together, they cover 490 retailers every two weeks. Two sales reps, Martin Diaz and Christina Garcia, as well as support staff member Thelma Gonzalez, [141824] have been with GTECH® since Texas Lottery® startup in 1992.

GTECH sales rep Ilda Cuevas, who transferred from Lubbock to El Paso, has extensive ground to cover when visiting her retailers. She averages about 2,500 miles in a two-week cycle. She visits stores from Van Horn to Iraan and from Kermit to Presidio.

Being a district with a relatively small retailer base has its advantages. The El Paso team takes pride in saying that everyone on the sales force, including the DSM, works with joy at every customer appreciation day and event. It does not matter whether the event is local or out of town; everyone participates!

7-Eleven #627, El Paso

By Randy Hancock, LSR



(L to R): Jerry Hess, customer, with Mary Stewart, store manager of 7-Eleven #627

Store Manager Mary Stewart has been at 7-Eleven # 627 for only a few months but has more than doubled her sales already. She has accomplished this by offering a wide variety scratch-offs at different price levels and keeping her ticket dispensers full at all times. These are priorities not only for Mary but also for her employees.

Shown in the picture with Mary is one of her new, regular *Pick 3*™ customers, Jerry Hess, who won \$660.00 on *Pick 3*. As you can see, he is happy to be a “regular” with Mary and her staff. Keep up the good work, Mary and crew!!

7-Eleven #644, El Paso

By Randy Hancock, LSR

Assistant Manager Nancy Vaca is walking tall these days, ever since 7-Eleven #644 sold a \$175,000 *Mega Millions*® ticket. Nancy has been with the company for only eight months but was promoted to assistant manager fairly quickly. [137897] She likes to plus-sell the latest Texas Lottery games,

always welcomes players with a sincere greeting, provides a wide variety of scratch-offs, and offers a “thank you” to customers for playing the *Games of Texas* at her retail location. She is also among the first to want new POS and signage on the Texas Lottery playstation to promote sales.

By the way, this store is the training center for other 7-Eleven stores in the area. Word of the “big sale” at 7-Eleven #644 has traveled quickly among the other store managers within the company, and they want to know how they, too, can sell a winning ticket. Things are looking MEGA-TACULAR for this store!

Albertson's #933, El Paso

By Randy Hancock, LSR

Abel Olivas is the store director at Albertson's #933. He has been with the company for 11 years and has been at this El Paso location for two years. His support of Texas Lottery games is second to none.



Abel Olivas, store director of Albertson's #933

Last summer, Abel held numerous promotions, Lone Star Spins, and a Customer Appreciation Day. He personally inspects his instant ticket vending machine (ITVM) to make sure it's filled and ensures that his self-service terminal is operational daily.

(continued on page 4)

He has had remarkable success with offering his customers not only the core games, but all available new games as well. "We are just waiting for the BIG ONE," Abel said. [126770] With his determination to succeed, and the follow-through of his commitment to keep the machines full and operational, chances are good that this will happen!

Cardenas Produce and Groceries, El Paso

By Randy Hancock, LSR

Having a business that sells a variety of



Daniel and Delila Cardenas, owners of Cardenas Produce and Groceries

products is the key to success for Daniel and Delila Cardenas, owners of **Cardenas Produce and Groceries**. Not only do they sell a variety of produce and groceries, but they also carry a tremendous selection of Texas Lottery scratch-offs. Currently they have 42 games in stock.

Daniel and Delila foster a positive attitude toward the *Games of Texas* by cashing all their customers' winnings up to, and including, \$599. Their friendliness and positive attitude toward their customers assures repeat business for them.

In fact, they are contemplating opening a second location to better serve the customers of El Paso. They have been in the business for about 12 years, and they hope to continue to grow their business by selling Texas Lottery games.

Circle N Food Store North, Fort Stockton

By Ilda Cuevas, LSR

Rosalba and Johnny Salinas, owners of **Circle N Food Store North**, take pride in their customer service.

In order to provide excellent service, they take the time to learn about all the Texas Lottery products. Rosalba has a wealth of knowledge about *Pick 3*, which she passes on to her regular customers. [132086] She herself is an avid *Pick 3* player and likes to share her personal winning *Pick 3* stories with everyone. She said that she has been able to buy most of her home furniture with her *Pick 3* winnings.

As she said, "I learned about *Pick 3* and realized it was easy to play and I did not have to spend a lot to win. I pick my numbers from license plates and Quick Picks. I play every day!"

Ditto's, El Paso

By Damon Conrad, LSR

There are plenty of BIG winners here at **Ditto's**, located in the heart of downtown El Paso. General Manager Carl Wherrett keeps them coming back with his southern charm and his plentiful selection of scratch-off tickets.



Carl Wherrett, general manager of Ditto's

Posting the big winners has piqued the interest of passersby and regulars alike. Carl not only has regular scratch-off players, but he also has a loyal base of on-line players. [491809] Not long ago, a group of them almost hit the *Mega Millions* jackpot, falling just one number short!

Carl is hoping for the retailer bonus for selling a jackpot ticket and is determined to keep pushing for his chance.

Edgemere Big 8, El Paso

By Christina Garcia, LSR

Edgemere Big 8 takes pride on paying customers up to, and including, \$599 for on-line and scratch-off tickets, because this is what brings the customers back.



Lucy Hernandez, store clerk at Edgemere Big 8

With 24 games available and an average of \$8,500 per week for all games combined, it's no wonder that faithful customers [132589] keep coming to the store.

Store Clerk Lucy Hernandez is a proud employee who likes to keep her customers happy by keeping the dispensers full with the newest and most requested scratch-off games available at all times.

El Paso Claim Center, El Paso

By Damon Conrad, LSR

Some people may think that **Texas Lottery Claim Centers** are just places where "big winners" go to claim prizes worth over \$599. They are, but they are also much, much more.

El Paso Claim Center Coordinator Fred Moreno and Lottery Specialist Yvette Suazo-French assist players and retailers with a wide array of issues,

including [257993] troubleshooting problems with cashing tickets; creating winner awareness by taking photos of winners for the retailer locations; and conducting on-site and telephone surveys for the Texas Lottery to ensure that everything is being done to help retailers generate Texas Lottery sales.



El Paso Claim Center staff members Yvette Suazo-French, lottery specialist, and Fred Moreno, coordinator.

The El Paso Claim Center is there to serve players and retailers and is considered a valuable asset for the El Paso district retailers.

El Paso District Team

By Martin Diaz, LSR

In an effort to increase *Cash Five*[™] awareness, the El Paso district team went wild and did all sorts of promotions to get the word out. You name it, they did it: Lone Star Spin, customer appreciation days, “While I’m Here” promotions, purple personalized *Cash Five* T-shirts, buttons advertising “Buy 5, Get 1 Free”, etc. The main purpose was to get the customers’ attention—and they did! Customers were attracted by the purple shirts that each had the name of an LSR above a logo that said, “Ask me about *Cash Five* Alive!” It was a great campaign that left the customers wanting more!

El Pasito Meat Market, El Paso

By Christina Garcia, LSR

El Pasito Meat Market sold a \$30 *Holiday Millions Wishes* ticket worth \$2 million, which qualified them for a retailer bonus of a whopping \$10,000.

This small neighborhood store has more than doubled its scratch-offs ticket sales. *Holiday Millions Wishes* has become a popular game in the surrounding area, especially since the winner was advertised in the local newspaper and on TV!

Fidel’s Grocery, Fort Stockton

By Ilda Cuevas, LSR

Ask anyone in Fort Stockton about **Fidel’s Grocery**, and they know what you’re talking about. The store’s owner, Salvador Salazar, is an avid *Pick 3* player himself and enjoys telling his customers about *Pick 3*. [140807] As he said, “As a retailer, I know and take pride in what I provide to my customers. With that in mind, I sell *Pick 3* because I know it and understand it. Most of all, I like to play *Pick 3* EVERY DAY.” What a great attitude he has!

La Moderna, Inc., El Paso

By Christina Garcia, LSR

La Moderna is a neighborhood grocery store, meat market, restaurant, and gas station. Being family owned and operated makes a difference. The staff know their Texas Lottery customers like the palms of their hands.

With 22 games available and the retailer’s willingness to take part in all the Texas Lottery promotions, it is no wonder that customers keep coming back to the store to buy and redeem all winners up to, and including, \$599! The store’s co-owner, Vicky Avila, always receives customers with a broad smile.

(continued on page 6)

El Paso

District Highlights

as of 10/22/05

DSM: Pamela Batten

LSRs: 5 – Damon Conrad, Ilda Cuevas, Martin Diaz, Christina Garcia and Randy Hancock

FSTs: 2 – Jose Alvarez and Gabriel Villa

Support Staff:

Thelma Gonzalez

Claim Center Location & Phone:

401 E. Franklin St., Suite 150

El Paso, TX 79901

(915) 834-4920

WINNERS SINCE START-UP

# of <i>Lotto Texas</i> Jackpot Winners:	12
# of <i>Texas Two Step</i> Winners:	5
# of <i>Cash Five</i> Winners:	21
# of <i>Cash 5</i> Winners:	68
# of <i>Mega Millions</i> (5+0) Winners:	10
Total Sales Since Start-up:	\$980,094,983.50
% of Sales:	2.43%
Retailer Commissions Since Start-up:	\$49,004,749.18
No. of ISYS [®] Retailers:	454
No. of GVT Extra Retailers:	39
No. of SST retailers:	8
No. of ITVM retailers:	64

Love's Country Store #214, El Paso

By Christina Garcia, LSR

Love's Country Store #214 caters primarily to truck drivers. These truck drivers like the 16-bin ITVM because they [129895] don't have to wait in line to play their favorite scratch-off tickets.

Store Manager Horacio Avalos makes sure his customers are happy by keeping those hot games available for them. With two bins displaying the hottest scratch-off games, and POS everywhere to advertise them, this retailer's games are sure to be the topic of conversation for a good while.

Lowe's #97, El Paso

By Randy Hancock, LSR



Filiberto Carrasco,
store manager of Lowe's #97

Filiberto Carrasco, Store Manager at Lowe's #97, is one tough cookie when it comes to sales. He is determined not only to maintain his sales base but also to achieve new sales and gain "repeat" customers in order to increase his overall Texas Lottery customer count.

His store is known in the neighborhood for cashing winning tickets up to, and including, \$599. Filiberto is very positive in reinforcing this policy to his employees and customers. His ITVM is located by the front doors so that he gets customers coming in and going out.

The store recently did a Lone Star Spin for the first time and is looking forward to holding a Customer Appreciation Day in the near future.



El Paso District Sales Team

Left to right: Pamela Batten (DSM), Ilda Cuevas (LSR), Randy Hancock (LSR), Thelma Gonzalez (Support Staff), Christina Garcia (LSR), Everett Armstrong (Fleece Administrator), Damon Conrad (LSR) and Martin Diaz (Swing Rep).

With Filiberto's positive support and promotion of Texas Lottery games, this retailer will, no doubt, continue to enjoy success!



Study Butte Store, a small convenience store with a little bit of everything.

Study Butte Store, Study Butte

By Ilda Cuevas, LSR

Between Alpine and Big Bend National Park, you will find the **Study Butte Store**, a small convenience store with a little bit of everything and lots of great people. You might think of it as an unusual store, but it has a familiar item that everyone likes—Texas Lottery games! Despite the fact that the store has a limited amount of space, the staff takes pride in its selection of scratch-off games, which attract regular customers and people passing by.

Super Stop #17, El Paso

By Christina Garcia, LSR

Blas Compean, the owner of **Super Stop #17**, was anxious to qualify for an ISYS® on-line terminal and was willing to work with his Texas Lottery sales representative, Christina Garcia, to achieve this goal.

He started with a second-chance drawing. Then he increased his dispenser count from eight games to 16. [138755] This big change, combined with asking for the sale, enabled him to qualify for an ISYS. He was extremely happy when the machine was installed

at his store. Now he is looking forward to hosting a Lone Star Spin!

Terlingua Chili Cook-Off Championship, Terlingua

By Martin Diaz, LSR

How do you create an atmosphere of fun and excitement? Very simple: Combine a great event like the **Terlingua Chili Cook-Off** with a statewide "BUY 5, GET 1 FREE" *Cash Five* promotion, and you get lots of happy customers!

During the two-day event, 144 customers received a free \$1 *Cash Five* ticket with the purchase of \$5 in *Cash Five* tickets. Event sales for *Cash Five* alone were \$905! These sales happened in the middle of the desert, as shown by the photograph. Only vendors had electricity; most of the customers came in RVs and had their own generators.



Terlingua Chili Cook-Off Championship

Uncle's #170203, Fort Stockton

By Ilda Cuevas, LSR

How do you accomplish good sales? **Uncle's #170203** has the answer: Know your players, know what they like the most, and you will have loyal customers returning to your store. But above all, keep the scratch-off ticket dispensers full! If a game sells out, the store's crew makes sure that it gets replaced right away with a game they know will sell very fast.

Wencho's Gas & Food, Tornillo

By Christina Garcia, LSR

With a population of 5,500 and sales of over \$6,000 a week from scratch-off tickets alone, it's no wonder that the main topic at **Wencho's Gas & Food** is usually who the latest winner is from the area. [292406] The store carries 40 games at all times, and when they run out of a favorite ticket, LSR Christina Garcia transfers more of those tickets to the store.



Ofelia Bosquez, owner of Wencho's Gas & Food

Wencho's enjoys holding promotions such as second-chance drawings and "ask for the sale." The store also has won several retailer contests for free packs of scratch-offs.

REMEMBER! If you find your retailer ID number hidden in this issue of *RoundUp*, you can receive a prize package of Texas Lottery promotional items! To claim your prize, call 1-800-37-LOTTO and press *2 when the recording starts. You must call by December 31, 2005.

Austin Spotlight

The Austin district stretches from Goldthwaite to Bryan-College Station and from Kyle to Hillsboro, anchored by the major [204952] cities of Austin, Killeen, Temple and Waco. The sales force of 13 lottery sales representatives (LSRs) services more than 1,650 retailers twice a month. As a team, the Austin district benefits from the vast and varied experience of its sales force. Three of the LSRs have been around since the Texas Lottery® started in 1992. One LSR started as an instant ticket specialist, and two others were field service technicians.

In the past year the district staff has joined Texas Lottery retailers at a variety of events, such as Pecan Street Festival in Austin, Chisholm Trail Roundup in Lockhart, and Czhlispiel in Flatonia. The Austin sales staff has supported Customer Appreciation Days in Gatesville, Georgetown and Tow.

A-1 Food Mart, Austin

By David Payne, LSR

Providing “service and selection” to everyone who comes through the door is the top priority at this 7th Street store in East Austin. **A-1 Food Mart** prides itself on maintaining a fantastic mix of Texas Lottery scratch-off games, and Lottery Sales Representative David Payne is constantly working to improve the selection and location of scratch-offs.

At least once a year, Nizarali (Nick) Meknojiya and David Payne have a customer appreciation day for all of their loyal customers, and David conducts a Lone Star Spin. Winning tickets are posted at POS locations with the dollar amounts proudly highlighted.

At this rate, A-1 should continue to be one of the top scratch-off retailers in its territory!

Cedar Valley Grocery, Austin

by Kara Heinen, LSR

Cedar Valley Grocery, located between Austin and Dripping Springs, always keeps its 48 slots full because the staff knows that customers want all the new games—and most like some of the older games, too. The employees are skilled at selecting tickets for customers who don’t usually play scratch-off games, and there have been some very happy customers who have scratched and won!

This retailer likes paying out winning tickets because players expect it and it gives them the opportunity to buy more of their favorite games.

Store Manager Kim Smith always buys the first ticket of every new game she receives, for good luck for herself and her customers. Her instant tickets sales exceed \$10,000 per week, and on-line sales exceed \$1,500 per week.

Cedar Valley Grocery’s Texas Lottery sales success is due to the hard work of Kim and her employees and store owner Billy Peters.

Diamond Mart, Austin

By Matt Hayes, LSR

Diamond Mart, located on RR 620 in Austin, has had a huge increase in Texas Lottery sales over the past few months. Once averaging only \$3,000 to \$5,000 dollars a week in Texas Lottery sales, Diamond Mart has become one of the top-selling stores in the district, with lottery sales surpassing \$13,000 in a single week! The credit for this success goes to the staff’s friendly sales style and to store owner Karim Prasla’s decision to add more ticket dispensers.

When the \$25 game *\$1,000,000 Club* was released, Karim and employees Asif Sito and Ali Zulfiqar were able to shatter their goal of selling 40 packs by selling 66 packs in the first three months after the game’s release. Asif knows nearly everyone who comes in the store in the evenings by first name and makes them feel right at home. [423868] With photos of multiple \$1,000 winners hanging above the register, it is easy to believe that Diamond Mart will become one of the state’s top Texas Lottery retailers in the very near future!

IGA Foodliner #274, Killeen

By Al Shankle, LSR

IGA Foodliner in Killeen is recognized as having one of the best customer service crews in the Austin district. The sales staff consists of Ann Hiller (Manager), Sharon Pinto, Annia Gonzales, Melissa Saucedo, Inge Lester, and Juanita Wright.

IGA Foodliner has consistently paid out a high volume of winning Texas Lottery tickets in the Killeen area, making it one of the top payout retailers in the Austin district.

Last year alone, it paid out \$572,131. By paying out such a high volume, IGA Foodliner has grown [478480] as a business to average over \$12,000 per week in Texas Lottery sales. Good job, IGA of Killeen!

Lota Wata One Stop, Morgan

By Christy Burford, LSR

Jimmy and Betty McCormick, owners of **Lota Wata One Stop**, have been in business since August 1, 2001. From the day they opened their store, their customers encouraged them to sell Texas Lottery games, which they began doing on April 13, 2005. They started out with a GVT Extra, and in only six short weeks, they qualified for the ISYS® terminal, which was installed before the Fourth of July weekend.

As of June 30, the McCormicks had sold a total of \$33,455 in scratch-off and on-line games and had paid out \$19,318 in winning tickets. WOW!

The couple sends out a big “thank you” to their neighbors and friends for all of their support.

Nau's Enfield Drug, Austin

By Julie Hall, LSR

Nau's Enfield Drug has been in the neighborhood for as long as anyone can remember and has been selling the *Games of Texas* since that first week in May 1992 when Texas Lottery sales lit up the state.

It's “all in the family” with Lambert Labay (owner and pharmacist) and his daughter, Laura Labay, who manages the store. Nau's has an old-fashioned drug store fountain and lots of loyal customers who come in for a burger, a limeade [471704] and a scratch-off or two!

Laura keeps the ticket dispensers full and makes sure her customers know about the most recent winners and new games arriving.

Nau's sold a winning *Lotto Texas* jackpot ticket in the year 2000, a fact they proudly advertise in their windows along with lots of POS!

The secret to Nau's longevity? It must be their positive attitude and winning spirit that keep their customers stopping in to buy Texas Lottery games.

Smith Brothers, Belton

By Weldon Winkler, LSR



Joan Warwick, manager of Smith Brothers,
with DeeDee Dockrey, cashier

Smith Brothers Joe and Cecil have worked hard to build their scratch-off and on-line Texas Lottery sales to over \$10,000 per week. They pay all winning tickets up to, and including, \$599.

(continued on page 10)

Austin

District Highlights
as of 10/22/05



DSM: Chuck Faulkner

LSRs: 13 – Edward Barron, Eric Beaty, Christy Burford, Julie Hall, Matt Hayes, Kara Heinen, Phyllis Howard, David Payne, Todd Rajkowski, Al Shankle, Kevin Teeler, Zachary Wakefield and Weldon Winkler

CSRs: 4 – Kay Martin, Mike Petrawski, Ken Raymore and Josh Tsosie

Support Staff:

Rosalinda Reyna and Ginger Bush

Claim Center Location & Phone:

Austin Claim Center
611 E. 6th St.
Austin, TX 78701
(512) 344-5252

WINNERS SINCE START-UP

# of <i>Lotto Texas</i> Jackpot Winners:	46
# of <i>Texas Two Step</i> Winners:	21
# of <i>Cash Five</i> Winners:	89
# of <i>Cash 5</i> Winners:	198
# of <i>Mega Millions</i> (5+0) Winners:	9
Total Sales Since Start-up:	\$4,040,003,308.50
% of Sales:	10.02%
Retailer Commissions Since Start-up:	\$117,002,724.20
No. of ISYS® Retailers:	1,630
No. of GVT Extra Retailers:	42
No. of SST retailers:	98
No. of ITVM retailers:	128

Since the store has 52 dispensers, players know they can find just about every Texas Lottery scratch-off game that Smith Brothers provides.

Joe and Cecil post the winning scratch-offs so players know that winning tickets have been sold in their store. They work extremely hard to do well when the Texas Lottery has contests to promote the *Games of Texas*.

Spring Time Stop, Bremond

By Todd Rajkowski, LSR



Rosa and David Al-Tal, owners of Spring Time Stop

Bremond, with a population of only 875, is home to four Texas Lottery retailers. David and Rosa Al-Tal have owned **Spring Time Stop** for a little over a year.

Since adding Texas Lottery games to their store in November 2004, they have become the #1 retailer in Bremond, with a four-week average of nearly \$6,000! Achieving this milestone required a lot of effort on the Al-Tals' part.

David is always receptive to the point-of-sale materials the Texas Lottery offers, and he strives to know which Texas Lottery games his players want. He also adds player incentives—for example, last December, if players purchased one \$30 *Holiday Millions Wishes* ticket, they would receive a free \$1 ticket of their choice. This helped boost David and Rosa's ticket sales and qualified them for a free pack of \$5 tickets in a retailer contest.

Part of Spring Time's record of success includes selling a \$3 ticket that uncovered a \$30,000 prize and a \$30 ticket that uncovered a prize of \$20,000.

"Variety, giving back to the customer, and good old-fashioned service is what brings the people back again," says David. It's a formula that seems to be working!

The Singleton Store, Singleton

By Phyllis Howard, LSR

The Singleton Store, Inc., was the first retailer in Grimes County to receive a license to sell Texas Lottery games. [139756] This small, rural convenience store is located on Highway 90 North, between Roans Prairie and Bedias. It is owned and managed by Ila Hale, known as "Ms. Cricket," and her husband, Jim Hale.

The store currently displays and sells 22 different scratch-off tickets and all of the on-line games. The Singleton Store has held a second-chance drawing every Friday morning since the Texas Lottery began. All non-winning Texas Lottery tickets are eligible for the drawing. Prizes include free scratch-off and on-line tickets and Texas Lottery promotional items.

The Singleton Store gives its customers what they want: fast, friendly service, prompt redemption of winning tickets for cash, a good selection of the latest scratch-offs, and access to the on-line games.

They are looking forward to the day when one of their lucky customers will take home a winning ticket for *Lotto Texas*® or *Mega Millions*®!

Retailer Bonuses



Draw Date	Retailer	Location	Bonus
6/9/05	Albertson's #4102	Saginaw	\$2,250
7/11/05	Exxon #60476	Duncanville	\$8,750
8/8/05	Shorts Grocery - 2nd Terminal	Byers	\$3,875
8/8/05	Mr G's Quick Stop	Whitney	\$3,875
8/11/05	Northwest Highway Chevron	Dallas	\$1,000
8/11/05	Lorghorn Convenience Store	Denison	\$1,000
8/22/05	Albertson's #4064	Pflugerville	\$2,250
9/8/05	Big Diamond #1	Universal City	\$3,750



Game	Retailer	Location	Bonus
Monthly Bonus #534	Albertson's #4064	Pflugerville	\$10,000
\$1,000,000 Club #549	Wag A Bag #10	Round Rock	\$10,000
Weekly Grand #470	HEB Food Store #266	Jasper	\$10,000
Holiday Millions Wishes	Times Market #47	Corpus Christi	\$10,000
Weekly Grand #448	Sunrise Handi Stop	Houston	\$10,000



Draw Date	Retailer	Location	Bonus
5/21/05	Sack 'N Save #219	North Richland	\$500,000
8/27/05	Park Row Shell	Houston	\$440,000



Austin District Sales Team

Left to right: Charles Faulkner (DSM), Weldon Winkler,
Todd Rajkowski, Zachary Wakefield, David Payne,
Kara Heinen, Kevin Teeler, Alfred Shankle,
Christy Burford, Matt Hayes, Edward Barron.
Missing LSRs are Julie Hall
and Eric Beaty.



Scratch Off Update

Upcoming Games

GAME #	AMT.	GAME #	AMT.
578 FUN 1'S Top Prize: \$1,000	\$1	614 HOLIDAY CASH Top Prize: \$1,000	\$1
579 GOLDEN TICKET Top Prize: \$35,000	\$3	615 \$100,000 SUPRIZE PACKAGE Top Prize: \$100,000	\$5
583 SPICY CASH TRIPLER Top Prize: \$33,000	\$3	616 SLEIGH RIDE RICHES Top Prize: \$25,000	\$2
594 DIAMOND MINE Top Prize: \$50,000	\$5	617 WINTER TREASURES Top Prize: \$500,000	\$10
600 GIANT JUMBO BUCKS Top Prize: \$50,000	\$5	618 CASINO CASHOUT Top Prize: \$50,000	\$5
608 BEE LUCKY Top Prize: \$1,000	\$1	622 JUNIOR BREAK THE BANK Top Prize: \$2,000	\$1
609 SUPER LUCKY 7'S Top Prize: \$77,777	\$7	634 WHEEL OF FORTUNE® Top Prize: \$25,000	\$2
612 HOLIDAY BINGO Top Prize: \$30,000	\$2	642 \$25,000 MONEY MACHINE Top Prize: \$25,000	\$2
613 HOLIDAY MILLIONAIRE Top Prize: \$2,000,000	\$30	695 SUPERBALL DOUBLER Top Prize: \$50,000	\$5

Games Closing

CALL DATE:	September 1, 2005	CALL DATE:	October 1, 2005
CLOSE DATE:	October 31, 2005	CLOSE DATE:	November 30, 2005
END VALIDATIONS:	April 29, 2006	END VALIDATIONS:	May 29, 2006
GAME #	AMT.	GAME #	AMT.
504 SUPER DUPER DOUBLER Overall Odds are 1 in 4.37	\$2	439 DOMINOES Overall Odds are 1 in 3.25	\$5
511 PURE GOLD Overall Odds are 1 in 4.34	\$2	450 10 TIMES LUCKY Overall Odds are 1 in 4.82	\$2
515 DIAMOND DASH Overall Odds are 1 in 4.65	\$1	461 STARS AND STRIPES Overall Odds are 1 in 4.68	\$2
520 6 TIMES THE MONEY Overall Odds are 1 in 4.56	\$2	462 MONEY CARLO Overall Odds are 1 in 4.15	\$5
538 TEXAS ROAD TRIP Overall Odds are 1 in 3.46	\$5	472 HOT STREAK Overall Odds are 1 in 4.29	\$2
545 \$30,000 DEAL Overall Odds are 1 in 4.20	\$3	473 CASH CONNECTION Overall Odds are 1 in 4.26	\$3
547 COOL 7'S Overall Odds are 1 in 3.73	\$5	479 HOT MONEY Overall Odds are 1 in 4.53	\$2
555 ARMADILLO DOLLARS Overall Odds are 1 in 4.61	\$1	495 HOT 50'S Overall Odds are 1 in 4.55	\$2
572 BIG MONEY BONUS SPECTACULAR Overall Odds are 1 in 2.45	\$20	497 TEXAS WINNINGS Overall Odds are 1 in 4.53	\$2
587 FIND THE 5'S Overall Odds are 1 in 4.33	\$2	561 TEXAS CASH Overall Odds are 1 in 3.58	\$5

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.

NOTICE: A scratch-off game may continue to be sold even when all the top prizes have been claimed. For more information on prizes remaining in a Scratch Off game, call the TLC Customer Service Line at 1-800-57-LOTTO.

Visit us online at:
www.txlottery.org



Winning Tickets Remaining as of 10/29/05

Game #533
SET FOR LIFE
\$5,000/wk - 1
\$2,500 - 41
\$1,000 - 42
\$500 - 563

\$10

Game #550
MUSTANG MONEY
Instant Win Mustang - 2
\$20,000 - 1
\$2,000 - 4
\$1,000 - 36

\$3

Game #634
WHEEL OF FORTUNE
\$25,000 - 12
Audition Trip - 3
\$2,500 - 34
\$1,000 - 61

\$2

Game #635
WORLD POKER TOUR®
\$100,000 TEXAS HOLD 'EM™
\$100,000 - 3
\$5,000 - 155
\$500 - 992
\$250 - 3,123

\$10

Your chance to win every day!

MON



Day/Night



TUE



Day/Night



WED



Day/Night



THU



Day/Night



FRI



Day/Night



SAT



Day/Night

