Introducing Our First $10 Spotlight Game!

Ten $1,000,000 Top Prizes!
Ten $100,000 Prizes!

Powerball® Player Promotion
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Retailer Spotlight:
Star Stop #32 and K&M Grocery
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ESMMs Display
Unclaimed Scratch-Off Prizes
Pg. 8

February/March 2012
Player Promotion: February 5 - 18, 2012

One Free Powerball Quick Pick ($2) with the Power Play Feature Included ($1)

Total value of FREE Powerball Quick Pick is $3.
As announced in our last issue, the Texas Lottery received an award from the North American Association of State and Provincial Lotteries (NASPL) for the Texas Lottery® Black game, which was named the Best New Instant Game introduced by a North American Lottery.

The Texas Lottery picked up two additional awards specific to its advertising communications efforts at the NASPL conference held in Indianapolis in October. The first was for Best Print Advertising-Outdoor for our Texas Lottery® Black Ticket Billboard Campaign, and the second was for the Best Special Point-of-Sale Material for the backlit retail holiday standee piece that was used to support 2010 holiday instant ticket games.

We are proud of these awards from NASPL, and will strive to continue bringing exciting new products to our players and to support the sales efforts of our fantastic network of retailers.
Product knowledge, friendly staff and a positive attitude have made Star Stop #32 in Baytown a successful Texas Lottery retailer. Star Stop started small with eight dispensers in 2008, but quickly began adding additional bins to offer customers a wider variety of games and to grow their bottom line. Now, one of the most prominent features of Star Stop #32 is the block of 40 dispensers at the front counter, inviting players to try their luck at scratch-offs.

To be a well-rounded lottery retailer, Manager John Hood wants to increase his on-line product sales. John and the staff at Star Stop #32 enjoy engaging players about their favorite games and informing them of jackpot amounts. In addition to interacting with players verbally, John recognizes that the store’s 22-inch ESMM lottery display is one of his most valuable tools to deliver lottery information such as jackpot amounts, winning numbers and winner awareness. Lottery Sales Representative Ana Martinez attributes the store’s success to the staff’s eagerness to market all available Texas Lottery products to meet the interests of every lottery player who walks through the door.
Star Stop’s positive energy and continued efforts to increase lottery sales have paid off. Star Stop won two packs of game #1355 Weekly Grand in the summer Texas Lottery® Black retailer promotion. They also met their sales goal in all five retailer cash incentives as of November 2011.

Manager John Hood sells a customer a lottery ticket.
On November 2, the hard work of Manager Ronnie “Hotshot” Neutzler and his staff paid off, literally. This was the day K&M Grocery and Service Station of Brenham received their bonus check for $250,000 for the $25 million Lotto Texas® winning ticket sold at their store on September 7, 2011. K & M turned the check presentation into a day-long celebration to thank their loyal players. They provided free food and discounted beverages to customers, and GTECH held a four-hour Customer Appreciation Day promotion at the store, giving away Texas Lottery merchandise in exchange for a $10 lottery purchase. In addition to the excitement of the check presentation, K & M was also celebrating their 35th anniversary – a truly impressive accomplishment and a great reason to celebrate. As an added treat, jackpot winner Kenneth L. Michalk came by to help the staff celebrate. [147823] After all, the store sold him the winning ticket!

“Hotshot” and his staff have an approach to serving their lottery customers that keeps them coming back day after day. Their large staff is knowledgeable of all lottery games and jackpots, and takes the time to discuss new games and favorite games with their players. [138242] K & M is diligent about keeping their 52 slots full at all times. As soon as a game is sold out the staff replaces it with a new one. They also strive to have every game available to satisfy all lottery players. K & M has dedicated scratching tables and booths so players can sit and enjoy a snack and beverage and scratch their tickets.
K & M recognizes the value of ensuring that customers know they sell lottery. From the street, passersby can see their Texas Lottery curb sign. Their lottery playstation is located in the front of the store so that customers see the latest lottery promotions as soon they enter the store. The ESMM has had a positive effect on lottery sales, as it allows for the communication of important product messages such as winner awareness, winning numbers, featured lottery games and jackpot amounts in a manner that was not possible in the past.

K & M Grocery and Service Station received a very special $250,000 bonus for their 35th anniversary. Their positive attitude towards the lottery and their customers (plus a little bit of luck) made it possible.
ESMMs Display Unclaimed Scratch-off Prize Info

The new flat panel video display monitors (also known as ESMMs), which are now installed at most retail locations statewide, offer new opportunities to support lottery sales in your store. In addition to jackpot amounts, Pick 3™ and Daily 4™ winning numbers and featured scratch-offs such as Texas Lottery® Black and $500 Million Frenzy, you may have noticed a slide that provides unclaimed prize information for scratch-off games.

Have you wondered how those two games were selected to be displayed?

That slide is created specifically for each retail location. The gaming system reviews your top 10 selling games and selects two games from that list. You must have those games currently in “Active” status for the games to be displayed.

Then the system looks at the number of prizes unclaimed for the top three prize tiers in the selected games and displays the information on the screen.

Players are interested in the number of prizes unclaimed in a game, and this information is useful for providing current data on your most popular games. You can use this information to suggest specific purchases to your players. For example, you can tell players the number of top prizes unclaimed in the $500 Million Frenzy game and suggest they buy that game for a chance to win!

The ESMM also is useful in reminding customers of the current jackpot amounts for Lotto Texas®, Powerball®, Mega Millions® and Texas Two-Step®. The Texas Lottery will continue to look for opportunities to provide you and our players with useful information about our products so you can be successful in selling the Games of Texas.
The Texas Lottery Commission will participate in the 9th Annual National Problem Gambling Awareness Week campaign, March 4 – 10. This nationwide initiative is organized by the National Council on Problem Gambling (NCPG) to raise awareness about the issues associated with problem gambling, and the help available locally and nationally.

“We are proud to support the efforts of the National Council on Problem Gambling,” said Texas Lottery Commission Executive Director Gary Grief. “The Texas Lottery continually encourages players to enjoy our games responsibly through our Play Responsibly campaign. We provide links to a variety of services on our website, and our tickets and brochures feature our Play Responsibly tagline.”

The Texas Lottery has pledged to support the efforts of the NCPG with a news release and video news release.

“We look forward to participating in National Problem Gambling Awareness Week each year because we believe that Charitable Bingo is a positive, community-building activity in Texas. When it becomes more than a game, it is our sincere hope that those affected can find the help and services that they need,” said Charitable Bingo Operations Division Director Phil Sanderson.

Anyone who feels that they or someone they know may have a problem is encouraged to seek help. The list below may provide a starting point for those in need of assistance.

**Problem Gambling Resources**

- Gam-Anon.org (phone: 718-352-1671)
- Gamblers Anonymous (phone: 888-GA-HELPS)
- National Center for Responsible Gaming (phone: 202-552-2689)
- National Council on Problem Gambling (phone: 800-522-4700)
Record-high Texas Lottery sales in fiscal year (FY) 2011, which ended August 31, resulted in just under $1 billion in revenue for the Foundation School Fund, as well as record payouts for retailer commissions, incentives and bonuses.*

FY 2011 sales totaled $3.811 billion, surpassing the previous record of $3.775 billion set in 2006. Total Texas Lottery retailer commission, incentive and bonus payments were a record $190.8 million and $21.3 million, respectively.

“Our invaluable 16,000-plus statewide retailer base was one of the top keys to our success this year,” said Gary Grief, executive director for the Texas Lottery. “Add to that the good work performed by the Texas Lottery, the growing popularity of Powerball® and the continued strong performance of instant tickets, and you end up with a new standard for lottery sales in Texas.”

“I am extremely proud of the job done by the Texas Lottery Commission in the past fiscal year and our retailers were absolutely critical to our accomplishments,” said Texas Lottery Commission Chair Mary Ann Williamson.

Revenue transferred to the state in FY 2011 totaled more than $1.025 billion, including:

- $963.1 million to the Foundation School Fund
- $8.1 million to the Fund for Veterans’ Assistance
- $53.8 million in unclaimed prizes transferred to the General Revenue Fund.

“All told, the Texas Lottery returned approximately 95 percent of sales in the form of prizes; retailer bonuses, incentives and commissions; and contributions to the Foundation School Fund, the Fund for Veterans’ Assistance and other state programs,” said Grief. “While we will take a moment to enjoy this year’s new sales record, we are already in high gear for the new fiscal year, and with an enhanced Powerball game coming in January, along with other exciting games planned throughout the year, we fully intend to keep the momentum going.”

*All figures unaudited as of XX/XX/XXXX
Frequently Asked Questions

Q. What kind of Texas Lottery promotional events can I have at my store?
A. We provide retailers with four standard in-store promotions, (Second-Chance Drawings, Customer Appreciation Day, Spin and Win and Ask For The Sale), to help keep selling Texas Lottery games fun for you, your customers and employees. If you are interested in conducting an in-store promotion for lottery players, we encourage you to contact your lottery sales representative and they will work with you to help promote lottery sales at your business.

Q. How do I get a copy of my Daily Sales report from the Gemini?
A. The report may be accessed from the Gemini by selecting Local Reports from the Main Menu, then select Sales Reports. You have the option to select the timeframe, (i.e. Today, Yesterday, This Week), from the Main tab, or select the Other tab and choose a date from the calendar and the report will display.

Q. What do I do with validated tickets?
A. It is important to deface the barcode on all validated tickets—instant and on-line—to prevent further validation attempts. The barcode should be defaced from top-to-bottom. After a prize has been paid, the retailer should not return a validated ticket to a player. The terminal will produce two validation receipts. The player copy should be given to the player to confirm the prize amount.

Q. Do Retailers Receive A Bonus for Selling A Winning Ticket?
A. Yes, eligible retailers may receive a bonus according to the information below. To receive a bonus, a retailer must be in good standing with the Texas Lottery Commission and the state of Texas. Note: Information below is not comprehensive. All TLC directives, policies, procedures, rules and regulations apply.

- **Mega Millions** - 1% of grand/jackpot portion won in Texas, capped at total of $1 million. Bonus is pari-mutuel.
- **Power Ball** - 1% of grand/jackpot portion won in Texas, capped at total of $1 million. Bonus is pari-mutuel.
- **Lotto Texas** - 1% of advertised jackpot or jackpot based on sales (whichever is greater), capped at $500,000 total. Bonus is pari-mutuel.
- **Texas Two Step** - 1% of advertised jackpot, capped at $10,000. Bonus is pari-mutuel.
- **Cash Five** - 1% of the top prize-winning ticket, no cap. Bonus is pari-mutuel.
- **Scratch-Offs** - $10,000 on prize-winning tickets of $1 million or higher.

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SECOND-CHANCE DRAWINGS: Players with a non-winning ticket get a second chance to win when they participate in a retailer’s second-chance drawing.

CUSTOMER APPRECIATION DAY: Add extra entertainment to your Grand Opening or Anniversary Sale when you sell tickets and feature the Lone Star Spin at our promotional trailer at your location.

SPIN AND WIN: Every player is a winner when they purchase tickets for a chance to spin the wheel.

ASK FOR THE SALE: Train your employees to ALWAYS ask for the sale!
## Retailer Bonuses

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### 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. You must call by March 30, 2012.

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**Play Responsibly.**

Visit us online at: [www.txlottery.org](http://www.txlottery.org)

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### Maybe It’s Your Lucky Day

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