

—TEXAS LOTTERY—

RoundUp

News and Ideas for Texas Lottery Retailers

Introducing the Texas Lottery's 20th Anniversary Scratch-Off!

20 Years of Winning

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April/May 2012

RoundUp

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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, 2012.



Celebrating 20 Years of Winning!

On November 5, 1991, Texas voters approved the creation of a state lottery by a two-to-one margin. The first ticket was sold at Polk's Feed Store in Oak Hill on May 29 of the following year. [156301] Since that time, the Texas Lottery has paid retailers more than \$3 billion in commissions and bonuses, sold more than \$63 billion in tickets, awarded players more than \$37 billion in prizes, and returned more than \$19 billion in revenues to the state, including about \$14 billion to the Foundation School Fund.

The Texas Lottery has set a high standard over the years achieving and maintaining the position of one of the top five U.S. lotteries. The agency set a U.S. lottery industry record for first week sales and continued to set sales records with the introduction of the *Lotto Texas*® and *Pick 3*™ games. [596185] In 1996, the Texas Lottery reached \$10 billion in total sales, attaining that sales level in the shortest period of time for any U.S. lottery up to that point. It was also the first

lottery to offer the *Megaplier*® option for *Mega Millions*® and the first to offer a \$50 scratch-off ticket.

"We are proud of what the Texas Lottery has accomplished over the last 20 years, but we are even more excited about the future of the agency," said Texas Lottery Commission Executive Director Gary Grief. "We had a record sales year last year, but we continue to strive for innovation and excitement in our games. [151394] The new \$2 *Powerball*® game and proposed *Texas All or Nothing* game are just two of the many initiatives we hope will increase sales and ultimately allow us to contribute additional revenue to the Foundation School Fund."



(left) Texas Lottery's original Retailer Newsletter

—TEXAS LOTTERY— Milestones

1991 Milestones

November 5..... Texas voters approve the creation of a state lottery by a two-to-one margin.

1992 Milestones

May 29..... The Texas Lottery sells its first ticket at Polk's Feed Store in Oak Hill—47 days ahead of schedule!

November 7..... *Lotto Texas* sales begin.

November 28.... Janie Kallus claims the first *Lotto Texas* jackpot prize—\$21.8 million!

1993 Milestones

May 29..... "Quick Pick" option for *Lotto Texas* added.

September 1..... HB 1587 takes effect creating the Texas Lottery Commission.

October 23..... *Lotto Texas* breaks the all-time, first-year sales record for a lotto game.

October 25..... First *Pick 3* drawing held.

1994 Milestones

August 31..... The Texas Lottery is named the top lottery in the U.S. as total sales surpass \$5 billion.

1995 Milestones

May 26..... The Texas Lottery introduces instant ticket vending machines.

Retailer Spotlight

H-E-B

H-E-B and the Texas Lottery Make for a Winning Partnership

Since being licensed in the mid-nineties to sell Texas Lottery products, H-E-B has worked to determine the best way to merchandise and sell "the games of Texas" to their customers. [225623] Their commitment to providing "exceptional service, low prices and friendly shopping" has not changed in over 106 years and applies to Texas Lottery games as well. Although the prices of lottery tickets are set, H-E-B encourages a friendly, service-oriented environment for lottery players.

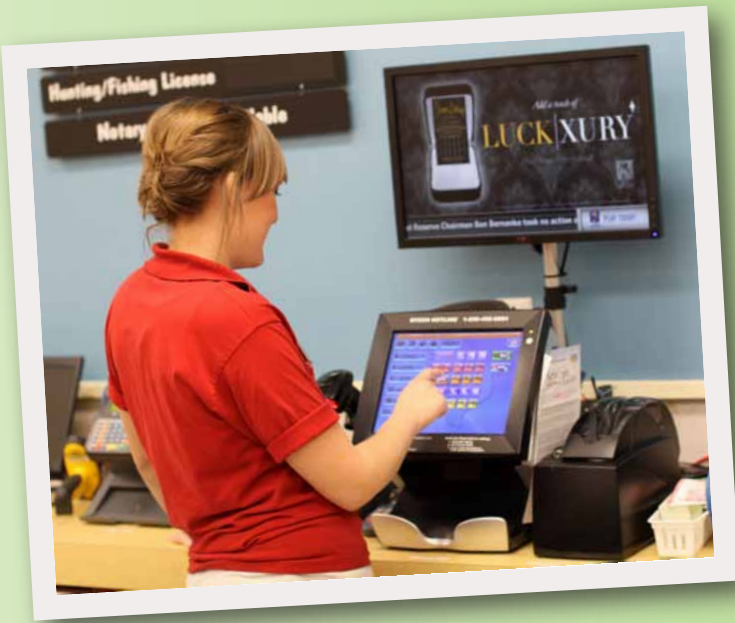
One key to promoting Texas Lottery sales within H-E-B has been to advertise their winners by posting "We

Sold a Winning Ticket" posters at the individual fuel centers, c-stores or supermarkets where large prize-winning tickets are sold. In addition to advertising their winners, H-E-B has offered player promotions to drive Texas Lottery sales at store grand openings such as the one in Burleson in October 2010. [210583] The offer, "Buy \$5 of *Powerball* on one ticket and receive a FREE \$1 scratch-off ticket" was advertised in the weekly circular for the Burleson store only.

H-E-B also has partnered with the Texas Lottery to provide exclusive co-op promotions for their customers



—TEXAS LOTTERY—
Milestones *cont'd*



*H-E-B clerk
Amber Loper
uses the
GTECH
Altura.*

by providing a substantial amount of unique and highly impactful POS and media. [147642] The last TLC/H-E-B co-op promotion conducted in July 2011 featured the player value of “Buy \$5 *Lotto Texas*, Get \$1 FREE *Powerball* Quick Pick”. H-E-B produced weekly ad inserts sent to millions of households, lobby signs for all stores, 8.5” X 11” flyers posted at business centers, deli/dining areas and fuel centers, as well as live in-store reads 3-5 times per day during the promotion.

Now that the conversion of all Texas Lottery equipment and systems is complete, [128077] the new Gemini self-service terminals and ESMM monitors will surely help to drive sales in H-E-B stores and in all licensed retailer locations by advertising the jackpots, total winners paid by account, [147988] remaining winning ticket totals and highlighting TLC promotions.

As with [150607] many successful Texas Lottery retailers, H-E-B is committed to promoting the fun and winning experiences associated with playing lottery games while giving back to the community. [151462] Their sales of Texas Lottery products generously support the good causes of the Foundation School Fund and the Texas Fund for Veterans’ Assistance.



*Amber
Loper and
Melissa
Brimer
sell Lottery
tickets in
the H-E-B
Business
Center.*

1996 Milestones

March 10 The Texas Lottery becomes the fastest U.S. lottery ever to sell \$10 billion in tickets.

1997 Milestones

February 10 The Texas Lottery offers players a Cash Value Option.

September 1 Amendments to the State Lottery Act take effect, directing all Texas Lottery proceeds to the Foundation School Fund.

1999 Milestones

June 30 The Texas Lottery launches its new website at www.txlottery.org.

2001 Milestones

May 18 First *Texas Two Step*[®] drawing is held.

2002 Milestones

April 29 The Texas Lottery launches its first-ever *Pick 3*[®] Day Drawing.

May 29 The Texas Lottery reaches its 10 Year Anniversary of sales.

July 29 First *Cash Five* drawing is held.

2003 Milestones

March 31 The Texas Lottery Commission joins the Texas AMBER Alert Network.

cont'd on pg. 7

Seabrook Retailer Receives a Big Bonus!

Hill's #2 in Seabrook received a \$300,000 retailer bonus for selling the \$30 million jackpot-winning *Lotto Texas*® ticket for the Dec. 10, 2011 drawing.

Congratulations!



Pictured left to right: Pramukh Patel, President of Plaza Liquors, Shan Patel, Vice-President of Plaza Liquors, Sam Khatri, Hill's #2 Store Manager, Robert Tirloni, Texas Lottery Products Manager

Frequently Asked Questions

Q. How can I find out where a jackpot prize-winning ticket was sold?

A. After a winning jackpot prize ticket is sold, a news message is sent to retailer terminals. [135788] This provides retailers and players the name of the winning city or state. To view or print the current news message, select the **Special Functions** menu, and then select **News**.

Q. How long is a winning ticket valid?

A. On-line (*Lotto Texas, Mega Millions, Powerball, Cash Five, Pick 3, Daily 4 and Texas Two Step*) winning tickets are valid for 180 days from the date of the drawing. [140414] Winning scratch-off tickets must be claimed no later than 180 days from the game close date set by the Texas Lottery. These deadlines [466162] may be extended for a period of time for certain eligible military personnel.

Q. What time on Wednesday does the Texas Lottery sweep or draft from my account?

A. The actual time on Wednesday when the sweep amount is taken out of your account is at your bank's discretion. The sweep amount reflects business from 12:30 am on Sunday through midnight on the Saturday prior to the sweep. [144955] We recommend that you contact your bank to get more information about its electronic draft processes and policies.

Q. I'm thinking about changing my business from a sole owner to a corporation. How do I get my Texas Lottery records updated?

A. Changing your business from a sole owner to a corporation will require

a new Texas Lottery retailer license application which is available on our website at www.txlottery.org. [225697] State law does not allow the transfer of a retailer's license from one person to another person or company, even if the new company is owned and managed by the same person who operated the business as a sole owner. [116913] In these situations, the new company typically is issued new tax identification numbers (tax I.D.) by the State Comptroller and the federal government. [507611] When this occurs, a new Texas Lottery license must be issued.

Q. Can players text, fax, mail or call in their numbers to a retailer and then have their ticket ready for purchase when they come into the store?

A. No. The Texas Lottery Commission Rule for on-line games specifies that no part of a lottery ticket sale may take place away from the retailer terminal which includes self-service machines as well as the terminal at the counter. [504237] The rule also states that retailers must give prompt service to lottery customers present and waiting at the on-line terminal to purchase tickets for on-line games.

Q. What does the message "Validation Not Accepted: Call Hotline" mean?

A. This message will appear when a validation is attempted for inactive tickets. [507721] Always remember to activate before you sell. After all, it takes away from the winning experience and it is a violation of Texas Lottery Commission rules. [112202] When you see this message, please call the retailer hotline at 1-800-458-0884 for assistance.

—TEXAS LOTTERY— Milestones *cont'd*

September 1 Texas Lottery Commission begins a public awareness campaign to remind players to **PLAY RESPONSIBLY!**

December 3 Sales start for *Mega Millions*, and Texas becomes the first state to offer an additional game feature, the *Megaplier*.

2004 Milestones

June 19 An unprecedented \$122 million in tickets are sold this week for the biggest jackpot in *Lotto Texas* history, \$145 million.

October 4 Ut Van Nguyen of Carrollton becomes the first Texas player to claim a *Mega Millions* jackpot-winning ticket.

2007 Milestones

March 6 A record-breaking *Mega Millions* jackpot soared to \$390 million.

September 30... The Texas Lottery Commission begins sales for *Daily 4* with *Sum It Up*.

October 19 The Texas Lottery Commission joins the new Silver Alert Network to assist the Department of Public Safety in locating missing senior citizens.


November 11 Sales began for the *Pick 3* add-on feature *Sum It Up*.


TEXAS LOTTERY®


ANNUITY GAMES

KEEP ON GIVING!

 These scratch-off games have prizes that continue to pay for years!

 All retailers are encouraged to continuously carry these games.

 Retailers are eligible for a \$10,000 bonus if they sell a winning scratch-off ticket of \$1 million or higher! (Available on all three of these games.)

 Need to order more inventory of these games? Please call 1-800-458-0884.



Promotions Calendar of Events

Event	City	Dates of Participation
Kemah Crawfish Festival	Kemah	4/13 – 4/15
Poteet Strawberry Festival	Poteet	4/13 – 4/15
Round Rock Express Baseball	Round Rock	4/14/12
Fiesta San Antonio	San Antonio	4/19 – 4/22
Texas Crawfish Festival	Spring	4/20 – 4/21
Cinco de Mayo Festival	Dallas	4/28/12
Mayfest	Fort Worth	5/3 – 5/6
Old Pecan Street Festival	Austin	5/5 – 5/6
Cinco de Mayo Festival	Houston	5/5/12
Cinco de Mayo Festival	San Antonio	5/5 – 5/6
Corpus Christi Hooks Baseball	Corpus Christi	5/11/12
Wildflower! Arts and Music Festival	Richardson	5/18 – 5/20
Taste of Addison	Dallas	5/18 – 5/20
Pasadena Strawberry Festival	Pasadena	5/19 – 5/20
Midland Rockhounds Baseball	Midland	5/19/12

Mention of specific dates does not constitute agreement of participation.

— TEXAS LOTTERY® — Milestones *cont'd*

2008 Milestones

January 4 Total transfers to the Foundation School Fund surpass \$10 billion.

June 30 For the first time, all Texas Lottery Claim Centers can process claims of up to \$1 million.

2009 Milestones

May 18 The Texas Lottery introduces a new \$20 scratch-off spotlight game, *\$500,000,000 Blockbuster*.

November 9 The Texas Lottery launches the first-ever scratch-off game benefitting the Fund for Veterans' Assistance.

2010 Milestones

January 31 *Powerball* ticket sales begin in Texas.

2011 Milestones

February 17 The Texas Lottery Commission reaches a \$13 billion milestone in transfers to the Foundation School Fund.

September 8 The Texas Lottery sets a new sales record with total sales of \$3.811 billion for fiscal year 2011.

2012 Milestones

January 15 Sales begin for \$2 *Powerball*.

May 29 The Texas Lottery celebrates 20 years of winners!

TOP 10 Retailers in Texas.....

TOP 10 TOTAL SALES

Rank	Retailer #	Name	City	Total 2011
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$3,907,014
2	153705	TOWN & COUNTRY C S	MCALLEN	\$3,063,393
3	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$2,438,736
4	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$2,296,249
5	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$2,049,643
6	131019	MR T'S MARKET	MIDLAND	\$1,871,594
7	210518	FIESTA MART #7	HOUSTON	\$1,870,599
8	210505	FIESTA MART #14	HOUSTON	\$1,869,803
9	132651	POTRANCO FOOD MART	SAN ANTONIO	\$1,860,436
10	111582	E-Z STOP CONVENIENCE	DEL RIO	\$1,822,716

TOP 10 WINNING PRIZES PAID

Rank	Retailer #	Name	City	Total 2011
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$2,265,140
2	210505	FIESTA MART #14	HOUSTON	\$1,488,852
3	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$1,477,620
4	153705	TOWN & COUNTRY C S	MCALLEN	\$1,317,894
5	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$1,298,044
6	210518	FIESTA MART #7	HOUSTON	\$1,275,666
7	131019	MR T'S MARKET	MIDLAND	\$1,168,792
8	210506	FIESTA MART #17	HOUSTON	\$1,091,439
9	111582	E-Z STOP CONVENIENCE	DEL RIO	\$1,074,100
10	132651	POTRANCO FOOD MART	SAN ANTONIO	\$1,066,234

TOP 10 SCRATCH-OFF SALES

Rank	Retailer #	Name	City	Total 2011
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$3,014,508
2	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$2,045,202
3	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$2,039,705
4	153705	TOWN & COUNTRY C S	MCALLEN	\$1,907,425
5	111582	E-Z STOP CONVENIENCE	DEL RIO	\$1,580,100
6	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$1,509,001
7	210518	FIESTA MART #7	HOUSTON	\$1,461,653
8	132651	POTRANCO FOOD MART	SAN ANTONIO	\$1,440,539
9	131019	MR T'S MARKET	MIDLAND	\$1,436,428
10	140327	ZIP 'N	AUSTIN	\$1,409,905

TOP 10 LOTTO TEXAS SALES

Rank	Retailer #	Name	City	Total 2011
1	153705	TOWN & COUNTRY C S	MCALLEN	\$239,342
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$114,947
3	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$107,646
4	210505	FIESTA MART #14	HOUSTON	\$105,390
5	143380	STATELINE CITGO	TEXARKANA	\$93,371
6	101248	DAVE'S SKI & TACKLE	DENISON	\$74,512
7	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$71,691
8	210507	FIESTA MART #18	HOUSTON	\$68,954
9	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$68,690
10	147091	7-ELEVEN CONVENIENCE STORE	DALLAS	\$66,212

TOP 10 POWERBALL SALES

Rank	Retailer #	Name	City	Total 2011
1	153705	TOWN & COUNTRY C S	MCALLEN	\$199,715
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$127,631
3	210505	FIESTA MART #14	HOUSTON	\$109,633
4	130379	JOHNSON-WHITE & ASSOCIATES	WASKOM	\$102,690
5	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$98,220
6	210507	FIESTA MART #18	HOUSTON	\$88,133
7	122946	A & B CORNER FOODMART	ROUND ROCK	\$77,920
8	112810	P&P MART N GRILL	KENNEDALE	\$77,468
9	151980	QUICKWAY #2	ARLINGTON	\$77,024
10	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$71,026

Calendar Year 2011

TOP 10 MEGA MILLIONS SALES

Rank	Retailer #	Name	City	Total 2011
1	153705	TOWN & COUNTRY C S	M CALLEN	\$334,113
2	130379	JOHNSON-WHITE & ASSOCIATES	WASKOM	\$189,747
3	148558	RUDY'S STOP & SHOP	ROSENBERG	\$166,778
4	210505	FIESTA MART #14	HOUSTON	\$153,194
5	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$131,681
6	149566	SAVE ONE STOP	HOUSTON	\$114,706
7	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$110,372
8	117620	HAMITER'S CHEVRON	WASKOM	\$103,425
9	143380	STATELINE CITGO	TEXARKANA	\$102,490
10	151980	QUICKWAY #2	ARLINGTON	\$102,340

TOP 10 TEXAS TWO STEP SALES

Rank	Retailer #	Name	City	Total 2011
1	153705	TOWN & COUNTRY C S	M CALLEN	\$69,554
2	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$66,547
3	210505	FIESTA MART #14	HOUSTON	\$46,105
4	148558	RUDY'S STOP & SHOP	ROSENBERG	\$37,260
5	210507	FIESTA MART #18	HOUSTON	\$30,935
6	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$30,140
7	121174	MY HOA FOOD MARKET	HOUSTON	\$29,965
8	425004	CRESTWAY FOOD MART	SAN ANTONIO	\$28,197
9	210518	FIESTA MART #7	HOUSTON	\$27,491
10	466159	KROGER #320	SUGAR LAND	\$27,210

TOP 10 PICK 3 SALES

Rank	Retailer #	Name	City	Total 2011
1	146084	ONE STOP FOOD STORE	DALLAS	\$345,539
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$326,720
3	106246	HAMPTON TEXACO	DALLAS	\$321,951
4	101110	SHOP N GO	DALLAS	\$313,172
5	153742	NGUYEN INTERESTS INC	HOUSTON	\$302,961
6	141049	SOUTHLAND MARKET	HOUSTON	\$292,249
7	143825	SAVE WAY FOOD STORE	DALLAS	\$291,238
8	141964	HAMPTON FOOD MART	DALLAS	\$278,620
9	231324	7-ELEVEN #1611-25567	DALLAS	\$275,037
10	139308	C & D GROCERY	BROOKSHIRE	\$271,779

TOP 10 DAILY 4 SALES

Rank	Retailer #	Name	City	Total 2011
1	145631	BIG M GROCERY LLC	M CALLEN	\$292,676
2	149255	BUDDYS DISCOUNT STORE	DALLAS	\$126,240
3	126603	MINIT MARKET	BEDFORD	\$125,377
4	135264	KING MART FOOD STORE #1	HOUSTON	\$120,817
5	122501	STAGECOACH LIQUOR	HUMBLE	\$113,705
6	106246	HAMPTON TEXACO	DALLAS	\$98,780
7	149838	LUCKY LOTTO & FOOD MART	WACO	\$97,488
8	149074	SK ONE STOP	DESOTO	\$89,954
9	141906	KWIKWAY FOOD STORE #203	MESQUITE	\$85,981
10	143765	RUNNER'S	RIO GRANDE CITY	\$84,589

TOP 10 CASH FIVE SALES

Rank	Retailer #	Name	City	Total 2011
1	153705	TOWN & COUNTRY C S	M CALLEN	\$76,635
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$66,811
3	133936	TEXACO FOOD MART	HOUSTON	\$62,055
4	210505	FIESTA MART #14	HOUSTON	\$54,803
5	210507	FIESTA MART #18	HOUSTON	\$45,408
6	117949	STOP N BUY	HOUSTON	\$44,835
7	102904	PITTMAN'S QWIK MART	CORPUS CHRISTI	\$42,844
8	151980	QUICKWAY #2	ARLINGTON	\$42,320
9	143825	SAVE WAY FOOD STORE	DALLAS	\$40,112
10	114212	STOP N DRIVE	SAN ANTONIO	\$39,635

Retailer Bonuses



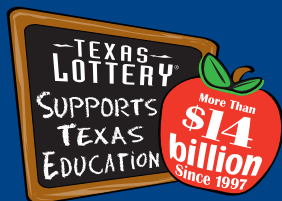
Draw Date	Retailer	Location	Bonus
11/28/11	Quick Way Foods #2	Fort Worth	\$1,125
11/28/11	Smith Brothers Drive In	Belton	\$1,125
12/15/11	Big Daddy's Liq Beer Wine 2	Fort Worth	\$6,500



Game	Retailer	Location	Bonus
Merry Millionaire #1368	Pac-N-Sac II	Tyler	\$10,000
\$500 Million Frenzy #1354	Toot N Totum #1	Amarillo	\$10,000
Merry Millionaire #1368	Shop N Go #9	Houston	\$10,000



Draw Date	Retailer	Location	Bonus
12/10/11	Hills #2	Seabrook	\$300,000



PLAY RESPONSIBLY.

Visit us online at:
www.txlottery.org

Maybe It's Your Lucky Day★

Mon

Tue

Wed

Thu

Fri

Sat

