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RETAILER

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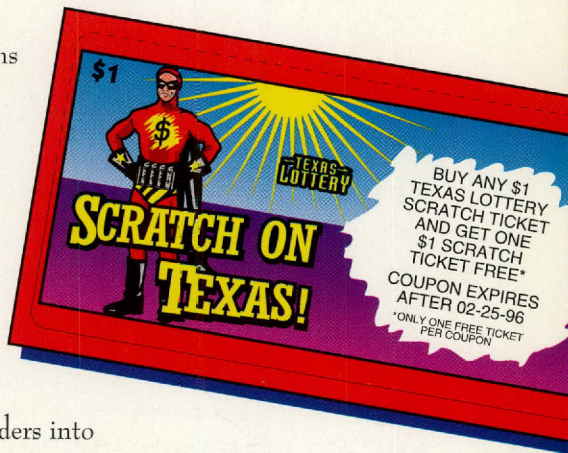
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A great year ahead!

1996 is shaping up to be another banner year for the Texas Lottery and its thousands of retailers. The Lottery will be introducing fascinating new games and innovative marketing strategies designed to capture the imagination of players and boost your overall sales.

In January, we will be mailing one million coupons to Texas households for "Buy One, get One Free." Our hope is that we will be able to introduce our product to many people who have never or infrequently played the lottery. As enterprising retailers, you will be able to turn a lot of coupon holders into regular players and customers.



We have designed several niche type instant games that will give you easy merchandise tie-in possibilities. *Monster Cash* has been a great example of such a game. In January, you will see a Valentines Day game that will hopefully make you and your customers "take heart." It will be a great way to supplement your sales of holiday cards, candy and flowers. It's the perfect game to use for the gift envelopes, but we also encourage you to use the envelopes all year round and for every gift-giving occasion. Lottery tickets are the perfect gift that fits everyone!

Later in the year we'll be doing a fishing game that is sure to interest all Texas fishermen. And there's more to come. We'll be telling you all about the Lottery excitement in the months ahead. Here's wishing you a happy and prosperous New Year!

Sincerely,

Nora Linares

Nora Linares
Executive Director,
Texas Lottery Commission



★ ★ Bonuses! ★ ★ ★ ★ ★



\$268,736!

Cody's Country Market near Weatherford received a one-percent retailer's bonus for selling a Lotto Texas jackpot-winning ticket worth \$26.8 million. Store owner Cody Durant (far left) credits his enthusiastic staff for making the Lottery location so popular with rural Parker County residents.



\$82,024!

A nice check for more than \$82,000 went to Petro Pantry No. 8 in San Antonio for selling a Lotto Texas jackpot-winning ticket to Alexander Montelongo. From left are Paul Waller, GTECH corporate account representative; Greg Burnett, vice president of ACO Petroleum, Inc.; Rick Shockley, store supervisor; and Pauline Medrano, GTECH district sales manager.

Other Retailer Bonuses!

Seven Seas Grocery, Galveston
\$37,293.67

Lotto Texas Jackpot Bonus

Melek Service Center, El Paso
\$10,000

Weekly Grand Bonus

Don't forget to look for your Retailer ID number hidden in this issue of Retailer Update! Retailers who find their ID number and call 1-800-37-LOTTO, ext. 4944, receive a prize package of Lottery merchandise. Look for your number (mailing labels don't count) and claim your prize before January 31, 1996.

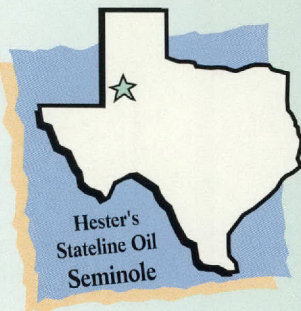


\$48,316!

The management and staff of Circle K No. 2108 in Corpus Christi seemed glad to see Texas Lottery representative Tracy Hinson (center) and a retailer bonus check for more than \$48,000. Store manager Lynn Solis (white coat) accepted the check, along with two Circle K vice presidents, Hector Garcia and Frank Worth.

Only 8 retailers are “two-timers”

Al Hester Jr. is enjoying membership in a very exclusive “club.” Of the more than 12,500 Texas Lottery on-line retailers, eight have sold two jackpot winning *Lotto Texas* tickets—and Hester, one of the owners of *Hester’s Stateline Oil Co.* in Seminole, is one of the eight.



Hester’s, just four miles from the Texas-New Mexico border, sold the winning ticket for a \$3.4 million *Lotto* jackpot in December of 1993 and most recently sold one of two winning tickets for the \$9.6 million jackpot drawn on September 6. (203344)

Al Hester Jr. accompanied the winners, Don and Belva Martin of Seminole, to Austin when they claimed their first jackpot installment.



“We put our sights on selling another winning ticket after we won the first time,” Hester said.

He added that he and his family have used most of their \$82,932 in bonus money to make improvements to their two stores located on either side of US Highway 180 just east of Hobbs, New Mexico.

“We’re trying to get current on some things, like handicapped restrooms, and make some other improvements,” said Hester, who operates the business along with his father, mother and sister.

Hester said part of this latest bonus check will go for a new pickup for the winners, and a portion will be awarded to employees.



Top selling Texas Lottery retailer Al Hester (left) was recently presented with his second retailer bonus for selling a jackpot-winning *Lotto Texas* ticket. Lottery representative Ron Wilcox made the presentation.

While understandably happy over the latest *Lotto Texas* win, Hester wasn’t surprised. Since the Texas Lottery began operations in May, 1992, Hester Oil has ranked No. 1 in sales, generating close to \$11 million.

“We hope to sell at least one winning *Lotto Texas* ticket per year,” Hester said.

The other members of the *Lotto Texas* “two-timer” bonus club are:

Handy Place, Weatherford

Town & Country, McAllen

Mission Drive In, Mission

Engelmann Quick Stop, Caldwell

Cracker Barrel Grocery, Granite Shoals

Stop N Go No. 1777, Houston

Richland Store, Richland

Critters Promote Sales!

Texas Lottery retailers have been enlisting the help of some mighty strange animals to advertise their stores and special events. Here are some of the promotional ideas that are a little on the “wild side:”

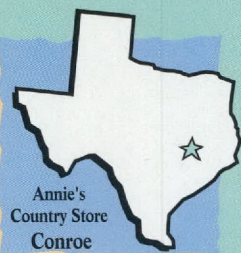


▲ When the new Exxon Tiger Mart on S. Panamerican Expressway in San Antonio held its grand opening, manager Cecilia Terrazas nicknamed a giant, attention-grabbing dinosaur *Pick 3* and slapped a *Pick 3* banner on his pink plastic pot-belly. The result? A 50-percent increase in *Pick 3* sales!



◀ In Montgomery, Chester the Chicken was a special guest at the grand opening of **Gas N Stuff** near Lake Conroe. Owner Steve Brannon arranged for a live radio remote for the event. Customers flocked in to see Chester—and purchased more than 750 Lottery scratch tickets during a two-hour period. And that’s sure not chicken feed!

► The grand opening of another retailer—**Annie’s Country Store** in Conroe—got downright lively when the Conroe Cajun Catfish and the Clown Without a Name joined forces with the Lottery trailer crew to promote the Lone Star Spin. Catfish and Clown met customers at the gas pumps and invited them in to try their luck on the wheel. Customers had fun, went home with prizes—and the new outlet recorded a 40-percent increase in Lottery sales during the event. (114866)



Cash 5 Top Selling Retailers

Abilene District

Dan's Red River
Philips 66 -
Burkburnett
Joe's Grocery & Ice -
San Angelo
Taylor Food Mart
#405 - Burkburnett
Rodgers Grocery -
Petrolia
The Food Barn #1 -
Wichita Falls

El Paso District

State Line Bar - Orla
PDQ Drive In Grocery
- Anthony
Circle K #0006 - El
Paso
Mr. Dollar - El Paso
Circle K #0026 - El
Paso

Irving District

Shop N Go - Dallas
Pic Up Mart -
Weatherford
S-Mart Grocery -
Cedar Hill
Golden's "1" Stop -
Gordonville
Hilltop Service -
Gainesville

McAllen District

Town and Country -
McAllen
United Drive In -
Mission
El Centro Foods #1 -
Brownsville
Cal-Mart Food Store -
Brownsville
A & M Drive In -
Edinburg

Tyler District

Road Runner #2805 -
Texarkana
Loretta's Hair -
Clarksville
CJ's #103 - Gun
Barrel City
M. S. Sales -
Madisonville
Mr. D's - Palestine

Austin District

Chapman's Fruit
Stand - Waco
Target Drive In -
Waco
Holiday Grocery -
Elgin
Circle K #3450 -
Copperas Cove
A Stop - Copperas
Cove

Houston District

Tony's Liquor -
Houston
Fiesta Mart #18 -
Houston
The Vice Stop -
Baytown
Uvalde Superette -
Houston
Melbos - Livingston

Lubbock District

Hester Oil-Northside -
Seminole
Hughes Auto Parts -
Farwell
Jackie's Exxon-Tiffany
#2 - Seminole
Kwik Chex Grocery -
Amarillo
Allsup's #20 - Farwell

San Antonio District

La Vernia Square Mini
Mart - La Vernia
Albertson's #4016 -
San Antonio
Stop N Go #2329 -
Converse
Mr. D's Convenience
Store - Boerne
Ram Stores #7 - San
Antonio

Victoria District

Pittman's Qwik Mart -
Corpus Christi
Circle K #9097 -
Hallettsville
Morton's Drive In
Grocery - Hallettsville
Albertson's #4021 -
Victoria
Adrian's Drive In
Grocery - Alice

Retailers Can Win Up To \$1,000!

The *Money, Movies & Music* retailer contest gives all Texas Lottery outlets a great chance to win some really super prizes. The contest runs for six months—through May 2, 1996—with drawings for \$1,000 top prizes in each District being held every month.

Every activated pack of *Money, Movies & Music*, qualifies you for one entry into the contest. Random drawings each month will determine the \$1,000 winner in each District. In addition to the cash prizes, five additional retailers in each District will be awarded 50 Bonus Win coupons to use for redemption of videos, CDs or music cassettes available in the *Money, Movies & Music* brochure. (230101)

Contest drawings are scheduled for December 14, January 11, February 8, March 7, April 4 and May 2.



Remember: the more packs of Money, Movies & Music you activate, the better your chances of winning \$1,000 in cash or 50 Bonus Win coupons.

From the Earth to the sky!

Texas Lottery promotional trailers don't spend a lot of time sitting idle. They're "on the road" almost constantly—spreading the fun news about the Lottery from town to town and from one special event to another.

- ▶ The Fire Ant Festival in Marshall is a unique celebration of one of Texas' most notorious insect pests. True to the theme of the event, three Lottery trailer attendants showed up dressed as giant fire ants, while one took on the role of Amdro the Anteater. (115761)

The ants and friendly anteater had a great time teaching festival-goers how to play *Cash 5* and *Pick 3*—and Lottery merchandise prizes were a big hit at the Lone Star Spin.

- ▼ At the Confederate Air Force Airsho in Midland/Odessa, the Texas Lottery again sponsored the B-17 Flying Fortress *Texas Raiders*. Some 50,000 spectators turned out to see the high-flying aerobatics and re-enactments of World War II aerial battles.

Thousands came by the Lottery trailer to learn about the Lottery's exciting new games for a chance to try their hand at the Lone Star Spin.

The annual show was dubbed a huge success—both for the Confederate Air Force and the Lottery.



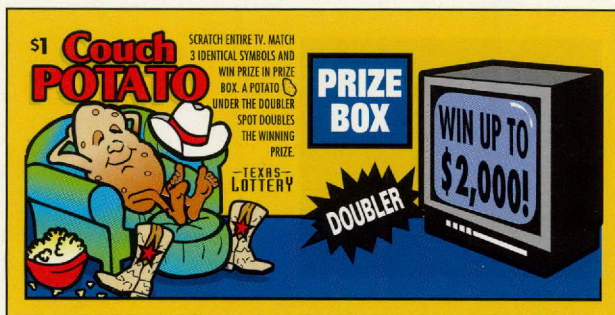
New Games Coming Soon!



Your Sales Representative will bring you a Happy Valentines "sleeve" that fits over your gift box. Don't forget to display your gift box and envelopes to boost sales for this game.

Game No. 62 - HAPPY VALENTINES! - Starts January 17, 1996

- \$1,000 top prize.
- Win up to four times on each ticket.
- An automatic win if you uncover a heart (♡) symbol.



Instant Game No. 63 - COUCH POTATO! - Starts January 17, 1996

- Win up to \$2,000.
- Match 3 symbols and win the dollar amount in the Prize Box.
- Find a potato symbol (🥔) in the Doubler Box and double your winning prize!



Instant Game No. 64 - BARRELS OF BUCKS! - Starts January 31, 1996

- \$3,000 top prize.
- Match the Lucky Prize with a prize under any barrel and win that prize.
- Match the Lucky Prize twice and double your prize!



Texas Bonus Card

Game 33
Final redemption date:
February 28, 1996

Cactus Cash (rerun)

Game 30
Final redemption date:
January 28, 1996

Moolah Mania

Game 29
Final redemption date:
March 29, 1996

Double Doubler

Game 39
Final redemption date:
April 29, 1996

Football Fever

Game 38
Final redemption date:
May 29, 1996

Bluebonnet Bucks

Game 27
End of Game:
January 1, 1996
Final redemption date:
June 29, 1996

Boot Scootin' Bucks

Game 35
End of Game:
February 1, 1996
Final redemption date:
July 30, 1996

Signs for great times!

Hampton Road Exxon in Dallas has a problem—but it's a problem many other Lottery retailers would love to have. The popular Lottery location is literally running out of room to post the names and pictures of all its winners!

When the store sold a *Weekly Grand* top prize ticket, sales representative James King devised a special banner to advertise the fact. The three family members who operate the station, Jacob, Omar and Asem Tahhan, also created their own Lottery pump toppers for the store's fuel islands. (119037)

The Tahhans gave 10-percent of the \$10,000 *Weekly Grand* retailer bonus to their employees and are investing the rest of the money in their business.



Omar Tahhan (left) covers the walls of his Exxon station with Lottery winners. Sons Jacob and Asem "ask for the sale" all day long.

Glad you asked that!

Q. I've been receiving inquiries at my business about Lottery-related products and services. How did these companies get my address?

A. Occasionally, businesses request a computerized list of all Texas Lottery retailers. The names and addresses of all Lottery retailers are public information under the Texas Open Records Act. By law, then, the Lottery Commission must release this information when requested.

It is important for all retailers to remember that the Lottery is neither endorsing nor supporting these businesses' efforts simply because we provide them with retailers' names and addresses. Should we ever contract with outside firms to provide retailers with products or services, the Lottery will advise you through means such as a letter, a visit from your Sales Representative or an article in the *Retailer Update*.



One of a kind Lottery sign!

Hill Country Liquor in Blanco has a one-of-a-kind Lottery sign attached to the side of the store's rustic building. Says owner Anna Lee Jones: "The sign brings people in—and they wind up playing all the games of Texas."



Texas Lottery
Commission

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