

TEXAS LOTTERY®

RoundUp

News and Ideas for Texas Lottery Retailers

Introducing Our First \$10 Spotlight Game!

TEXAS LOTTERY®

\$10

OVER \$200 MILLION IN TOTAL PRIZES!

\$200 MILLION CASH SPECTACULAR

TEN \$1,000,000 TOP PRIZES!
TEN \$100,000 PRIZES!

OVER 3,200 PRIZES from \$1,000 to \$100,000!

OVER 3,380,000 PRIZES FROM \$20 TO \$400!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 30 TIMES!

OVER 200 PRIZES OF \$10,000 AND HIGHER!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE for that number. Reveal a Clover "☘" symbol, win DOUBLE the PRIZE.

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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

RoundUp

February/March 2012

Email questions or comments about

RoundUp to:

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Published by the

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Retailer Services Hotline:

1-800-375-6886

(Select Option 2, then Option 3 for
licensing or accounting questions.)

Available 7 a.m. - 5:30 p.m. Central Time

Monday - Friday

GTECH Hotline:

1-800-458-0884

(For equipment problems
or to order tickets.)

Available 4 a.m. - midnight,

7 days a week

Drawing Results:

512-344-5010

(For winning number results only.)

Website:

www.txlottery.org

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Player Promotion: February 5 - 18, 2012

**BUY \$10
OR MORE OF**

TEXAS
POWERBALL
POWERPLAY

**ON
ONE TICKET**

**ONE FREE
POWERBALL
QUICK PICK
(\$2) WITH
THE
POWER PLAY
FEATURE
INCLUDED (\$1)**

AND RECEIVE...

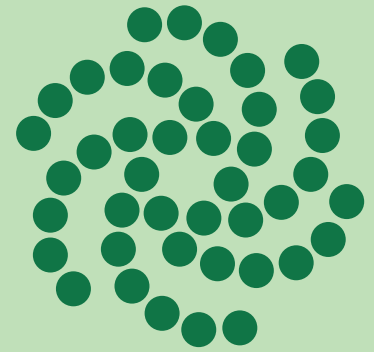
**Total value of FREE Powerball
Quick Pick is \$3.**

The Texas Lottery Wins Two More NASPL Awards!

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 [144646] picked up two additional awards specific to its advertising communications efforts at the NASPL conference held in Indianapolis in October. [146449] 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.



NASPL



Retailer Spotlight

Star Stop #32

Is a “Star” in Lottery Sales!

Product knowledge, [512793] 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 ESMML 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 [141852] Texas Lottery products to meet the interests of every lottery player who walks through the door. [153356]



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. [152856] 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.



Retailer Spotlight

K & M Grocery and Service Station

Celebrates Its Anniversary With a Bonus!

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 [225225] 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!



(L-R) Texas Lottery Products Manager Robert Tirloni with K & M Owners Jimmie and Karen Dreyer.



“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 [127541] product messages such as winner awareness, winning numbers, [494914] 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.



Lotto Texas jackpot winner Kenneth L. Michalk with Owner Jimmie Dreyer



Michalk with the K & M staff

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*, [154320] 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. [145423]

Then the system looks at the number of prizes unclaimed for the top three prize tiers in the selected games and displays the information [136103] 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. [466336] 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*.

9th Annual Problem Gambling Awareness Week

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. [151494] “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, [122899] 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, [311845] 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)



February/March 2012 Retailer Survey



1. How effectively was the "old" *Powerball* game countdown communicated to your staff by your lottery sales representative (LSR)? Please select only one item below.

Not at all effectively Somewhat effectively Completely effectively

My LSR did not communicate the countdown to my location

2. If the \$2 *Powerball* game change was communicated to your location, which sort of communication did you receive, if any? Check all that apply.

LSR Visit Hand-outs Point of Sale Pieces Other

I received no communication about the \$2 game change.

3. Did you receive the information in enough time to feel confident selling *Powerball's* game changes and its benefits? Yes No Uncertain

4. Please briefly describe how the transition to the new *Powerball* playslips and terminal screens occurred at your location. Was the transition "smooth," or complicated and/or difficult?

Your Retailer Number _____

Thank you for your time. A retailer will be selected from a random drawing of all completed surveys from this issue of *RoundUp* to receive a Texas Lottery prize package of promotional items!

Please send survey to: Attn: Research Dept.
Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254

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. [494960] 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.



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!*



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 time-frame, (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. [507526] 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.

Retailer *Bonuses*



Game	Retailer	Location	Bonus
Texas Lottery® Black #1276	Jackson's Grocery & Grill #1	Arlington	\$10,000
Monthly Bonus #1343	T & T Grocery	Lake Jackson	\$10,000
Texas Lottery® Black #1356	QuikTrip #855	North Richland Hills	\$10,000
\$500 Million Frenzy #1354	Speedee Way	Garland	\$10,000
Texas Lottery® Black #1324 Series II - Limited Edition	Discount Center	Jewett	\$10,000
Merry Millionaire #1368	7-Eleven #22	Abilene	\$10,000
Texas Lottery® Black #1356	E-Z Food Store	Houston	\$10,000
Monthly Bonus #1343	Hoff's Food Stop	Mathis	\$10,000
Texas Lottery® Black #1356	Fiesta Mart #18	Houston	\$10,000
\$500 Million Frenzy #1354	Pic-N-Pac	San Angelo	\$10,000

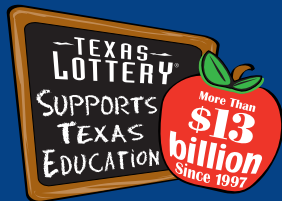


Draw Date	Retailer	Location	Bonus
9/26/11	Kroger #388 GM	Humble	\$4,000
9/26/11	Time Out Grocery	Houston	\$4,000
10/27/11	Frank's Mini Mart	The Colony	\$10,000
10/31/11	PDK Food Store	Haltom City	\$2,000
11/7/11	HEB Food Store #013	Rio Grande City	\$2,250

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.



PLAY RESPONSIBLY.

Visit us online at:

www.txlottery.org

Maybe It's Your Lucky Day★

Mon

Tue

Wed

Thu

Fri

Sat

