

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery Retailers

New GTECH Contract Provides New Technology to Retailers!

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Gemini



Altura



Altura-C

\$13 Billion in Contributions to Texas Education

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Check-A-Ticket

RoundUp

April/May 2011

Email questions or comments about

RoundUp to:

roundup@lottery.state.tx.us

Editors:

Robert Elrod & Roger Prather

Graphic Designers:

Coleen McKechnie & Karen Guzman

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Headquarters:

611 E. 6th Street
Austin TX 78701

Mailing Address:

PO Box 16630
Austin TX 78761-6630

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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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 May 31, 2011.

Promotions Calendar of Events

Date	Event	Location
April 1 - 3	Poteet Strawberry Festival	Poteet
April 1	San Antonio Rampage Hockey	San Antonio
April 8 - 10	Taste of New Orleans	San Antonio
April 15 - 16	Galveston County Fair	Santa Fe
April 15	San Antonio Missions Baseball	San Antonio
April 23	Buccaneer Days BBQ & Rodeo Days	Corpus Christi
April 30	Cinco de Mayo	Lubbock
May 1	Cinco de Mayo	Dallas
May 5	Corpus Christi Hooks Baseball	Corpus Christi
May 6 - 7	Fiesta West Texas	Odessa
May 7 - 8	Old Pecan Street Festival	Austin
May 14 - 15	Pasadena Strawberry Festival	Pasadena
May 14	Midland Rockhounds Baseball	Midland
May 27	Round Rock Express Baseball	Round Rock
June 11	Texas Blueberry Festival	Nacogdoches
June 11	Tomato Fest	Jacksonville
June 11	Aransas Pass Shrimporee	Aransas Pass
June 24	Corpus Christi Hooks Baseball	Corpus Christi

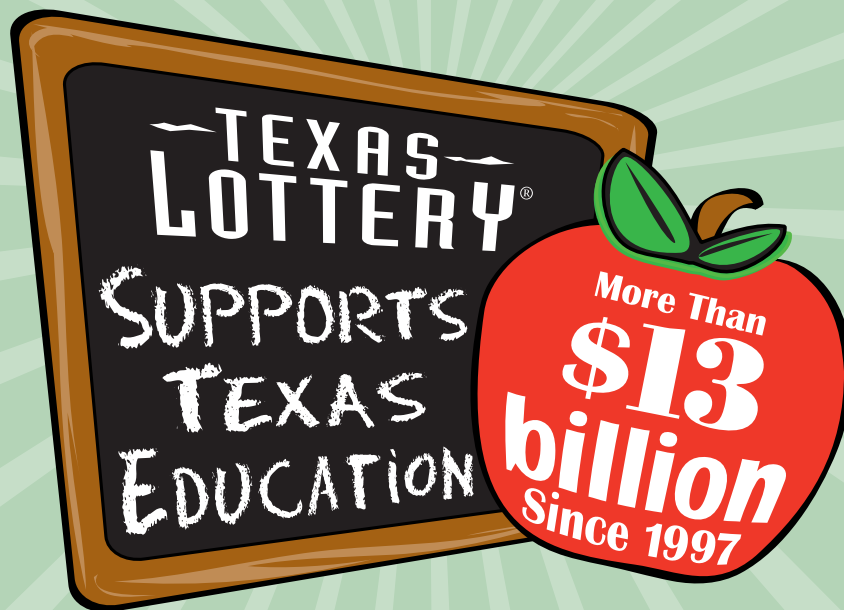
Mention of specific dates does not constitute agreement of participation.

Texas Lottery® Makes 13 the Lucky Number for Texas Schools

Texans may look at the number 13 in a whole new way after a Texas Lottery® transfer of \$76.2 million to the Foundation School Fund (FSF) on February 11, 2011. This transfer increased total transfers to the FSF from the Texas Lottery Commission to more than **\$13 billion** since 1997.

From 1992 to 1997, proceeds were allocated to the General Revenue Fund. Then the Texas Legislature dedicated [123352] Texas Lottery revenue to the FSF, which supports public education in Texas. Total transfers to the state from all sales since 1992 exceed \$18 billion.

“The \$355 million *Mega Millions*® jackpot for the January 4 drawing produced record sales for us,” said Texas Lottery Commission Executive Director Gary Grief. “That jackpot along with a popular holiday suite of instant games helped push our transfers over the \$13 billion threshold.”



The *Mega Millions* sales period that began on January 1 and continued through the drawing on January 4 set a new Texas record at \$15.8 million. [519412] Instant ticket sales for the week ending January 8 were almost \$61 million.

Approximately 27 cents of every dollar earned by the Texas Lottery goes to the FSF to support Texas education. During fiscal year (FY) 2010, which ended August 31, 2010, a total of \$1.095 billion was transferred to the state, including more than \$1 billion that went to the FSF. [127611] In fact, more than 95 percent of the total sales for FY 2010 were returned to the players in prizes, transfers to the FSF, retailer bonuses and commissions, and other state programs.

“I want to thank our players, our retailers and our staff for helping the Texas Lottery achieve this goal,” said Grief. [498242] “But we’re not done yet, and I’m looking forward to the continuation of support for Texas education through lottery sales in the future.”

New GTECH Contract Provides New Technology to Retailers!

The Texas Lottery Commission (TLC) announced December 14, 2010, the award of a new nine-year contract to GTECH Corporation for lottery operations and services. As a Texas Lottery retailer, you have probably heard of some of the new equipment and services that will be made available to you as we implement the features of the new contract. [142010] Most visible to you, our valued retailers, will be the replacement of the current ISYS and GVT terminals with all new enhanced Altura touch-screen terminals.

Training and terminal swaps began in February and will continue through the summer as GTECH teams move across the state to train all retailers and then install the new Alturas. During this time, our goal is to provide outstanding service and training support for the new terminals, while limiting any disruption to your business during the installation process. [148073] All retailers will be required to accept the new terminal in order to continue selling and you must send at least one representative to training before your new terminal can be installed. A schedule of planned training by city is provided below.

TRAINING CITY	ESTIMATED DATES	TRAINING CITY	ESTIMATED DATES	TRAINING CITY	ESTIMATED DATES
Abilene	May 16 – 18	El Paso	May 23 – 27	McAllen	Apr 14 – 27
Amarillo	June 15 – 17	Fort Stockton	May 19	Mount Pleasant	June 13
Austin	Mar 7 – 25	Fort Worth	Feb 7 – Mar 11	Odessa	May 30 – June 1
Beaumont	May 13 – 20	Gonzales	Mar 28 – 29	Ozona	May 12
Big Spring	June 3	Greenville	June 23 – 24	Paris	June 15
Brownfield	June 6	Hereford	June 13	San Angelo	May 16 – 17
Brownwood	May 13	Houston East	Feb 7 – Mar 31	San Antonio	Feb 7 – Mar 4
Bryan	June 13 – 17	Houston West	Apr 4 – May 6	Stephenville	May 25 – 27
Canadian	June 22	Huntsville	June 3 – 9	Texarkana	June 10
Childress	June 24	Kerrville	May 9 – 10	Tyler	May 27 – June 3
Corpus Christi	Apr 4 – 12	Killeen	May 6 – 11	Uvalde	May 6
Corsicana	May 30 – June 1	Lake Jackson	May 9 – 11	Vernon	June 28
Dalhart	June 20	Laredo	Apr 29 – May 2	Victoria	Mar 31 – Apr 1
Dallas	Mar 14 – May 4	Lubbock	June 8 – 10	Waco	June 21 – June 28
Denison	June 17 – 21	Lufkin	May 23 – 25	Wichita Falls	May 20 – 23
Eagle Pass	May 4	Marshall	June 6 – 8		

You will be contacted via postcard and phone calls to schedule your training. [258013] Your quick response will help the process proceed on schedule with little interruption or delay to your service. GTECH has established a centralized training hotline separate from the current hotline for reporting equipment problems. If you have training questions about the new equipment, please call **1-800-203-0498**. Installation of terminals is expected to follow two to three weeks after training.



Along with your Altura terminal, GTECH will be replacing the current VFD and scrolling Starlite with an attractive flat-panel screen displaying player messages such as lottery validation transactions, current jackpot amounts and updates on the latest scratch-off games.

Later on, we will be able to add other messages, including Amber Alerts, winning numbers and news highlights. We call the screen ESMM and encourage all retailers to help us in identifying the most effect placement to provide customers the latest lottery information.

We will also be providing you [507631] with updated new playstations, enhanced illuminated jackpot signs and other innovative tools to help you promote the *Games of Texas*.

Under the terms of the new contract, the state of Texas will realize many new services for our players and retailers, as well as potential savings of over \$18 million annually beginning September 1, 2011, or more than \$160 million through the life of the contract, based on current ticket sales levels.

“While obtaining updated state-of-the-art equipment and services was very important to our ongoing mission of generating revenue for the Foundation School Fund, in these tight budgetary times we are keenly aware that we must be good stewards of state funds,” said TLC Executive Director Gary Grief. “To that end, we believe this new contract with GTECH [150232] provides us with the tools we need to keep moving the Texas Lottery forward while providing significant cost savings to the state.”

GTECH has been the TLC Lottery Operator since its inception in 1992. [498198] GTECH is a \$1.3 billion international company currently providing lottery services to 24 of the 43 state lotteries in the United States and to over 50 other lotteries around the world.

To date, participating retailers have generated an additional \$25.7 million for the Foundation School Fund.

Retailers Earn More than \$4.9 Million in Fourth Sales Incentive Program



YOU COULD WIN UP TO \$50,000

RETAILER SALES INCENTIVE PROGRAM
OCTOBER 10, 2010 – JANUARY 8, 2011

2 WAYS TO WIN! Base Program + Drawing

- Earn \$100 for reaching your **Minimum Sales Goal** plus an additional \$100 for each additional \$1,000 in sales* over your goal.
- Reach your **Minimum Sales Goal** and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales* over your goal.

* 13-week program includes all retailers who were active at least **8 weeks from Jan. 31 to July 31, 2010.**

- Your **Minimum Sales Goal** is your Weekly Sales* Average (Jan. 31 to July 31, 2010) x 13 weeks + \$1,000.
- A location can win only one drawing prize.
- A chain with multiple locations may win at more than one location.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
5	\$50,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

* Income taxes do not include Mega Millions®, MegaStar®, Powerball® and Power Play® sales.



When we first introduced the retailer sales incentive program in September 2009, we were confident you, our retailers, would jump on board for the opportunity to earn extra revenue and increase proceeds to the Foundation School Fund from the sale of Texas Lottery tickets. We have not been disappointed, as each of the four programs has met or exceeded expectations.

\$50,000

DRAWING PRIZES

Left: Amanda Browder (Store Manager)

Anoocha Food Mart, Woodway

Don't miss out on your opportunity to earn more from your Texas Lottery sales. Talk to your sales rep about ideas for increasing and tracking your progress in the sales incentive programs!

It's been no surprise to us that you quickly pursued and succeeded in meeting the program sales goals. [143034] We're happy to report that the sales incentive program continues to be a success for our retailers and for the state of Texas.

Many of you have consistently demonstrated outstanding sales performance by exceeding the sales goals set for you. [225261] Results of the fourth program, which ended January 8, indicate 5,789 retailers achieved their goal, thereby earning a total of \$4,473,900 in sales incentives. In addition a total of \$500,000 was awarded to more than 300 retailers that were selected in the special sales incentive drawing. The two top prizes of \$50,000 were awarded to **Budget Food Mart** in Navasota and **Anoosha Food Mart** in Woodway. The remaining drawing prize winners included: 5 - \$10,000 winners, 20 - \$5,000 winners, 30 - \$2,500 winners, 100 - \$1,000 winners and 150 - \$500 winners.

To date, participating retailers have generated an additional \$25.7 million for the Foundation School Fund and earned more than \$11 million in sales incentive [147825] and drawing payments on top of their 5-percent commission.

We are continuing the retailer sales incentive programs with the fifth program ending May 7, followed by another drawing for prizes totaling \$500,000. Don't miss out on your opportunity to earn more from your Texas Lottery sales. Talk to your sales rep about ideas for increasing and tracking your progress in the sales incentive programs!



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PRIZE WINNERS

From Left to Right: Ahad Chowdhury (Store Owner)
and Carl Lott (GTECH LSR)

Budget Food Mart, Navasota

Retailer Spotlight

Five Easy Tips Make Zip'N a Top Austin Lottery Destination

Zip'N Co-owner Amirali Prasla (who goes by “Mr. Ali”) and his employees have an opportunity to engage their customers on every transaction as all sales come from inside merchandise. That one-on-one customer engagement is one of the reasons that the Austin store’s top-selling products are Texas Lottery tickets. [498202] Since taking over the business along with brother and partner Shaukat Prasla, Mr. Ali has grown his year-over-year on-line Texas Lottery sales by more than 20 percent and has seen his *Pick 3*™ sales grow almost 75 percent. When asked what has contributed to his success, Mr. Ali shared some of his best practices.

Keep lottery merchandise well stocked and visible – Since 2003, Mr. Ali increased his scratch-off bins to a total of 68 and, with last year’s addition of a GamePoint, [202715] now boasts a total of 109 bins. Zip'N is ready for business every morning at 6 a.m. with all bins fully stocked.

Be sure to ask for the sale – One of Mr. Ali’s favorite lines is, “Don’t you want to try your luck today?” If a player asks, “What game is drawing today?” Mr. Ali answers the question and then continues with, “Now if you want to play an interesting game...” and launches into a quick lesson on how to play *Pick 3*.

Don’t hesitate to teach your regular customers a new game – All employees know the *Games of Texas* and can teach new players how to play. One of Mr. Ali’s favorites to teach is *Pick 3* since players only need to spend 50 cents to try it out. Mr. Ali recommends suggesting an “exact” or “any” play to keep the game simple and fun for beginners. Mr. Ali has been known to write down the numbers for a new player and will personally call players to let them know if they won during the noon (12:27 p.m.) drawing.

Take advantage of the player promotions – Mr. Ali will take the time to engage every consumer to let them know about a promotion. [258117] He displays the POS in prominent locations, but also communicates the information verbally during transactions. During the first *Pick 3* Green Ball™ promotion, Mr. Ali’s store was one of the top performers by making sure all his customers knew about the special offer from the Texas Lottery.



Be sure to cash winning tickets for customers – Mr. Ali will never turn away a Texas Lottery player with a winning ticket of \$599 or less. [145590] Mr. Ali maintains a winner awareness wall that is visible from the point of purchase and as he cashes those winnings, he graciously asks “Do you want to try your luck again?”

These five easy tips [499994] have helped Zip'N become an extremely successful Texas Lottery location. Try them out!



Zip-n
Your Neighborhood



April/May 2011 Retailer Survey

- 1. Have you received information about your new lottery sales terminal(s)?
 Yes No Don't Know
 If yes, how were you informed (check all that apply)? Sales Rep Letter
 Postcard Phone Call Other (Please specify) _____
- 2. Have you received information about training for your new terminal?
 Yes No Don't Know
 If yes, how were you informed (check all that apply)? Sales Rep Letter
 Postcard Phone Call Other (Please specify) _____
- 3. Would you like more information about the changes to your equipment?
 Yes No Don't Know
 If yes, how would you like to receive information (check all that apply)?
 Sales Rep Phone Call Email Retailer Newsletter
 TLC Website Other (Please specify) _____
 Email Address _____

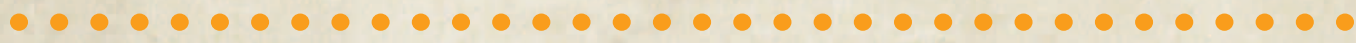
Your Retailer Number _____

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: Dr. David Sizemore, Research Coordinator
Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254



THE PICK 3™ GREEN BALL™ BONUS DRAWING IS BACK!



From **April 4 – 30**, for **no extra cost**, your players could win approximately **20% more** on their *Pick 3™* prize when the green ball is drawn!

Visit www.txlottery.org

This promotion applies to prizes for the *Pick 3* base game only and does not increase prizes for the *Sum It Up*® add-on feature.

Pick 3 odds are 1:167 to 1:1,000. The odds of selecting the green ball range from 1:1 to 1:6 and depend on the total number of white balls in the drawing machine for a given drawing. The Texas Lottery reserves the right to discontinue this promotion at any time. Must be 18 or older to purchase a Texas Lottery ticket. Copyright © 2011 Texas Lottery Commission. All rights reserved. The Texas Lottery supports Texas education. PLAY RESPONSIBLY. Visit www.txlottery.org or call 1-800-377-LOTTO.

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, Lone Star Spin, and Ask For The Sale), to help keep selling Texas Lottery games fun for you, your customers and staff. If you are interested in conducting an in-store promotion, we encourage you to contact your LSR 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.



LONE STAR SPIN: *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. What information is available for retailers on the Texas Lottery website, www.txlottery.org?

- A.**
- **Retailers Homepage:**
FAQ, software updates, games list and more
 - **Retailer Service Center:**
Account information for up to eight weeks
 - **Retailer Guide:**
Guide to Policies and Procedures
 - **Retailer Forms:**
License application and accounting forms
 - **Retailer Benefits & Bonuses:**
Bonus and commission information
 - **Retailer Promotions:**
Current promotions and incentive information

Q. When do I notify the lottery that I am temporarily closing my business?

A. It is important that you contact the Texas Lottery immediately. We will assist you with tickets and equipment, and explain any financial responsibilities you may have while your business is closed. [213215] Advance notification will ensure that your LSR can complete their work in accordance with your business plans. Please contact the Texas Lottery Retailer Services Department at 1-800-375-6886.

Q. Is a retailer required to sell scratch-off tickets?

A. Yes. The Texas Administrative Code Rule 401.361 specifically states [154245] that each Texas Lottery retailer must offer at least two instant games for sale at all times.

Retailer Bonuses



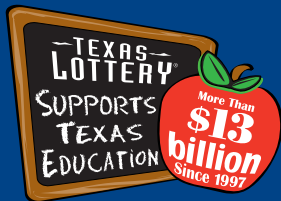
Game	Retailer	Location	Bonus
Weekly Grand #1270	E Z Stop LLC	Corpus Christi	\$10,000
\$500,000,000 Blockbuster #1114	Valero Corner Store #2007	Baytown	\$10,000
Super Set For Life II #1028	Sunmart #141	Houston	\$10,000
Platinum Present #1285	Stripes No. 2265	Mission	\$10,000
\$500,000,000 Blockbuster #1114	Mainland Texaco	Texas City	\$10,000
\$500,000,000 Blockbuster #1114	HEB Food Store #108	San Antonio	\$10,000
Platinum Present #1285	Murphy USA #7121	Pampa	\$10,000
\$500,000,000 Blockbuster #1114	Dallas Food Mart	Bellmead	\$10,000



Draw Date	Retailer	Location	Bonus
11/11/10	Kroger #331 GP	Houston	\$5,000
12/13/10	Kroger #252 Fuel	Houston	\$10,000
12/23/10	Shell C-Store	Port Arthur	\$2,750
1/3/11	Quick Stop	Houston	\$2,000
12/30/10	L & J Market	South Houston	\$2,250
1/6/11	Tejano Mart #507	Laredo	\$2,000



Draw Date	Retailer	Location	Bonus
12/4/10	The Express	Houston	\$40,000



PLAY RESPONSIBLY.

Visit us online at:
www.txlottery.org



Retailer Bonus Check Presented to Stripes #9793

Stripes #9793 of Brownsville received a check for \$160,000 for selling a Lotto Texas® ticket worth \$10,961,350 on October 30, 2010!