

TEXAS LOTTERY

RoundUp

News and Ideas for Texas Lottery Retailers

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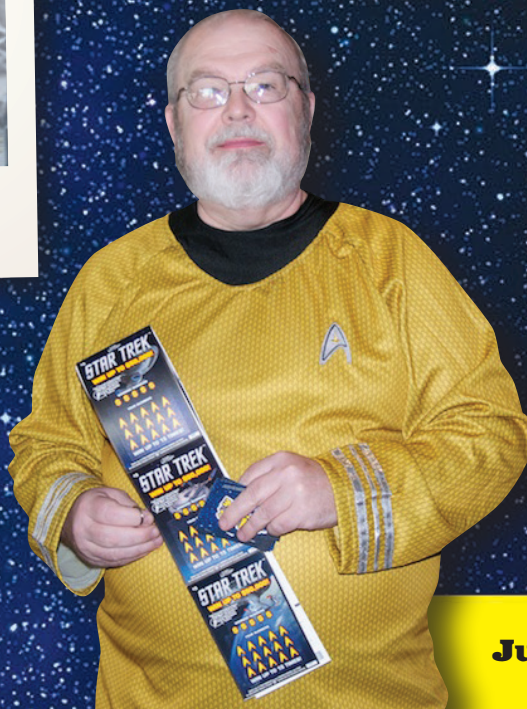
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REMEMBER!

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 July 31, 2013.

Texas Gets New Statewide Dual Jackpot Billboards!

The Texas Lottery is pleased to announce that outdoor jackpot billboards across the state are being converted to dual jackpot billboards. All 123 billboards will now feature jackpot amounts for **both** *Mega Millions*® and *Powerball*®. This new approach allows the Texas Lottery to more effectively communicate the current jackpots for both games to a broader audience.

Jackpot billboards have always played an important part in making sure on-the-go Texans are aware of jackpot amounts as a part of their daily routines. By adding both games to every billboard, we anticipate jackpot and brand awareness to increase for *Mega Millions* and *Powerball*.

Real-time jackpot amounts are transmitted to each billboard by Rich Site Summary (RSS) website feeds, ensuring the most up to date information in all markets. [123824] Installation of the new dual jackpot billboards began in March and is planned for statewide completion by August 31. So keep your eyes out for two big jackpot amounts on those new billboards!



William Shatner and Fans Help Launch Star Trek™ ticket!

To kick-off our new \$3 *Star Trek*™ scratch-off game, the Texas Lottery® was joined by the legendary William Shatner, *Star Trek*™ fans and media for an event at the Dallas Convention Center on March 30.

The Texas Lottery promoted the event as an opportunity to attempt a Guinness World Record by having the most people dressed as *Star Trek*™ characters at one event. In all, 561 costumed attendees were counted as part of the record attempt, though many more fans attended to enjoy some of the event's other activities.

"*Star Trek*™ is a cultural phenomenon that has been popular for nearly 50 years. The brand is iconic and we are pleased to be associated with this legendary franchise. With millions of *Star Trek*™ fans around the world, we expect this to be a successful game for the Texas Lottery," said Gary Grief, executive director of the Texas Lottery Commission.

Event attendees had the opportunity to play for a chance to win up to \$50,000 or a trip to the *Star Trek*™ convention in Las Vegas in two separate promotional drawings. The event also included live DJ music; the chance to experience the *Star Trek*™ Conquest Wii game and the opportunity to purchase the new \$3 *Star Trek*™ scratch-off game before it officially went on sale April 1.

"This gives a lot of money to the educational system in the state. You take a chance of winning a lot but even your few dollars if you don't win go to the greatest cause of all and that's the education of the young," said Mr. Shatner.

The *Star Trek*™ scratch-off game offers cash prizes up to \$50,000. Players can enter non-winning tickets into promotional second-chance drawings for a chance to win a replica of the U.S.S. Enterprise™ NCC-1701 measuring 32" in length. This replica is a limited-edition item valued at \$6,819 and comes with a Certificate of Authenticity. Each drawing will also award 521 *Star Trek*™ merchandise prize packs full of exciting, collectible *Star Trek*™ branded items.



Texas Lottery Commission Executive Director Gary Grief and William Shatner introduce the new *Star Trek*™ scratch-off ticket.

Retailer Spotlight

SNS Express

Passion for selling lottery pays off!

SNS Express in Crockett has been enthusiastically promoting the *Games of Texas* since March 2007. Owner Ishfaque Aliraza Seehar is passionate about the Texas Lottery and his excitement is evident once you begin talking to him. SNS Express has 128 slots that create a “wall” of scratch-off tickets. When entering the store it is impossible not to do a double take at the immense display. [597222] The wall offers every scratch-off price point from \$1 to \$50, and many of the most popular \$5, \$10 and \$20 games are double-faced. Spotlight games like *10X Mega Money* and *Cashword O Rama* are triple-faced. Mr. Seehar’s goal is to have every scratch-off game available for sale. This vast selection and game availability is one of the appealing features to SNS Express’s regular and loyal customers.

SNS Express averages more than \$10,000 a week in total sales and that number continues to grow each

day. Mr. Seehar expects his staff to keep all 128 slots full at all times, recognizing an empty slot is not generating revenue. Alongside the wall of scratch-offs sits a playstation along with a Check-a-Ticket and ESMM display. The equipment is strategically placed in the front of the store to gain customers’ attention and create a designated lottery area. [151411] Mr. Seehar also takes advantage of displaying any POS his LSR provides, such as curb signs and coroplast signs.

Mr. Seehar emphasizes the importance of customer service and product knowledge to his employees. Clerks offer excellent customer service and never let a customer leave the store without first asking if they would like to purchase a scratch-off or draw game ticket. Staff also reminds players that the store validates and pays winning tickets up to \$599. Mr. Seehar recognizes that players who cash out winning tickets are likely to reinvest their winnings in more tickets.

SNS Express takes advantage of the many promotions that the Texas Lottery has to offer. Recently, the store won two free packs of the \$2 *Weekly Grand* scratch-off from the *10X Mega Money* Retailer Pack Settlement Promotion and always strives to reach their Retailer Cash Incentive goal. Mr. Seehar hopes to someday sell a top-prize winning jackpot game ticket to a lucky player, recognizing it will result in a substantial retailer bonus!

[152220] The wall of tickets, a friendly and engaging staff and effective merchandising makes SNS Express a lottery destination players come back to again and again.



Owner Ishfaque Aliraza Seehar stands in front of his “wall” of tickets

TEXAS POWERBALL
POWERBALL
 \$ **123**
MILLION

WINNING NUMBERS
 10 20 30 40 50
 POWERBALL 60

TEXAS MEGA MILLION
MEGA MILLION
 \$ **33**
MILLION

WIN WITH ALL.
 WIN WITH NONE.
 MATCH ALL 5 NUMBERS OR NONE AND WIN
\$250,000 TOP PRIZE
 SEE CLIPPING FOR DETAILS

ALL or nothing
 TEXAS LOTTERY

OVER \$200 MILLION IN PRIZES

10 prizes of \$1 million
 10 prizes of \$100,000

TEXAS LOTTERY

TEN TIMES THE RUSH

10X MEGA MONEY
 FROM \$100,000 TO \$10 MILLION
 MATCH 5 NUMBERS TO WIN \$10 MILLION
 MATCH 4 NUMBERS TO WIN \$100,000
 MATCH 3 NUMBERS TO WIN \$10,000
 MATCH 2 NUMBERS TO WIN \$1,000
 MATCH 1 NUMBER TO WIN \$100

Retailer Spotlight

DD's Express Mart

The Personal Touch is Key

Excellent customer service is what keeps customers coming back to play the lottery at DD's Express Mart in College Station.

Manager Don Nguyen and his team maintain 24 instant ticket bins on the counter and average \$10,500 a week in total sales! The staff knows the regular players by name and their favorite games. This information and personal interest in their customer base allows the clerks to engage the players and introduce them to new games they might like. [146348] This is exactly what happened with the launch of *Texas Lottery® Black* when a clerk suggested this new game to one of their customers, who then purchased two tickets. On the second ticket, the player won the first of six \$1 million top prizes in the game!

Don is always eager to promote lottery sales by conducting Spin & Win promotions and second-chance drawings. [132273] He likes to keep his customers engaged by participating in store promotions and giving players more opportunities to have a winning experience at his store.

DD's Express Mart doesn't focus just on scratch-offs. They also promote draw games by keeping players aware of the numbers drawn throughout the day and reminding players of the current jackpot amounts for a chance to win big. [225485] For this retailer, constant communication with his customers and asking for the sale are what makes his lottery business thrive.



All or Nothing™ Top Retailers

Since the launch of the unique *All or Nothing* game last September 9, sales have been going strong!
Below is a list of the top 50 retailers in *All or Nothing* sales from launch through April 22.

Rank	Location ID	Location Name	Location City	All or Nothing Sales
1	156981	D & N Grocery	Tyler	\$167,448.00
2	156570	Super K Corner Store	Houston	\$64,914.00
3	114212	Stop N Drive	San Antonio	\$51,146.00
4	148558	Rudy's Stop & Shop	Rosenberg	\$49,870.00
5	140033	Quick Track	Bedford	\$47,362.00
6	153705	Town & Country C S	McAllen	\$43,348.00
7	173268	E-Z Way Market	Azle	\$41,210.00
8	109395	N-W Liquor Store and Cleaners	Houston	\$37,242.00
9	153481	Smart Stop Food Store	Houston	\$30,250.00
10	132651	Potranco Food Mart	San Antonio	\$29,794.00
11	174478	New Way	Van	\$29,292.00
12	122714	Diamond Convenience Store	Keller	\$27,546.00
13	120056	Freddie's C & C Grocery	Houston	\$26,576.00
14	210505	Fiesta Mart #14	Houston	\$26,072.00
15	106246	Hampton Texaco - 1st Term	Dallas	\$25,924.00
16	135934	Quick Way Corner Store	Irving	\$25,494.00
17	152989	A-Stop Grocery	Copperas Cove	\$25,340.00
18	100009	Coys Discount Foods	Vernon	\$25,318.00
19	173887	Pittman's Quick Mart	Corpus Christi	\$25,104.00
20	126336	Mobil Mart	Converse	\$24,780.00
21	252841	Timewise Food Store #4401	Houston	\$24,450.00
22	133838	Leopard Food Mart	Corpus Christi	\$23,882.00
23	210507	Fiesta Mart #18	Houston	\$23,762.00
24	205806	Food Town #208	Deer Park	\$23,750.00
25	111582	E-Z Stop Convenience	Del Rio	\$23,126.00
26	155235	The Texan #3	Yorktown	\$22,420.00
27	104833	Adrian's Drive In Grocery	Alice	\$22,350.00
28	143167	Speedy Bee #3	Duncanville	\$22,258.00
29	157272	One Stop	Missouri City	\$21,624.00
30	151338	New M&M Food	Hitchcock	\$21,348.00
31	138887	Super K-F Store	Houston	\$21,166.00
32	154528	Three Star Mart #1	Balcones Heights	\$21,136.00
33	147909	Carrizo Meat Market	Carrizo Springs	\$20,800.00
34	146118	Scotties Forney	Forney	\$20,770.00
35	520717	Valero Corner Store #2306	Houston	\$20,496.00
36	213204	Mickey's #21	Killeen	\$20,388.00
37	112810	P&P Mart N Grill	Kennedale	\$20,254.00
38	149251	M P Mart	Hurst	\$20,230.00
39	116369	Mortons Drive In Grocery	Hallettsville	\$20,074.00
40	145963	Manvel Food Mart	Pearland	\$19,902.00
41	106410	Corner Grocery	Sugar Land	\$19,850.00
42	146160	Express Food	Spring	\$19,836.00
43	491507	Kroger #392	Richmond	\$19,816.00
44	252856	Summerwood Country Store #5501	Houston	\$19,700.00
45	151449	Pearland Food	Pearland	\$19,680.00
46	150140	Stan C-Store	Killeen	\$19,660.00
47	425004	Crestway Food Mart	San Antonio	\$19,508.00
48	152043	Shell C-Store	Port Arthur	\$19,502.00
49	210515	Fiesta Mart #23	Houston	\$19,476.00
50	144531	Super K Food Store	Humble	\$19,278.00

Winner Awareness on the ESMM

One of the most effective tools in communicating winner awareness to retailers and players is the ESMM winner awareness slide that was deployed in 2011. Since that time, the Texas Lottery has been utilizing the ES system with ESMM to record and report the winners sold at the individual retailer, city, county and state levels.

Let's take a look at how this information is measured, gathered and reported.

Measurement

The winner awareness program in ESMM keeps track of qualifying prizes. A **qualifying prize** for a *draw game* is a cash prize won, but not necessarily validated. For example, if you sold the top-prize winning *Lotto Texas*® ticket for \$25 million, this prize amount would be included in the weekly ESMM calculation regardless if the player claimed the winnings. A **qualifying prize** for an *instant game* is a cash prize that has been validated. Therefore the winner awareness information in ESMM does not include instant game winnings until the player has claimed the ticket regardless of where the ticket is validated. [496807]



Gathering

The winner awareness information is accumulated through the week, and then broadcast to the terminal network early Sunday morning. Your winner awareness data will be updated at terminal sign-on.

Display by:	Minimum total value of qualifying prizes sold for the previous week
Retailer	\$1,000
City	\$2,000
County	\$2,000
State	No minimum

Reporting

The system maintains what we call **threshold values** that determine if winner awareness data for the past week [146657] will be displayed at a retail location by retailer, city, county or state.

Based on the established threshold values, the ESMM will display the total prizes sold at [230304] a retail location if \$1,000 or more in prizes were sold. If the retail location sold less than \$1,000 in prizes then the ESMM will display winnings sold at the city level and so on.

We believe this tool has been instrumental in providing timely and meaningful winner awareness information that supports sales. Thank you to all the retailers who have dedicated the space [134535] within their stores to ESMM! It is our commitment to continue to enhance the winner awareness tools available to you.

Retailer Incentive Programs

Pay Off Big!

We are pleased to announce that over \$50 million has been awarded to retailers in the 10 Retailer Cash Incentive Programs since they were first introduced in September 2009. These incentive payments are in [133216] addition to more than \$694 million in retailer commissions earned during the same time period.

The monies available through the retailer incentive program were allocated specifically by the Texas Legislature for the purpose of sales performance incentives. The Texas Lottery does not have the authority to reallocate these funds for retailer commission increases, cashing bonuses or other activities not directly tied to sales performance. Within these guidelines, we have received significant input from you,

our retailers, related to developing attainable goals that provide meaningful performance rewards. We want to thank you for your continuing interest and support for this important program.

Retailer Cash Incentive Program 11 began May 5 and continues through August 3. [596148] Your sales goal was set using your own sales during this same time (Eligibility Period) last year. If you were not selling from May through August of last year, a more recent time frame (Alternate Eligibility Period) was used to set your sales goal. To review your goal, please refer to the program flyer provided by your lottery sales representative, the terminal report [175243] or call Texas Lottery Retailer Services at 1-800-375-6886. Don't miss your chance to earn incentive payments and entries into the drawing for \$50,000!



YOU COULD WIN UP TO \$50,000

RETAILER CASH INCENTIVE PROGRAM
MAY 5 – AUGUST 3, 2013

2 WAYS TO CASH IN! Base Program + Drawing

- Earn up to \$75* for reaching your **Minimum Sales Goal (MSG)**** plus an additional \$75* for each additional \$1,000 in sales*** over your goal.
- **Eligibility Period (EP)**
May 6 – August 4, 2012
For retailers with sales all 13 weeks of the EP, your **Minimum Sales Goal** is your weekly sales*** average during the EP x 13 weeks + 5.0% + \$1,000.
MSG = ((EP Savg x 13) + 5.0%) + \$1,000.
- **Alternate Eligibility Period (AEP)**
November 18, 2012 – February 16, 2013
For retailers who do not have sales all 13 weeks of the EP, you must have sales all 13 weeks in the AEP. If you have less than 13 weeks of sales during the AEP, you will not be included in this program. Your **Minimum Sales Goal** is your weekly sales*** average during the AEP (adjusted for seasonality) x 13 weeks + 5.0% + \$1,000.
MSG = ((AEP Savg (adj) x 13) + 5.0%) + \$1,000.
- 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.
 - Only one drawing prize per location.
 - A chain with multiple locations may win at more than one location.
 - Drawing is tentatively planned for August 20, 2013.

# of Prizes	Prize Amount	Total Amount
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

* If total retailer incentive payments exceed the allocated program budget, all payments will be reduced by an equal percentage in order to not exceed total program budget. Drawing entries and drawing prizes will not be reduced.

** Minimum Sales Goal for eligible retailers will never be less than \$1,000.

*** Incentive sales do not include Mega Millions®, Megaplier®, Powerball® or Power Play® sales.

June/July 2013 Retailer Survey

Person Completing Survey: Owner Manager Employee

Shift When Survey Completed: Day Evening Overnight

1. Do you and your staff understand the new *Lotto Texas* add-on feature *Extra!* that started April 14?
Yes No
2. Do your customers like the new *Extra!* add-on feature? Yes No Not sure
3. What is your main source of information about the changes in *Lotto Texas*? (Choose one.)
Lottery Website Customers Lottery Sales Rep TV & Radio POS
4. Did the *Lotto Texas with Extra!*™ player promotion (free *Extra!* Quick Pick with \$10 *Lotto Texas* purchase) help introduce your customers to the new *Extra!* feature? Yes No Not sure
5. Did the *Lotto Texas* clerk voucher promotion help motivate employees to sell the *Extra!* feature?
Yes No

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



Fort Worth Retailer Receives a Big Bonus!

Valero Corner Store #2073 in Fort Worth received a \$160,000 bonus for selling a jackpot winning *Lotto Texas* ticket worth \$16 million on February 20, 2013.

Congratulations!

Valero Corner Store Area Manager Vicki Garcia accepts a souvenir check from Texas Lottery Draw Games Coordinator Julie Terrell

Frequently Asked Questions

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. [150697] We recommend that you contact your bank to get more information about their electronic draft processes and policies.

Q. Do retailers receive a bonus for selling a jackpot winning ticket?

A. Yes, bonuses are paid for selling the top-prize winning ticket for games listed below. [100243] To receive a bonus, a retailer must be in good standing with the Texas Lottery Commission and the state of Texas. For specific questions regarding retailer bonuses, please call Retailer Services at 1-800-375-6886.

- **Mega Millions**[®]: 1% of grand/jackpot portion won in Texas, capped at total of \$1 million for all bonuses paid for a single drawing. Bonus is pari-mutuel.
- **Powerball**[®]: 1% of grand/jackpot portion won in Texas, capped at total of \$1 million for all bonuses paid for a single drawing. 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.

Q. The screen at my store shows I sold a lot of prizes at my store. What does this mean?

A. The ESMM winner awareness slide shows the prize-winning tickets that were sold for the previous week. [229320] This includes winning tickets that have been sold for draw games and winning scratch-off tickets that have

been validated. The information displayed will either be information specific to your store, city, county or state. [258041] For example, the slide may display "sold at this location" or "sold in Austin." See page 8 for more details.

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

A. The Texas Lottery needs a minimum of three business days advance notice to complete retailer cancellations. Advance notification will ensure that a Lottery Sales Representative can complete their work in accordance with your business plans. If you plan to temporarily close your business, it is important that you contact the Texas Lottery immediately. We will assist you with tickets, equipment, and we can explain any financial responsibilities you may have while your business is closed.

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

A. This message will appear when a validation is attempted for inactive tickets. [111206] Always remember to activate before you sell. After all, it takes away from the winning experiences and it is a violation of Texas Lottery Commission rules. When you see this message, please call the Retailer Services Hotline at 1-800-458-0884 for assistance.

Q. Can I cancel a draw game ticket?

A. Pick 3 and Daily 4 tickets are the only tickets at the issuing terminal that can be canceled. You can cancel the ticket within 60 minutes of printing or up to draw break for the game, whichever comes first. [507332] *Lotto Texas*, *Mega Millions*, *Powerball*, *Texas Two Step*, *All or Nothing*[™] and *Cash Five* tickets cannot be canceled.

Q. How do I order scratch-off tickets?

A. You may order scratch-off tickets through your Lottery Sales Representative (LSR) or by calling the GTECH Hotline at 1-800-458-0884. Your LSR will work with you and help promote lottery sales at your business by conducting inventory review and merchandising support. The Hotline staff can also provide you with assistance in ticket ordering or processing.

Retailer Bonuses



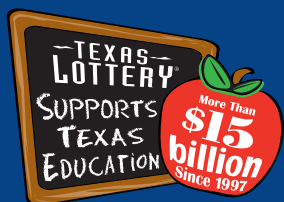
Game	Retailer	Location	Bonus
10X Mega Money #1536	Texas Cooler	Stockdale	\$10,000
Weekly Grand #1440	Forest Gas & More	Dallas	\$10,000
Cash Excitement #1486	Step In #3	Texarkana	\$10,000
Texas Lottery® Black IV #1401	7-Eleven Conv Store #24261	Arlington	\$10,000
10X Mega Money #1536	Yu Mi's	Alice	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Wranglers	Granbury	\$10,000
\$500 Million Frenzy #1354	Express Fuel & Food	Spring	\$10,000
\$500 Million Frenzy #1354	Allsup's #278	Kermit	\$10,000
\$500,000,000 Extreme Cash Blast #1387	G and G Mini Mart	Angleton	\$10,000



Draw Date	Retailer	Location	Bonus
1/28/13	Mr C Food Store #7	Mineral Wells	\$6,500
2/21/13	Pasadena Country Store #5301	Pasadena	\$10,000
3/4/13	Lakeside Shell	Houston	\$3,250
3/14/13	Diamond Food Mart #2	San Antonio	\$3,250
3/18/13	Shop N Go 4	Beaumont	\$2,000



Draw Date	Retailer	Location	Bonus
2/20/13	Valero Corner Store #2073	Fort Worth	\$160,000
3/16/13	HEB Food Store #578	Houston	\$100,000
3/20/13	Stripes #2206	Rio Grande City	\$40,000



PLAY RESPONSIBLY.

Visit us online at:
txlottery.org

Play the Games of Texas!®

Mon

Tue

Wed

Thu

Fri

Sat



Morning/Day/Evening/Night

Morning/Day/Evening/Night

Morning/Day/Evening/Night

Morning/Day/Evening/Night

Morning/Day/Evening/Night

Morning/Day/Evening/Night