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RoundUp

News and Ideas for Texas Lottery Retailers

December 2004 / January 2005

One year after Texas became the 11th state to join *Mega Millions*[™], the game continues to perform well, while the Texas-specific twist, *Megaplier*[™], adds to the excitement. Robust sales, huge jackpots, and Texas' first *Mega Millions* jackpot prize winner all added up to a great inaugural year for the Texas Lottery's participation in one of the largest multijurisdiction jackpot games in the country.

"I'm extremely pleased with the performance of *Mega Millions* and

Megaplier over the last year," said Texas Lottery Commission Executive Director Reagan E. Greer. "And I think the numbers show that our players are just as excited as I am."

In addition to Texas, *Mega Millions* is played in Georgia, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Virginia and Washington. *Mega Millions* drawings are held Tuesdays and Fridays. *Mega Millions* jackpots start at \$10 million and other prizes range from \$2 to \$175,000. For an extra dollar per play board, Texas players have the option of increasing their non-grand/jackpot prize winnings two, three or four times through an add-on feature called the *Megaplier*. The *Megaplier* number is drawn before each *Mega Millions* drawing.

Sales

From December 3, 2003, when the first *Mega Millions* ticket was sold in Texas, through December 3, 2004, sales for *Mega Millions* totaled \$234 million, placing Texas among the top three *Mega Millions* party lotteries in sales. With

Mega Sales and Mega Jackpots —

Mega Millions,[™]

One Year Later



Megaplier sales for the same period added in, sales totaled \$289 million. These strong sales were a large contributor to the Texas Lottery's second-best ever sales performance in Fiscal Year 2004, as well as the FY '04 transfer of just over \$1 billion to the Foundation School Fund, which supports public education in Texas.

Prior to joining *Mega Millions*, one concern was that it might draw players away from the

Texas Lottery's other on-line games, including *Lotto Texas*[®]. As it turns out, overall sales for the Texas Lottery's on-line games actually rose in the last year.

Jackpots

In the first 12 months after *Mega Millions* was launched in Texas, *Mega Millions* jackpot sizes averaged more than \$59 million. During the same period, 19 draws featured jackpots of more than \$100 million and 47 draws had jackpots of more than \$50 million. The highest *Mega Millions* jackpot in the last year was \$290 million. These large jackpots are critical to the success of *Mega Millions* in Texas, as sales increase dramatically whenever the jackpots reach triple digits.

Historically, other *Mega Millions* states have seen both interest and sales increase after one of their own residents wins a jackpot. With strong sales and big jackpots, it was only a matter of time before Texas could boast its first jackpot winner.

Winners

Two days after the October 1, 2004, drawing, Ut Van Nguyen of Carrollton became the first Texas player to claim a *Mega Millions* jackpot, and what a jackpot it was — \$101 million!

"It was a long wait for our first *Mega Millions* jackpot

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from the Executive Director

Reagan E. Greer, Executive Director, Texas Lottery Commission

Instant Ticket Changes Benefit Retailers

Quality customer service is a top goal for the Texas Lottery Commission. And as a Texas Lottery® retailer, your feedback about our practices and policies is valued highly. I'm pleased to announce that at the request of a large number of retailers, we have made some changes to our instant ticket policies and practices that I would like to bring to your attention.

Stolen ticket policy – Beginning December 1, 2004, if you report stolen tickets and no validations have occurred on those tickets prior to your report, you will no longer be charged for them. This means the sooner you report a theft after it occurs, the sooner we can de-activate the tickets in the system and minimize your liability for those tickets. If validations do occur on the tickets, you will still be responsible for the range of tickets in which the validations occurred. The \$25 per pack administrative fee for tickets in confirmed status will continue to apply.

Pack values – You requested a reduction in pack size for the higher-price-point tickets in order to lower your financial liability and to keep fresh, new tickets

running through the bins. We found this idea intriguing and have changed the pack sizes that will be ordered on certain games—the first of which was Game #507, *Holiday Millions Wishes*. The ticket price for this game is \$30 each. The old pack size would have settled on your account at \$2,250. The new pack size of only 25 tickets has a settlement of only \$750!



Ticket numbering sequence – The current ticket numbering system starts the ticket numbers in every pack with 000. For example, a pack of 250 tickets would have a ticket range of 000 through 249. At your request, future games will be issued with a new ticket numbering sequence. A pack of 250 tickets will have a ticket range of 001 through 250.

We recognize the great job you do for us every day, and we want to work with you to create situations where your financial risk is limited and to make selling the *Games of Texas* a simple and rewarding experience for you. Please take the time to complete the surveys that are offered from time to time in this publication or from other Texas Lottery sources. Your voice makes a difference!

(Continued from cover)

Mega Sales and Mega Jackpots –

Mega Millions™

One Year Later

winner in Texas, but it won't be the last," commented Director Greer at the time. "This is the kind of thing that creates a lot of excitement for our players and reaffirms what a great fit *Mega Millions* is for Texas."

Of course, there's more than one way to win *Mega Millions*, as more than 5 million Texas players can attest. Through the first year, the Texas Lottery Commission paid out more than \$55.9 million in *Mega Millions* lower-tier (non-grand/jackpot) prizes and an additional \$22 million in Megaplier prizes.

The more than 16,000 Texas Lottery retailers have been big winners as a result of Texas' participation in *Mega Millions*, as



well. Retailers receive a five percent commission for every *Mega Millions* ticket sold, and an additional five percent commission for every *Mega Millions* ticket that is Megaplier. In the cases of jackpot winners, retailers also are eligible to collect a bonus equal to one percent of the advertised grand jackpot portion won in Texas (capped at \$1 million).

The year ahead

With the first year of *Mega Millions* behind, the Texas Lottery is committed to continuing to build the game in Texas. Having already scored the first in-state jackpot winner should make that job a little easier, but plans are already underway to help boost sales by raising the awareness level of *Mega Millions* and Megaplier among Texas Lottery retailers and players.

"Our first year with *Mega Millions* has been exciting for all of us, and it's also an exciting way to help increase the revenue we transfer to the biggest Texas Lottery winner—the Foundation School Fund," said Greer. "It was a great year, but as far as *Mega Millions* is concerned, I think the excitement is just beginning."

TOP 10 RETAIL LOCATIONS BY AVERAGE WEEKLY SALES (for 8-week period ending 11/20/04) - AUSTIN

Rank	Retail No.	Name	Address	City	Dist	On-line - 8-wk. avg.	Instant - 8-wk. avg.	Total - 8-wk. avg.
1	122946	A & B CORNER FOODMART	1300 E PALM VLY	ROUND ROCK	2	\$7,975.94	\$22,443.75	\$30,419.69
2	133450	EZ WAY	1400 W CENTRAL EXWY	KILLEEN	2	\$6,716.44	\$21,190.63	\$27,907.06
3	133629	SUNRISE MINI MART	1809 W ANDERSON LN	AUSTIN	2	\$1,382.56	\$24,562.50	\$25,945.06
4	140289	SIDRA FOOD MART	2603 E MAIN ST.	GATESVILLE	2	\$1,769.63	\$20,890.63	\$22,660.25
5	113598	YOUR C STORE	809 E TRAVIS	LA GRANGE	2	\$4,436.25	\$17,996.88	\$22,433.13
6	124796	FELDER'S TEXACO	410 MARKET	HEARNE	2	\$2,326.50	\$19,975.00	\$22,301.50
7	112619	A STOP	2101 FM 116	COPPERAS COVE	2	\$5,084.19	\$16,462.38	\$21,546.56
8	118962	E Z SHOP	3730 N. 19TH ST.	WACO	2	\$3,285.25	\$17,762.50	\$21,047.75
9	107634	THE OAKS FOOD MART	3900 EAST 29TH ST	BRYAN	2	\$2,614.31	\$16,843.75	\$19,458.06
10	133581	SOEU CORP.	3003 E RANCIER AVE	KILLEEN	2	\$5,382.69	\$13,709.38	\$19,092.06

TOP 10 RETAIL LOCATIONS BY AVERAGE WEEKLY SALES (for 8-week period ending 11/20/04) - LUBBOCK

Rank	Retail No.	Name	Address	City	Dist	On-line - 8-wk. avg.	Instant - 8-wk. avg.	Total - 8-wk. avg.
1	115414	DAVIS MINIT MART	1106 ALCOCK	PAMPA	6	\$1,057.75	\$24,162.50	\$25,220.25
2	118476	JACKIE'S EXXON	2595 US 62/180 WEST	SEMINOLE	6	\$5,896.50	\$14,731.25	\$20,627.75
3	131571	ZACKS TARGET	323 W. AMERICAN BLVD	MULESHOE	6	\$1,541.44	\$19,059.38	\$20,600.81
4	113159	KINGS FOOD & GAS	1540 E 19TH ST	LUBBOCK	6	\$2,658.75	\$12,825.00	\$15,483.75
5	135696	SR FOOD & GAS INC	1550 34TH ST	LUBBOCK	6	\$945.06	\$14,168.75	\$15,113.81
6	101124	PERK'S CONVENIENCE STORE	505 EAST COMMERCIAL	HIGGINS	6	\$5,832.88	\$9,240.63	\$15,073.50
7	298202	HESTER OIL-(Second OLT)	HCR 4 BOX 40	SEMINOLE	6	\$4,644.69	\$10,200.00	\$14,844.69
8	425714	TAYLOR PETROLEUM COMPANIES INC	301 S CEDAR ST	BORGER	6	\$1,075.94	\$12,284.38	\$13,360.31
9	485502	SAM'S QUIK WAY #2	2701 S GRAND	AMARILLO	6	\$4,215.31	\$9,112.50	\$13,327.81
10	258002	ALLSUP'S #11	301 AVENUE A	FARWELL	6	\$5,305.44	\$7,784.38	\$13,089.81

Lubbock *Spotlight*

Lubbock is the hub of the Great South Plains and Texas Lottery® Sales District 6. Our team of Lottery Sales Representatives covers 43 counties and calls on 549 retailers every two weeks. Each Sales Representative averages 140 retailers, and neither dust storms, snow, hail, sleet nor rain (this year more than we've ever had) can stop them from their appointed rounds (204558).

Although the district population is small and not growing by leaps and bounds, we still boast of having three of the top-selling retailers in the state. Our sales force, led by District Manager Bob Burton, has over 30 years of Lottery experience. Wayne Bufkin, the newest LSR, has three years under his belt, and Gary Gattis and Glynda Markham both were on the retail side of selling Lottery before joining our team four years ago (455806).

Crossroads Convenience Store, Paducah

by Randy Hudman, LSR

When Christopher and Loren Carroll bought **Crossroads Convenience** in November 2003, there were some things they wanted to keep the same—the staff, a deli offering hot and cold

sandwiches, and the gas and convenience items. But they did want to make an improvement in their Lottery business. The Carrolls increased Lottery sales by 30 percent in less than 10 months by adding instant ticket dispensers to offer 18 games, and by staying focused on their goal. Crossroads Convenience is located in the town of Paducah in a county with a total population of less than 2,000. Generating average weekly sales of more than \$3,700 and paying out over \$55,000 in prizes the first six months of the year are definite signs of success (229361). Congratulations on a great first year with the Lottery!

Toot 'N Totum #82, Amarillo

by Glynda Markham, LSR

We've all heard various tales of players speculating where the lucky tickets are located in a pack of Scratch Offs: at the end, in the middle, only odd-numbered tickets, never the first ticket, never the last ticket. The humorous list goes on. Walter Perkins put an end to one of those rumors when he stopped at an Amarillo **Toot 'N Totum** on his way to work. When he asked the clerk to give him any \$5 ticket, she sold him a ticket from a pack of #464, 75 *Grand*. He scratched the ticket and handed it back to her, asking, "Did I win what I think I did?" "Oh my gosh, yes!" the clerk said, confirming that he'd bought a \$75,000 winning ticket. A quick trip to the Amarillo Claim Center and a check in hand closed the book on one happy story for Walter.

KC Express, Farwell

by Randy Hudman, LSR

Once Kenneth and Kinnie Nutt of Farwell were licensed to sell Texas Lottery tickets, it didn't take long for their small tobacco shop to start smokin' in sales. The first tickets were sold at **KC Express** in May when manager Della Stanton lit up the store with her great attitude and enthusiasm for the Lottery. The store won two free packs of *Dominoes* in the *Run The Table* retailer contest, and sales continue to grow beyond their \$3,000 a week average—not bad in a Panhandle town with a population under 1,400! In addition to Della's fervor for the Lottery, she makes sure the ticket dispensers are always full with 28 different Scratch Off games. KC Express encourages their out-of-state neighbors to burn a path to the store by advertising in both Texas and New Mexico. Look for this little tobacco shop on the New Mexico border to get big in Texas Lottery sales (485503)!

Town & Country #124, Sundown

by Ilda Cuevas, LSR

The Texas Lottery trailer was on the road in August when Panhandle/South Plains events included on-site Lottery sales. The South Plains town of Sundown celebrated the 24th annual Oil Patch Days on August 7 and included the Texas Lottery for the first time (131550). The staff of **Town & Country #124** sold a variety of Scratch Offs, along with all

the on-line games, to the crowd of about 1,500 people. Since this was the Texas Lottery's first appearance at the event, festival-goers were excited to find out they could buy all their favorite Lottery tickets without having to leave the fun and games. Plus, everyone who purchased \$5 or more in Lottery tickets was guaranteed to win a prize on the wheel.

Toot 'N Totum, Amarillo

by Ilda Cuevas, LSR

A block party in Amarillo isn't your typical neighborhood cookout, unless your neighborhood has 15,000 people show up. Each August, downtown Amarillo throws the Polk Street Block Party, transforming a six-block area into a community-wide, multicultural festival. The Lottery returned to the event this year with selling partner **Toot 'N Totum**. Buying, scratching and winning were constant features at the Lottery trailer, where players purchased over \$4,000 in tickets at a rate of \$688 per hour! The enthusiastic staff from Toot 'N Totum paid out over \$1,200 in prizes, including a \$200 *Break the Bank*™ winner. The Lone Star Spin wheels kept

whirling, and lots of great Lottery promotional items were awarded to players purchasing \$5 or more.

Taylor Petroleum #73, Plainview

by Ilda Cuevas, LSR

The grand opening of a newly remodeled **Taylor Petroleum** convenience store in Plainview brings the chain's total to over 50 locations. The opening featured free hamburgers and lots of giveaways, including televisions, VCR/DVD players and stereos, and of course the Lottery's Lone Star Spin wheel (236834). The new store on Olton Road features a great location and enthusiastic employees. Their secret to generating Lottery sales of over \$6,600 a week is lots of plus-selling and offering players more than 48 games.

Lubbock District Staff

Wayne Bufkin, Robert Burton, Glynda Markham, Gary Gattis,
Mary Alice Guerrero and Randy Hudman
(not pictured, Timii Fulgham)



Lubbock

District Highlights

as of 11/20/04



Photo courtesy of the Texas Department of Transportation.

DSM: Robert Burton

LSRs: 4 – Wayne Bufkin, Ilda Cuevas, Gary Gattis, Randy Hudman, Timii Fulgham, and Glynda Markham

CSRs: 3 – Larry Bradley, Terry Bussey, and Orlando Ramirez

Support Staff:

Mary Alice Guerrero - Administrative Assistant

Claim Center Location & Phone:

Amarillo

71220 IH-40 W. Suite 110

806-353-0478

Lubbock

4630 50th Street

806-797-8830

Winners Since Start-up

# of <i>Lotto Texas</i> Jackpot Winners	14
# of <i>Texas Two Step</i> 4 + Bonus Ball Winners	1
# of <i>Cash Five</i> 5-of-5 Winners	125
# of <i>Mega Millions</i> \$175,000 Winners	2

Total Sales Since Start-up\$1,473,317,971

% of Sales3.99%

Retailer Commissions Since Start-up\$73,665,898

No. of ISYS Retailers518

No. of GVT Extra Retailers7

Austin Spotlight

The Austin district stretches from Goldthwaite to Bryan-College Station and from Kyle to Hillsboro, and is anchored by major cities such as Austin, Killeen, Temple, and Waco. The sales force of 12 Lottery Sales Representatives services more than 1,600 retailers twice a month. As a team, the Austin district benefits from the vast and varied experience of its sales force. Four of the LSRs have been around since the Texas Lottery® started in 1992. Two LSRs started as Instant Ticket Specialists, and two others were Field Service Technicians (112684).

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 Czhilispiel in Flatonia. The Lottery promotional trailer and Austin sales staff have supported Customer Appreciation Days in Belton, Gatesville, and Llano. Being close to Texas Lottery Headquarters has its advantages. The ceremonial first *Mega Millions*™ ticket was sold at Fiesta Mart #25 near downtown Austin. Texas Lottery Commission Executive Director Reagan E. Greer and other dignitaries were on hand to celebrate the kickoff of the game in Texas.

Twisters, Snook

by Phyllis Howard, LSR



Twisters Store Manager Leslie Capers and Assistant Manager Jackie Spikes with Lone Star Spin Wheel and prize giveaways.

Twisters Manager Leslie Capers and Assistant Manager Jackie Spikes know that service and customer appreciation are the keys to their continued Lottery success. Every summer they celebrate the Snook store's anniversary with a fun-filled day featuring lots of prize giveaways. Their Lottery Sales Representative brings the Lone Star Spin Wheel, and players are guaranteed a prize when they purchase \$5 or more in Lottery tickets. Knowledgeable clerks and helpful service help drive the impressive \$7,000-plus a week in average Lottery sales.

Bryan's Food Mart, Bryan

by Phyllis Howard, LSR

Stanley Nguyen, owner of Bryan's Food Mart, knows his customers. They want friendly customer service and a wide selection of Texas Lottery instant tickets. "Customer service is the most important thing for building regular customers," says Assistant Manager

Junio Prayudi. The \$11,000-a-week success of Bryan's Food Mart also can be attributed to offering players a variety of 36 games, cashing in a lot of tickets and posting weekly payout amounts.

Exxon Express Mart #106, Bryan

by Phyllis Howard, LSR

When Shammuddin Charolia bought Exxon Express Mart #106 in Bryan three years ago, the store had 20 instant ticket dispensers. Now Shammudin offers 50 instant games, and in the past year alone has increased sales by 50 percent. He said the five percent retailer commission on his Lottery sales pays the salary of one employee and is more than he makes from fuel sales. Averaging more than \$8,400 per week, it looks as though this location is offering Lottery players just what they want (105817).

Friends Food Mart, Georgetown

by Al Shankle, LSR

Friends Food Mart in Georgetown may be a small store, but it's big on Lottery sales. Owner Syed Z. Shah makes the most of his limited floor space by providing customers the convenience of a drive-up window. He also attributes his \$7,500-per-week Lottery sales to friendly customer service and a large variety of Scratch Offs.

S & A Express, Whitney

by Christy Donner, LSR



L to R: LSR Christy Donner, Alan Nesbit, and Sharon Nesbit.

While many Texas towns and Lottery retailers are looking forward to their first big jackpot winner, the small Central Texas town of Whitney can boast of two *Lotto Texas*® jackpot tickets sold within 15 months of each other. On August 29, 2001 a lucky player purchased a ticket at Country Grocery and won \$9 million. After owning Country Grocery for 22 years, Sharon Nesbit sold the store, and she and her husband Alan built a new one, S & A Express. Barely eight months later they sold another \$9 million *Lotto Texas* jackpot ticket at the new store. "Now, any time the *Lotto Texas* jackpot hits \$9 million, the sales increase dramatically," said Sharon. Their customers are convinced it will happen again, and the Nesbits certainly hope they are right.

Tim's Cooler, Cedar Park

by Kevin Teeler, LSR

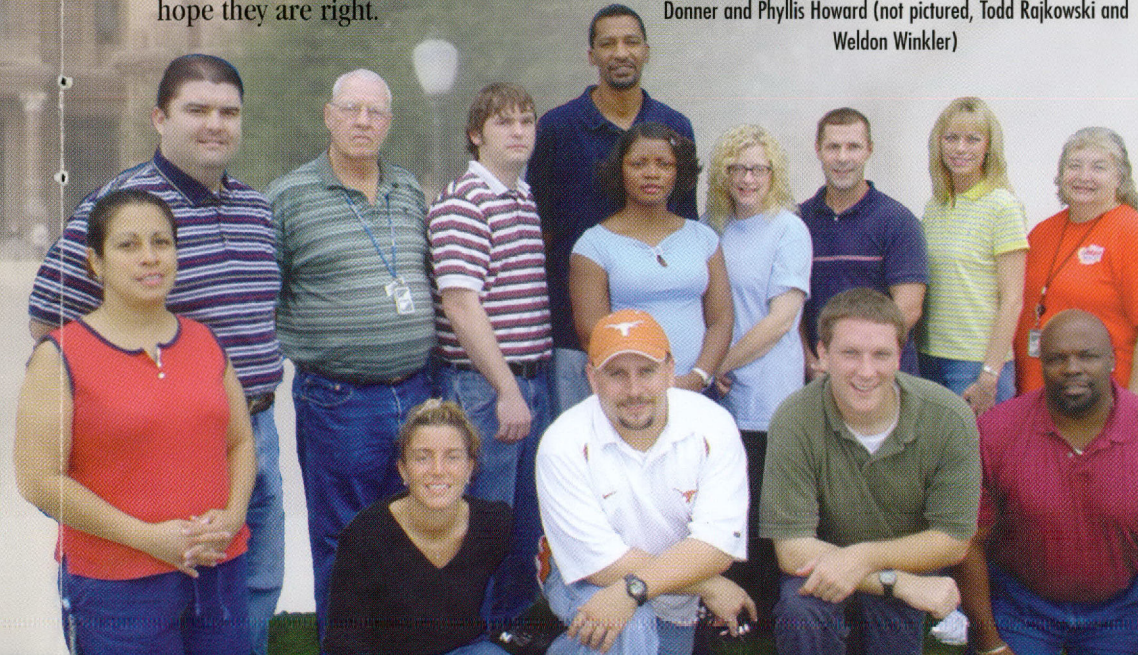
Nobody in Cedar Park has to guess the current jackpot amounts. They can just drive by Tim's Cooler on Bell Boulevard and check out the marquee. Owner Tim Williams keeps the outdoor sign current with the *Lotto Texas*® and *Mega Millions*™ jackpot amounts so customers know what they're playing for before they walk in the store. During the dual jackpots of \$145 million for *Lotto Texas* and \$230 million for *Mega Millions*, Tim posted the amounts along with an incentive to his customers: a free \$1 *Lotto Texas* or *Mega Millions* ticket with any \$20 purchase. The response was very positive, and he was able to build up a customer base that has continued to grow and have a positive impact on his sales.

(Continued on pg. 8)

Austin District Staff

Front Row (l to r): Rosalinda Reyna, Kara Heinen, Kevin Teeler, Zachary Wakefield and Al Shankle

Back row (l to r): Chuck Faulkner, Bob Remy, Matt Hayes, David Payne, Ginger Bush, Julie Hall, Edward Barron, Christy Donner and Phyllis Howard (not pictured), Todd Rajkowski and Weldon Winkler



Austin District Highlights

as of 11/20/04

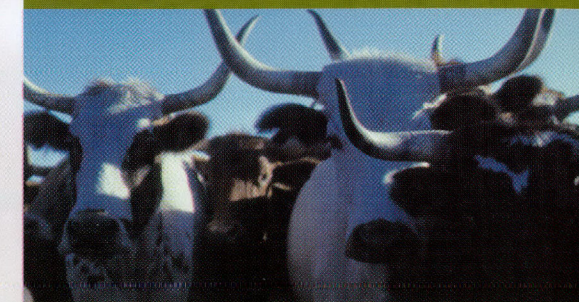


Photo courtesy of the Texas Department of Transportation

DSM: Chuck Faulkner

LSRs: 12 – Edward Barron, Kara Heinen, Christy Donner, Julie Hall, Matt Hayes, Phyllis Howard, David Payne, Bob Remy, Al Shankle, Kevin Teeler, Zachary Wakefield, Todd Rajkowski, and Weldon Winkler

CSRs: 5 – Kay Martin, Kim Ortiz, Mike Petrawski, Ken Raymore, and Josh Tsosie

Support Staff:

Rosalinda Reyna and Ginger Bush

Claim Center Location & Phone:

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

Winners Since Start-up

# of <i>Lotto Texas</i> Jackpot Winners.....	45
# of <i>Texas Two Step 4 + Bonus Ball</i> Winners.....	18
# of <i>Cash Five 5-of-5</i> Winners.....	271
# of <i>Mega Millions \$175,000</i> Winners.....	7
Total Sales Since Start-up.....	\$3,684,506,291
% of Sales.....	9.97%
Retailer Commissions Since Start-up.....	\$184,225,314
No. of ISYS Retailers.....	1,639
No. of GVT Extra Retailers.....	95

Austin Spotlight (Continued from pg. 7)

Howard's Last Stop, Robinson

by Weldon Winkler, LSR

When Brent and Phyllis Howard opened their second store in Robinson a year ago, they already had a history of Lottery success. Their first location, Howard's Drive In, is one of the top 20 retailers in the Austin District. The new location, **Howard's Last Stop**, has already built a track record of sales exceeding \$8,000 a week. Phyllis displays winning tickets on the front counter to let customers see the growing collection of lucky players. They also carry over 45 games and make sure their customers get whatever scratch-off games they ask for by transferring in all sold-out games.

Taylor Mini Mart, Taylor

by Matt Hayes, LSR

The **Taylor Mini Mart** has quickly become a leader in Lottery sales for the Austin area. With a friendly attitude, this family-run business attracts a loyal customer base. Nizar Ali has owned the store about

three years. With help from his son Aftab, he rings up over \$11,000 a week in Lottery sales. The higher-priced Scratch Offs are players' favorites. During the *Run the Table* retailer contest, the Alis sold 15 packs of the \$25 ticket, earning them five free packs of *Dominoes* instant tickets. The key to their success in the contest was keeping all 42 instant ticket dispensers full and activating at least two packs of the contest game at a time. With a pro-Lottery owner like Nizar, Taylor Mini Mart has become a great place for Texas Lottery® customers (204593).

Leo's Stop N Shop, Schulenburg

An adventurous spirit and enthusiastic attitude have led the owner of **Leo's Stop-N-Shop** in Schulenburg to a variety of successful ventures, including Lottery sales that exceed \$13,000 a week. In a town of only 2,500 people, that's a lot of scratchin' and number pickin'. Any day you can join the group of morning coffee drinkers at the store as Leo Kopecky readily offers them their favorite Scratch Offs. He also supports his loyal *Pick 3*™ players by maintaining a list of all the numbers that have

been drawn. "The numbers 9-9-9 have never been drawn," said Leo. "And I guarantee, in this little town alone, there'll be a huge payout if those numbers ever hit. You know *Pick 3* has the best odds." Players also know that they can always cash in their winning tickets at Leo's. Well, except for one player: the first-ever *Lotto Texas* jackpot winner, who bought her ticket at Leo's (438717). But she didn't mind making that trip to Austin to collect her winnings, and she still plays the Lottery almost every day at Leo's. There's another enthusiastic player in town known as "the *Lotto Lady*," Beverly Bohot. You can't miss her car, which is covered in Scratch Offs! It seems just about everybody in Schulenburg has fun with the lottery, in part because of Leo's easygoing, friendly promotion of the games.

Pictured below: Beverly Bohot "the Lotto Lady" with Leo Kopecky, owner of Leo's Stop N Shop.



The Category is "Big Money"!

This spring, the Texas Lottery brings you a scratch-off game with all the excitement of "America's Game," *Wheel of Fortune*®! *Wheel of Fortune* has been one of television's top game shows for almost 30 years. Now you have the chance not only to win up to \$25,000 instantly, but also to win a trip to Hollywood, California to audition for a chance to appear on the *Wheel of Fortune* game show! You could also win fabulous *Wheel of Fortune* merchandise items!

If you reveal a wheel symbol, you win \$20 instantly! If you don't win on the ticket, enter any of the second chance drawings for your chance to win an audition trip to Hollywood. This awesome prize consists of a four-day, three-night trip for two that includes airfare, one hotel room, transfers, \$1,000 in spending money and an audition for a chance to become a contestant on the *Wheel of Fortune* television game show! The *Wheel of Fortune* Audition Trip prize also includes two merchandise prize packages consisting of a *Wheel of Fortune* fleece jacket, a black leather duffel travel bag with a *Wheel of Fortune* luggage tag, a *Wheel of Fortune* blanket/pillow, a men's *Wheel of Fortune* polo shirt, a women's *Wheel of Fortune* polo shirt, a *Wheel of Fortune* baseball cap, and a *Wheel of Fortune* T-shirt (211724).

Four Second Chance drawings will be conducted. One audition trip winner and 455 merchandise prize package winners will be selected in each drawing (225220).

To enter, simply mail two (2) non-winning *Wheel of Fortune* scratch-off tickets in the envelope attached to the *Wheel of Fortune* How To Play brochure, or in an envelope no larger than a #10 business envelope, with your name, address, telephone number and signature to:

Wheel of Fortune Second Chance Drawing
P.O. BOX 650218
Dallas, TX 75265-0218

Enter as many times as you want. Limit one entry (two non-winning *Wheel of Fortune* tickets) per envelope. The drawing schedule is as follows:

DRAW	ENTRY DEADLINE	DRAW DATE
1	Friday, March 25, 2005 at 6:00 p.m. CST	Tuesday, March 29, 2005
2	Friday, April 15, 2005 at 6:00 p.m. CST	Tuesday, April 19, 2005
3	Friday, May 6, 2005 at 6:00 p.m. CST	Tuesday, May 10, 2005
4	Based on End of Game date	Tuesday after last entry deadline date

The final entry deadline and drawing date will be posted at Texas Lottery retail locations and on the Texas Lottery's Web site at www.txlottery.org. Entries received after the deadline will be automatically entered into the next drawing (225384). Entries received after the deadline for the final drawing are not eligible for a *Wheel of Fortune* Second Chance drawing prize. Remember, players must be 18 years of age or older to purchase a Lottery ticket and enter a Second Chance drawing.

Enter today for your chance to win!

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December/January Survey

Do you think posting a Pick 3™ winning numbers pad (produced by the Texas Lottery) in your store would increase interest or participation in the Pick 3 game? _____

Do you utilize the information on the instant game sell-in sheets? If yes, how do you utilize that information? _____

What do you think is the highest-price-point Scratch Off game your customers would be willing to purchase? _____

Do you receive sufficient information about which games have retailer bonuses associated with them? _____

Retailer # _____

Name _____

Store _____

Address _____

Rep#/Name _____

Date _____

A random drawing of 50 retailers submitting their completed survey will receive a Texas Lottery surprise package of promotional items!

Please send responses to:
Research Coordinator

Texas Lottery Commission • P.O. Box 16630
Austin, Texas 78761-6630 • FAX: 512-344-5242



Babcock Chevron in San Antonio received a \$360,000 bonus check for selling a *Lotto Texas*® jackpot ticket worth \$36 million.

Pictured below: Senator Leticia Van De Putte, Clerk Ray Gill, Manager Teja Fingh, Owner Hardeep Singh and Texas Lottery Commission Executive Director Reagan E. Greer.

Retailer Bonuses



Draw Date	Retailer	Location	Bonus
7/7/04	Jack's Grocery	Dallas	\$90,000
9/8/04	Babcock Chevron	San Antonio	\$360,000
10/16/04	7-Eleven #1631-26890	Watauga	\$180,000



Draw Date	Retailer	Location	Bonus
5/7/04	Saigon-Taipei Market	Arlington	\$2,375
7/19/04	Cedar Hill Fina Mart	Cedar Hill	\$1,250
7/26/04	Race Trac Petroleum #690	Fort Worth	\$2,250
8/16/04	Albertson's #4182	Dallas	\$5,250
9/20/04	Town & Country #246	Marfa	\$10,000
10/11/04	Timewise #701	Houston	\$5,750
10/14/04	Shell	San Antonio	\$2,000



Game	Retailer	Location	Bonus
Weekly Grand	Park N Shop	Cleburne	\$10,000
Casino Action	For Your Convenience	San Antonio	\$10,000
Weekly Grand	Race Trac #540	Houston	\$10,000
12th Anniversary Million	M and M Food Store	Everman	\$10,000
Weekly Grand	Allsup's #185	Aspermont	\$10,000
Weekly Grand	Fastop Food Store #1	Victoria	\$10,000
Run The Table	Lotto Food Mart	San Antonio	\$10,000



Instant MONOPOLY™ Update!

Four lucky players' tickets were drawn to receive official Franklin Mint Collector's Edition MONOPOLY™ game boards plus \$17,000 each in the *Instant MONOPOLY™* Second Chance Drawings (133601)!

- Lisa Ponce of Snyder
- Michael Bedynek of Wharton
- Rick Verstuyft of Somerset
- James Odell of Belton (Game #530)

Game #463, *Instant MONOPOLY™*, closed December 31, 2004. The fourth and final *Instant MONOPOLY™* Second Chance Drawing for Game #463 will be held after the close of game (311874). You may still mail in your non-winning *Instant MONOPOLY™* tickets to *Instant MONOPOLY™* Second Chance Drawing, 4287 Beltline Road, #370, Addison, TX 75001. You could be our next big winner!

State Fair of Texas 2004: A Record-Breaking Year

This past year has been a record-breaker in many ways for the Texas Lottery®, particularly at the 2004 State Fair of Texas. The 24-day event generated an enthusiastic audience of Texas Lottery players who purchased almost \$500,000 of their favorite Scratch Offs and on-line games (139069). In addition \$265,540 in winnings was paid to players at the Fair—both records since the Lottery's first appearance at the Fair in 1992.

Dallas convenience store Swif-T provided the loyal staff to sell 12 hours a day for the duration of the Fair, September 24 through October 17. Ali and Sam Lakhani, owners of Swif-T, along with their parents, put together a winning team of sales agents who enthusiastically promoted the *Games of Texas*. Brad Gregory, Gary Hardin, Tamara Hardin, Karon Hardin, Christina Penate, April Sims, Sophia Figueroa, Kay Tucker, and Sean Hussain, along with Sam and Ali, sold tickets to Fair fans from two trailers and five Lottery terminals. Their diligence and loyalty to players was evident each morning as they started selling 15 – 20 minutes before the Fair officially opened at 10 a.m. Their efforts resulted in total sales of \$484,888—that's \$1,683 per



Swif-T employees at the 2004 State Fair (l to r): Ali Lakhani, Brad Gregory, Sophia Figueroa, Sean Hussain, Kay Tucker and Tamara Hardin.

hour and a 23 percent increase over last year's sales! A special emphasis on *Cash Five™* resulted in a 123 percent increase over 2003 sales for the game (232369).

The Texas Lottery Fun Center featured the "Paul Adams Cash Explosion Game Show" at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. each day (211737). The zany fun of the game show featured lots of opportunities to win prizes and Lottery tickets through audience participation games such as *Wild Card*, *Critter Launcher*, *Cash Drop* and the always-popular *Cash Vault*. At least one game show participant walked away with more than just tickets to scratch. Janice Lawrence of Mesquite won \$2,000 on a *Super Deuces* ticket awarded to her in the show.

Texas Lottery Commission Executive Director Reagan E. Greer visited the Fair and announced that almost \$3.5 billion in Lottery sales was generated in fiscal year 2004, charting the second-best sales year in the history of the Lottery. Just over \$1 billion was designated to the Foundation School Fund for the year ending August 31, 2004. As of December 14, 2004, the agency has transferred over \$6.8 billion to the Fund since 1997.

Thousands of fairgoers tried their luck at 67 Scratch Off games, *Cash Five™* and *Pick 3™* as well as the three jackpot games *Texas Two Step®*, *Lotto Texas®* and *Mega Millions™*. Even better than the selection of games was the collection of on-site winners who cashed in their lucky tickets at the Lottery Fun Center. And cash in they did! As thousands of players scratched their way to a winning experience, hundreds of them uncovered big prizes of \$50, \$100, \$300, even \$500! A \$1,000 prize on *Run the Table* required a trip to the Dallas

Claim Center for Kari Howard from

Carrollton. The final tally showed that Swif-T paid out 944 prizes of \$50 or more, including seven tickets worth \$500. With record-breaking sales, record-breaking prizes and record-breaking fun, 2004 was truly a record year!





Scratch Off Update

Upcoming Games

- | | |
|---|---|
| #518 Easy 10's (S1)
Top Prize: \$1,000 | #525 Mystery Money (S5)
Top Prize: \$50,000 |
| #532 Tripler Bingo (S2)
Top Prize: \$30,000 | #459 Money Money Money (S10)
Top Prize: \$500,000 |
| #519 Pinball (S3)
Top Prize: \$33,000 | #522 Bonus Numbers (S1)
Top Prize: \$1,000 |
| #521 Fabulous 5's (S5)
Top Prize: \$55,000 | #526 Roses & Riches (S2)
Top Prize: \$20,000 |
| #523 Triple Action 7's (S7)
Top Prize: \$77,000 | #456 Casino Bingo (S5)
Top Prize: \$50,000 |
| #509 Super 6's (S2)
Top Prize: \$26,000 | #515 Diamond Dash (S1)
Top Prize: \$1,000 |
| #511 Pure Gold (S2)
Top Prize: \$20,000 | #520 6 Times the Money (S2)
Top Prize: \$26,000 |

Games Closing

- | | | |
|---|--|--------------------------|
| Call Date: 12/1/04 | Close Date: 1/30/05 | End Validations: 7/29/05 |
| Game #438 (\$1)
Find the 9's
*Overall Odds are 1 in 4.85 | Game #464 (\$5)
75 Grand
*Overall Odds are 1 in 3.27 | |
| Game #440 (\$7)
Sizzlin' 7's
*Overall Odds are 1 in 3.00 | Game #467 (\$1)
Texas Stars & Guitars
*Overall Odds are 1 in 4.81 | |
| Game #444 (\$3)
Golden Riches
*Overall Odds are 1 in 3.46 | Game #475 (\$1)
Double Dollars
*Overall Odds are 1 in 4.62 | |
| Game #447 (\$2)
Super Deuces
*Overall Odds are 1 in 4.34 | Game #483 (\$2)
Glittering Gold
*Overall Odds are 1 in 4.48 | |
| Game #457 (\$5)
Corvette® Cash
*Overall Odds are 1 in 3.38 | Game #484 (\$2)
Deluxe 7-11-21
*Overall Odds are 1 in 3.94 | |
| Game #458 (\$2)
Red Hot 5's
*Overall Odds are 1 in 4.30 | | |

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.

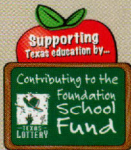
Close Date: Games have ended. No tickets may be distributed to, or sold by, retailers after this date. An auto settle will be run on this date to ensure that all packs are accounted for.

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 1-800-37-LOTTO.

Visit us online at:
www.txlottery.org

Winning Tickets Remaining as of 12/18/04



Game #507 (S20) Holiday Millions Wishes	Game #499 (S10) Set For Life	Game #517 (S5) Deck the Halls	Game #513 (S2) Holiday Gold	Game #516 (S1) Holiday Cash
\$2,000,000 - 4 \$2,000 - 95 \$20,000 - 53	\$5,000/wk - 2 \$1,000 - 74 \$2,500 - 66 \$500 - 1,110	\$60,000 - 6 \$1,000 - 23 \$5,000 - 19 \$500 - 745	\$25,000 - 6 \$100 - 1,760 \$2,000 - 12 \$70 - 8,723	\$500 - 426 \$100 - 4,366 \$200 - 1,624 \$50 - 10,913



Your chance to win every day!

MON	TUE	WED	THU	FRI	SAT
Texas Two Step TEXAS LOTTERY	MEGA MILLIONS TEXAS LOTTERY	LOTTO TEXAS LOTTERY	Texas Two Step TEXAS LOTTERY	MEGA MILLIONS TEXAS LOTTERY	LOTTO TEXAS LOTTERY
PICK 3 TEXAS LOTTERY Day/Night	PICK 3 TEXAS LOTTERY Day/Night	PICK 3 TEXAS LOTTERY Day/Night	PICK 3 TEXAS LOTTERY Day/Night	PICK 3 TEXAS LOTTERY Day/Night	PICK 3 TEXAS LOTTERY Day/Night
Cash Five TEXAS LOTTERY	Cash Five TEXAS LOTTERY	Cash Five TEXAS LOTTERY	Cash Five TEXAS LOTTERY	Cash Five TEXAS LOTTERY	Cash Five TEXAS LOTTERY

Texas Two Step® drawings are now on Mondays and Thursdays!