

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery® Retailers

October / November 2006

People Really Do Win! Just Ask These Texas Lottery® Players. . . .

One of the most common responses Texas Lottery winners give when asked what advice they have for other players is, “Keep trying; people really do win!” And they’re right. In fact, Texas Lottery players have claimed approximately \$25 billion in winnings since the first lottery ticket was sold in 1992. Read below what a few of them had to say about their winning experiences.

On June 5, Gary W. Prenzler of Victoria claimed the first of three new Ford Harley-Davidson™ F-150 trucks available in the *Harley-Davidson®*, *Bucks & Trucks* Scratch-Off game.



“I saw the ticket and scratched off an area . . . and that’s when I saw that it said ‘F-150,’” said Prenzler of the ticket he purchased at the Speedy Stop located at 3302 Sam Houston in Victoria. “I had to pick myself up from the floor.”

Just a few days later, on June 9, the members of the LGroup Managed Trust of Lubbock traveled to Austin to claim \$20.9 million, the cash value option of the \$36 million *Lotto Texas®* jackpot for the drawing held on April 29.



One of the group’s members, Sharla Pierce, said she was excited that she would no longer have to work two jobs and could concentrate on the one thing she wanted to purchase for her family. “I’m buying a new house,” she said. “This will give our family lots more room than we have now. I also plan to save for my kids’ college educations.”

The LGroup Managed Trust purchased their ticket at the 7-Eleven located at 3402 98th Street in Lubbock. The retailer was eligible to receive a bonus of one percent of the jackpot—approximately \$362,000 in this case—for selling the jackpot ticket.

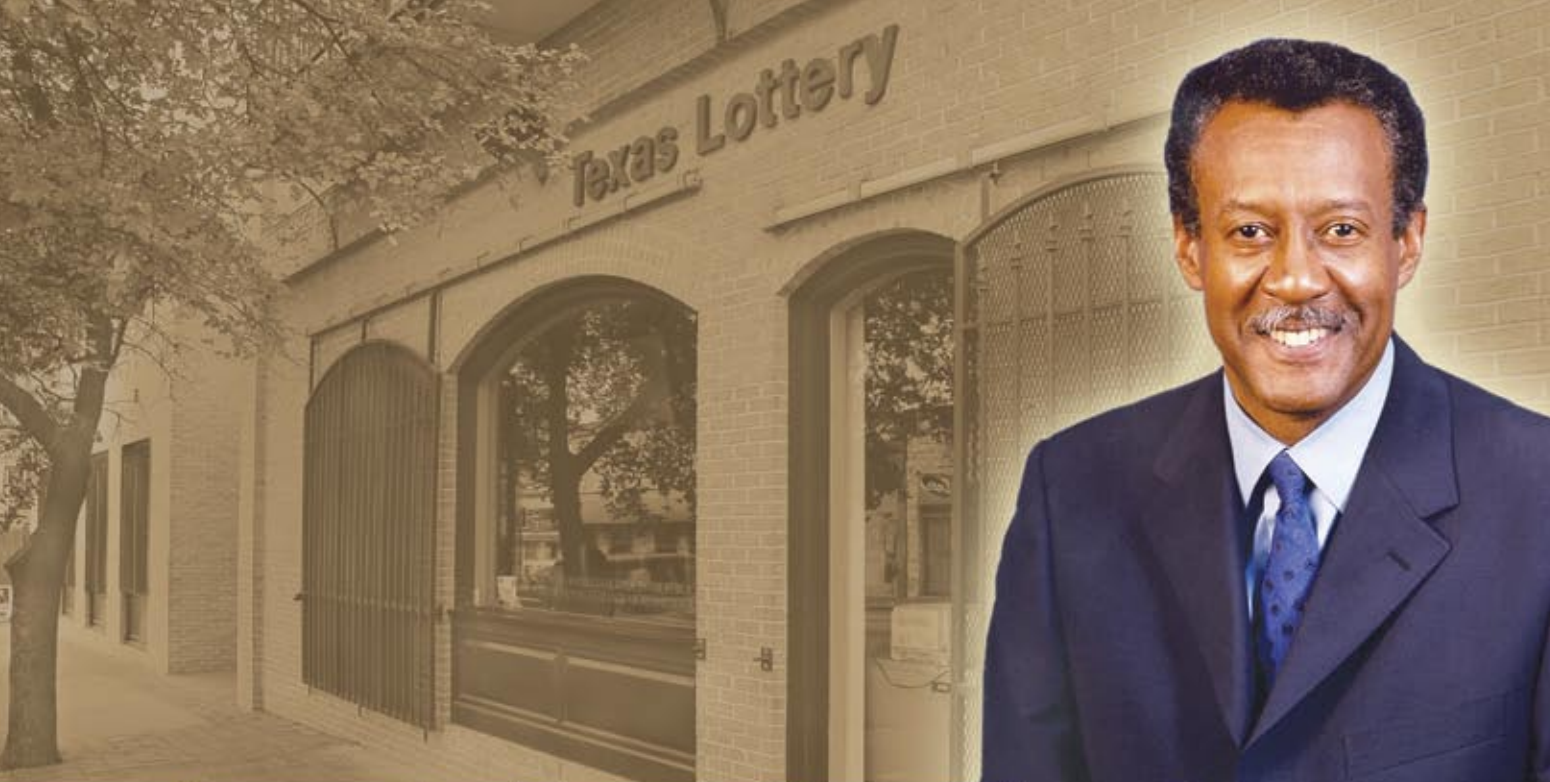
Four days after the *Lotto Texas* claim, Martha L. Cuellar of El Paso was the next Texas Lottery player to visit Austin, to claim the \$94 million jackpot for the *Mega Millions®* drawing held on May 16.

“I’m going to buy a house and a car and take care of my son and daughter and the rest of my family,” said Cuellar. “And my son wants to go to medical school. . . . This should make that a lot easier!”



Ms. Cuellar purchased her ticket at the Good Time Store located at 6390 Alameda Ave. in El Paso. The retailer was eligible for a 1 percent bonus of \$950,000.

These are just a few Texas Lottery players who claimed big prizes recently, and players aren’t the only winners. Texas Lottery retailers have also won big, with more than \$2.2 billion paid out in commissions and bonuses since 1992! So what do these stories and numbers really tell us about the Texas Lottery? The answer is obvious: People really do win!



from the Executive Director

Anthony J. Sadberry, Executive Director, Texas Lottery Commission

Thanks for Supporting Education, TLC Core Values

On behalf of the Texas Lottery Commission, I extend a warm greeting to Texas Lottery retailers across the state. My name is Anthony Sadberry, and I was recently selected as the new executive director of the Texas Lottery Commission.

As a former commissioner of the Texas Lottery Commission from 1993 - 2001, commission chair from 1994 - 1995, and acting executive director from February - June 2006, I will draw on my current and past knowledge of the agency to lead us in our mission to "generate revenue for the state of Texas through the responsible management and sale of entertaining lottery products."

I am well aware that Texas Lottery® retailers play a crucial role in helping us fulfill our mission. I know that you and your employee teams strive to provide excellent customer service and a rewarding player experience every day of the week as you sell the *Games of Texas* at your retail locations.

Money generated for the state of Texas means money for Texas education. In the past eight years, Texas

Lottery players and retailers have helped contribute more than eight billion dollars to Texas education.

Every time you sell a Texas Lottery ticket, you're supporting Texas schools. I have a deep appreciation for your excellent work on behalf of Texas Lottery players and the state of Texas.



As executive director, I will work with Texas Lottery retailers as you continue to uphold the core values of the Texas Lottery Commission, and I will strive to ensure that all of our actions embrace these values. The agency's core values include integrity and responsibility, innovation, fiscal accountability, customer responsiveness, teamwork, and excellence. By instilling these values in our daily work, we will continue to maintain the public trust and the integrity of our operations, and to provide exciting lottery games for the playing public and generate revenue for Texas education.

Thank you for all of your hard work on behalf of the Texas Lottery, and for your service to the state of Texas. I look forward to working with you.

Austin Spotlight

The Austin District stretches from Goldthwaite to Bryan-College Station and from Kyle to Hillsboro, and is anchored by the major cities of Austin, Killeen, Temple and Waco. The sales force of 13 lottery sales representatives services more than 1,650 retailers twice a month. The Austin District team benefits from the vast and varied experience of its sales force. Four of the LSRs have been around since the Texas Lottery started in 1992! Two LSRs started as instant ticket specialists, and two others were field service technicians.

In the past year, the district staff has joined Texas Lottery® retailers at a variety of events, such as Pecan Street Festival in Austin, Chisholm Trail Roundup in Lockhart, and Czihilspiel in Flatonia. The Austin sales staff also assisted with the Texas Lottery kickoff of the new *Harley-Davidson®*, *Bucks & Trucks* Scratch-Off ticket during the Republic of Texas Biker Rally parade in downtown Austin.

HLD Food Mart, Austin

By Julie Hall, LSR

Duc Lu, owner of **HLD Food Mart** in Austin, optimizes his sales by always having a smile for his customers and paying out all Texas Lottery prize amounts up to \$599. Everyone in the neighborhood knows they can count on HLD Food Mart. So, they come by to say hello, cash their lottery tickets, and buy more tickets! [126832] With the commissions he's earned and bonuses from selling winning tickets, Duc has started to build a large grocery store surrounded by smaller specialty stores. Not only have lottery sales helped improve HLD's inside sales, but they've also helped Duc Lu achieve some big plans that he's had for a while.



Duc Lu, owner of HLD Food Mart, always has a smile for his customers.

Mainstop #2, Austin

By David Payne, LSR

Mainstop #2 manager Abdul Qazi and store clerk Sajid Momin have really taken control of their Texas Lottery ticket inventory! Abdul has installed a computer program that enables them to track ticket inventory,

confirmations, activations and settlements. As a result, Abdul knows every week what his electronic funds transfer will be. In addition, weekly instant ticket sales at Mainstop #2 average over \$9,000 per week and continue to climb, thanks to their colorful and informative dispenser [144524] presentation, which highlights price points and dispenser numbers in different colors.



Left to right: Abdul Qazi, manager of Mainstop #2, and Sajid Momin, store clerk, stand by their impressive tower of Scratch-Offs.

Every retailer may not have the ability to duplicate the creative efforts of Mainstop #2. However, your lottery sales representative can help you control and present your Texas Lottery games in ways that will help you achieve your sales goals. Remember: **Confirm, Activate, Settle, and Sell!**

Franky's, College Station

By Charles Howard, LSR

When **Franky's** in College Station opened for business in April 2002, their in-counter dispenser held 24 games. This number of games quickly proved inadequate for their players. So they added additional towers of

dispensers on the counter and currently display approximately 59 different instant games. In addition, owners Sam Virani and Frank Faizullah sell multiple packs of several games at the same time (four packs of the \$30 game *Vegas Action*, for example). These initiatives have had dramatic results—a sales average of \$16,400 per week! [143754] College Station players know that they will find the best selection of multi-dollar Texas Lottery games at Franky's and that they'll be able to cash all winning tickets up to \$599.



Left to right: Salim (Sam) Virani and Gulamis (Frank) Faizullah, owners of Franky's, have increased their Scratch-Off selection to approximately 59 different games.

5th St. Shell, Temple

By Weldon Winkler, LSR

Monir and Francine Nathani, owners of **5th St. Shell** in Temple, started out with 14 instant ticket slots and have increased that number to 42. As a result, their Texas Lottery Scratch-Off sales have increased to over \$10,500 per week! This is their second retail location to surpass \$10,000 per week in instant ticket sales. The other location, FM Shell, is the largest retailer in Temple. Manager Kevin Peace has a great attitude toward Texas Lottery sales and tries to keep their Scratch-Off dispensers full at all times.



Kevin Peace, manager of 5th St. Shell, has a great attitude toward lottery sales.

West End, San Saba

By Christy Burford, LSR

West End is the top-selling lottery retailer in San Saba, with a weekly instant ticket average of over \$8,000. Matthew Riggs is the owner, and the store manager is Becky Norris, who loves her customers and the *Games of Texas*. She frequently requests older games to fill her 40 instant ticket slots.

Matthew and Becky routinely hold second-chance drawings to promote particular games. A recent drawing focused on *Pac-Man™*. They gave away free gas, store merchandise, a DVD player and Texas Lottery promotional items. In October 2005, on the store's second-year anniversary, Matthew held a customer appreciation day with free hotdogs, sodas, and the Texas Lottery trailer. Customers poured in despite the cold and rainy weather, which had no [315110] impact on the customers' enthusiasm! Everyone is looking forward to the next event.

Fast Time Convenience, Copperas Cove

By Al Shankle, LSR

Fast Time Convenience in Copperas Cove has always made Texas Lottery sales their top priority. Store owners Mike Boselah and Cheryl Saing have built a prosperous store by

realizing that lottery products can add greatly to their store's sales. With a weekly instant ticket average of over \$13,000, the store now carries 58 games [445710] and provides seating for customers to sit and scratch their tickets. As a result of their sales increases, Fast Time Convenience qualified for a second terminal to better accommodate all the players. Good job, Mike, Cheryl and staff!

Mustang Travel Center, Mustang Ridge

By Kevin Teeler, LSR

Imran Khan, store manager at **Mustang Travel Center**, consistently generates high Texas Lottery game sales with the help of store clerk Margaret J. Bailey and the other clerks. Imran uses a couple of methods to sell the *Games of Texas*. First, he pays every ticket up to \$599 that is brought into his store for validation. Second, his clerks always ask for the sale—no customer leaves without being asked if they would like a Texas Lottery ticket. In June, Imran and Margaret also helped out with the Chisholm Trail Roundup in Lockhart. They both worked very hard to keep up with the flow of customers that visited the Texas Lottery trailer, and the event generated over \$5,700 in total sales. Thanks to Imran and Margaret for their continued support and hard work!



Left to right: Imran Khan, store manager, and Margaret J. Bailey, store clerk, work hard to keep their lottery sales high.

Don's, Groesbeck

By Todd Rajkowski, LSR

When the Texas Lottery came into existence, Don's owner Don Koenig, of Groesbeck, was a little skeptical about selling the *Games of Texas*. After all, he was in the convenience store business to sell gasoline. "I finally gave in after the first year to have the added draw to my customers," he notes. Over the years, however, his attitude has completely changed. With three locations generating over \$1 million in combined sales every year, he will now tell you he is in the convenience store business to sell Texas Lottery tickets. [496821] Their leading store, Don's #1, is run by Don's daughter, Karen Kimble. She and her staff, Norma, Julia, Monica and Shannon, strive to respond to all their Texas Lottery players' needs. To keep up with the demand for instant games and maintain their weekly sales average of more than \$7,500, Karen was willing to increase their dispenser count and add a greater variety of tickets.



Left to right: Julia Cleveland, store clerk at Don's; Karen Kimble, owner's daughter; and Norma Watson, store clerk, maintain a weekly sales average of more than \$7,500.

H-E-B Food Store #218, Austin

By Matt Hayes, LSR

Ever since H-E-B resumed selling Texas Lottery tickets in 2004, their sales have been on the rise,

thanks largely to the cooperation of H-E-B employees. Many have taken the initiative to maintain their Texas Lottery machines. At **H-E-B #218** in Austin, which has seen a spike in sales in the past year, this job has been done by employees Rebecca DeLeon and Steven Garcia. When the ITVM and SST were first installed, they were located in an out-of-the-way corner, but with the help of store director Linda Brown, the machines were moved to a high-traffic area directly in front of the customer service booth. Since the move, sales have increased greatly—at times, by more than \$1,000 per week! With Rebecca and Steven keeping a close eye on the ITVM, there is almost never an empty dispenser. With such great employees, this H-E-B, along with many others, has enjoyed huge success from having Texas Lottery games in their stores.

Murphy USA #7211, Austin

By Kara Heinen, LSR

Kevin Miller, the district manager for **Murphy USA #7211**, came up with a great idea to promote Texas Lottery games. Using clothespins, he hung lottery tickets on a clothesline that reached across the store, and he also used lottery tickets to make a "lottery tree." [134158] The clothesline and lottery tree were more than just decorations; they were part of a second-chance drawing opportunity for players. Players with non-winning tickets could fill out the back of the ticket and put the ticket in a monthly drawing. At the end of each month, a ticket would be drawn, and that winner would win all the tickets on the tree, as well as the tickets on the clothesline!

Austin

District Highlight
as of 8/16/06



DSM: Chuck Faulkner

LSRs: 13 – Edward Barron, Barbara Broadus, Christy Burford, Julie Hall, Matt Hayes, Kara Heinen, Charles Howard, David Payne, Todd Rajkowski, Al Shankle, Kevin Teeler, Zachary Wakefield and Weldon Winkler

CSRs: 4 – Kay Martin, Mike Petrawski, Ken Raymore and Josh Tsosie

Support Staff: Rosalinda Reyna and Ginger Bush

Claim Center Location & Phone:

Austin Claim Center

611 E. 6th Street

Austin, Texas 78701

512-344-5252

WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners:	46
# of Texas Two Step Winners:	24
# of Cash Five Winners:	302
Total Sales Since Start-up:	\$4,367,512,427.50
% of Sales:	10.05%
Retailer Commissions Since Start-up:	\$218,375,621.38
No. of ISYS Retailers:	1,617
No. of GVT Extra Retailers:	54
No. of SST retailers:	95
No. of ITVM retailers:	85

El Paso *Spotlight*

The El Paso District stretches from Anthony (I-10 East, mile marker 0) to Iraan (I-10 East, mile marker 305) and, going south, from Kermit to Presidio (approximately 250 miles on Hwy 67). El Paso is the only district that covers two time zones, Mountain Standard Time and Central Standard Time.

The El Paso sales team consists of five sales representatives—four in El Paso and one in Fort Stockton. All together, they cover 490 retailers every two weeks. Three of the sales reps and the administrative assistant (Ilda Cuevas, Martin Diaz, Christina Garcia and Thelma Gonzalez) have been with GTECH since Texas Lottery® start-up in 1992.

The El Paso District is proud to serve all their retailers, including the retailers who sold the \$145 million jackpot ticket for the *Lotto Texas*® drawing on June 19, 2004, and the \$94 million jackpot ticket for the *Mega Millions*® drawing on May 16, 2006.

Baeza's Thriftway, Presidio

By Ilda Cuevas, LSR

When a 16-bin instant ticket vending machine (ITVM) was recently installed at the customer service booth at **Baeza's Thriftway**, sales immediately went through the roof, resulting in a weekly average of \$4,400! To maintain this level of success, the staff keeps the ITVM filled with the latest Texas Lottery games, and office manager Juanita Gutierrez makes sure that the machine is up and running at all times. Customers can also buy additional games at the customer service booth. Store owner Lee Roy Baeza is extremely happy with the store's sales, and he knows his commission earnings are going up, as well.



Left to right: Baeza's Thriftway owner Lee Roy Baeza and office manager Juanita Gutierrez are thrilled with their 16-bin ITVM.

Quality Food Mart #3, El Paso

By Randy Hancock, LSR

Luis Espino, owner of **Quality Food Mart #3**, is well known for his friendly approach and his pro-

lottery attitude. His instant ticket vending machine (ITVM) is always full and is located where customers can find it easily. His employees expertly handle "big jackpot" sales. . . . Their knowledge and the excellent customer service they provide keep El Paso players coming back for more Texas Lottery tickets!

C & P Grocery, El Paso

By Randy Hancock, LSR

C & P Grocery owners Jerry and Rosa Pena have been in business for over 40 years. The husband-and-wife team has been selling the *Games of Texas* since Texas Lottery start-up in 1992. They are still hoping for the "big one" to be sold at their store. The games [144497] most popular with their customers are *Texas Two Step*®, *Pick 3*™ and *Mega Millions*. The Texas Lottery games have helped overall sales by drawing more customers to the store.

Sun Drugs, El Paso

By Damon Conrad, LSR

For **Sun Drugs** store clerk Ramona Cunyus, plus-selling Texas Lottery tickets comes as



Ramona Cunyus, store clerk at Sun Drugs, shows off the Texas Lottery duffle bag she won.

second nature since she's always playing and winning, too. *Pick 3™* is the favorite among Ramona and some of her co-workers. She especially enjoys playing during clerk promotions, when there's a chance to win Texas Lottery promotional items such as the duffle bag Ramona recently claimed.

Mancha's Grocery & Meat Market, El Paso

By Randy Hancock, LSR

Pedro Mancha, owner of **Mancha's Grocery & Meat Market**, is always ready to sell and promote [117571] Texas Lottery games. He is also willing to participate in Texas Lottery promotions because he knows they will enhance his sales. His lottery customers know they can count on great customer service at Mancha's. Whether a first-time player or a well-established customer, Pedro gives them quick, friendly service with a smile—and sells a Texas Lottery ticket to go.

Quick Silver 66, El Paso

By Damon Conrad, LSR

When it comes to business savvy, **Quick Silver 66** manager Debbie Malachowsky has quite a knack. She doesn't just sit and wait for Texas Lottery sales to come to her. Instead, she insists that her clerks plus-sell, wearing jackpot stickers for whichever game they are pushing that day. She is also quick to give credit where it is due. Upon hearing about the *Pac-Man™* retailer contest she vowed, "If we win one of those Pac-Man® Cocktail Table Arcade Games, I will give half the retail cost to the top-selling clerk." She also looks forward to "ask for the sale" promotions. After all, every little bit helps!



Left to right: Debbie Malachowsky, manager of Quick Silver 66, promotes Texas Lottery sales along with store clerks Miriam Ferrel and Vanessa Terrazas.

Presidio 66/Silver Streak, Presidio

By Ilda Cuevas, LSR

Terry Upchurch, manager of **Presidio 66/Silver Streak**, can proudly say, "We sold a top-prize-winning Scratch-Off ticket!" The town itself is going crazy with the news. Terry remembers, "It was very exciting to hear that we had sold the winning ticket." The now-famous game was *Top Prize \$500,000*. Since this retailer makes 36 instant games available at all times, it was just a matter of time before they sold the "big one"!



Left to right: Terry Upchurch, manager of Presidio 66/Silver Streak, and Sucie Valenzuela, store clerk, show off their instant ticket display.

Triangle Markets, Alpine

By Ilda Cuevas, LSR

Triangle Markets manager Rebecca Pape attributes their Texas Lottery sales success to the store's wonderful, loyal [124249] customers. And Triangle Markets' customer service is what keeps them coming back! The customers expect the staff to know their unique buying and playing habits, and they are never disappointed. For example, some customers don't like to be told "Good Luck." Another customer likes to play *Weekly Grand™* but doesn't want the tickets to be laid on the counter. Others like to purchase their lottery tickets from the "lucky employee." Rebecca prides herself on her customer service and expects the same from her employees. "We know our customers well, and we want them to come back," she said.



Left to right: Triangle Markets store clerk Bill Amen, manager Rebecca Pape, and store clerk Inez Pearce are known for their great customer service.

The Station, El Paso

By Christina Garcia, LSR

In order to help them qualify for an ISYS on-line terminal, **The Station** held a grand opening and included the [135894] Texas Lottery Lone Star Spinning Wheel in the festivities. The store gave away all kinds of prizes, including a \$2 Scratch-Off ticket as the store prize. In addition, for every \$20 gas purchase, the customer was also entitled to a \$1 Scratch-Off ticket. The promotion definitely helped the store qualify for the ISYS terminal!



Eitza Ortiz, store manager of The Station, stands by the Lone Star Spinning Wheel.

Circle K #0213, El Paso

By Damon Conrad, LSR

When approached with the opportunity to install a new 16-game, on-counter dispenser, **Circle K #0213** manager Emma Escobar didn't hesitate a bit. She is always looking for different ways to merchandise products and maximize sales, and the new



Left to right: Circle K #0213 Assistant Manager Nancy Carrasco and manager Emma Escobar are enjoying increased sales from the new instant ticket dispensers.

dispensers gave her both. "Sales have increased since installing this last year because of the visibility and greater selection," said Emma. In fact, stacking two dispensers has increased sales even more!

Circle K #5305, El Paso

By Damon Conrad, LSR

Recently **Circle K #5305** celebrated its 10th anniversary. What better way to celebrate than by inviting the Texas Lottery to bring the Lone Star Spinning Wheel to entertain your customers? Lots of patrons took advantage of a promotion offering a free prize with a \$5 lottery purchase, and over \$520 in Texas Lottery tickets was sold in just two short hours! [425769] Local rock station KLAQ-FM was in attendance for a live radio remote, and Circle K staff reduced their gas prices and gave away free sodas and hotdogs to all. Everyone had a blast!



Left to right: Participating in the Circle K #5305 10th anniversary event were store clerks George Anayha and Ceci Aguirre, store manager Valdo Deleon, store clerk Shelley Hampton, assistant manager Jeremy Cole, and store clerk Richard Castillo.

Good Time Store #22, El Paso

By Damon Conrad, LSR

Mary Moreno, manager of **Good Time Store #22**, is known around these parts as "Lucky Mary." She has been selling the *Games of Texas* since Texas Lottery start-up in 1992. A few

months ago, one of her customers won \$20,000 on *Monthly Bonus!* Another location, Good Time Store #12, also recently sold the second *Mega Millions*® jackpot ticket in Texas, advertised at \$94 million. This was the chain's third jackpot ticket sale, including two *Lotto Texas*® winners.



Mary Moreno, manager of Good Time Store #22, has earned the nickname of "Lucky Mary."

Good Time Store #12, El Paso

By Martin Diaz, Swing Representative

"\$94 million" is a figure that folks in the El Paso area will remember for a long time to come. **Good Time Store #12** was the lucky retailer to sell the *Mega Millions* jackpot ticket for that amount on May 16, 2006. The store has been hopping ever since Martha Cuellar claimed her prize and became the latest local [125771] millionaire. Store clerk Jose Portillo was the lucky employee who sold the jackpot ticket. Since that day, store manager Maria Lopez and her employees have



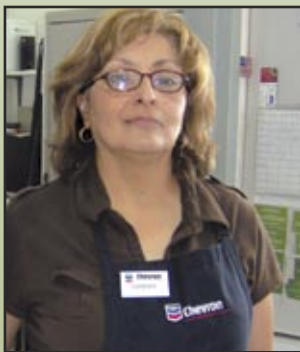
Left to right: Good Time Store #12 manager Maria Lopez and store clerk Jose Portillo model their "jackpot winner" T-shirts provided by GTECH.

vowed to wear “jackpot winner” T-shirts provided by GTECH every *Mega Millions* drawing day (Tuesdays and Fridays) “until they wear off,” according to Maria. The corporation provided all 56 stores with special signage announcing that Good Time Stores Inc. sold the latest *Mega Millions* jackpot ticket. Let the good times roll!

C & R #3, El Paso

By Christina Garcia, LSR

When *Lotto Texas* was relaunched without the bonus ball and supported by the “A Legend Returns” advertising campaign, C & R # 3 wanted to be among the first Texas Lottery retailers to celebrate the change. They brought the Lone Star Spinning wheel to their store for a fun-filled game launch event. Store manager Sandra Lane was eager to teach her customers about the “no bonus ball” feature of the new *Lotto Texas*. [480173] Customers who tried the new game with a \$5 purchase won a prize, and everyone had a great time!



Sandra Lane, store manager of C & R #3, celebrated the *Lotto Texas* relaunch with her customers.

C & R Distributing Inc., Dell City

By Ilda Cuevas, LSR

You can walk into [138412] C & R Distributing any time and find Diane Balwin greeting customers with a smile the size of Texas. She

knows most of her customers by name and greets them with their favorite Texas Lottery game in her hand. If customers with disabilities ever need help, she is ready to provide them with that service, as well.



Diane Balwin, administrative assistant at C & R Distributing Inc., always greets her customers with a smile.

Howdy’s Food Mart #12, El Paso

By Christina Garcia, LSR

The kickoff of *Lotto Texas* took place at several retailer locations around the El Paso area. One of these was **Howdy’s Food Mart #12**. [142779] The Lone Star Spinning Wheel was there during the lunchtime rush hour, and the staff educated customers on the new game features and gave away *Lotto Texas* tickets as prizes. Assistant store manager Diane Chavira was very helpful in teaching customers about the new game matrix and “no bonus ball” feature.



Diane Chavira, assistant manager of Howdy’s Food Mart #12, stands by the Lone Star Spinning Wheel.

Pilot #209, Van Horn

By Ilda Cuevas, LSR

Pilot #209 general manager Doug Meyer and store manager Jerry Donovan were thrilled with the prize package they won on a holiday retailer contest. [141068] They always strive to be the best, and it shows! Keeping their ITVM full at all times is one of their top priorities. They have a lot of regular customers who keep coming back for more Texas Lottery tickets.



Left to right: Doug Meyer, general manager of Pilot #209, and Jerry Donovan, store manager, show off their prize package.

Food Basket #4, Alpine

By Ilda Cuevas, LSR

Robin Burns, assistant manager of **Food Basket #4**, wanted to increase the sales on her ITVM last year. [144900] There was no better way to do it than by decorating the ITVM for the holidays and, of course, keeping it filled with plenty of holiday Scratch-Off tickets!



Robin Burns, assistant manager of Food Basket #4, got into the spirit of the season last year by decorating her ITVM.

El Paso

District Highlight
as of 8/16/06

Left to right:
manager
Maria Lopez
and store clerk
Jose Portillo



The Good Time Store #12 of El Paso,
was the lucky retailer to sell the *Mega Millions*
\$94 million jackpot ticket on May 16, 2006!

DSM: Pamela Batten

Swing Representative: Martin Diaz

LSRs: 4 – Christina Garcia, Damon Conrad,
Ilda Cuevas and Randy Hancock

FSTs: Gabriel Villa and Jose Alvarez

Support Staff: Thelma Gonzalez

Claim Center Location & Phone:

El Paso Claim Center

401 E. Franklin Street, Suite 150

El Paso, Texas 79901

915-834-4920

WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners:	12
# of Texas Two Step Winners:	6
# of Cash Five Winners:	94
Total Sales Since Start-up:	\$1,046,968,054.00
% of Sales:	2.41%
Retailer Commissions Since Start-up:	\$52,348,402.70
No. of ISYS Retailers:	443
No. of GVT Extra Retailers:	30
No. of SST retailers:	25
No. of ITVM retailers:	42



El Paso District Staff

Left to right: Randy Hancock,
Christina Garcia, Thelma Gonzalez,
Damon Conrad, Martin Diaz,
Ilda Cuevas and Pamela Batten.

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 November 30, 2006.

More Ways to Win!

This fall is a great time to play and sell *Cash Five*! The Texas Lottery Commission wants to reward Texas Lottery® retail sales staff for selling this fun pari-mutuel game. [113720] That's why the sales staff at licensed Texas Lottery retailer locations will have opportunities to win Texas Lottery promotional items in October. Details will be coming soon from your lottery sales representative.

It's also a great month to remind your players that *Cash Five* is easy to play and easy to win! Just pick five numbers from 37 and win exciting CASH prizes by matching two, three, four or five numbers. Every prize is paid in one lump-sum payment, even the top prize. [143511]

One of the best things about playing *Cash Five* is its unique **roll-down feature**: If no one correctly matches all five numbers to win the top prize, the money set aside to pay the top prize rolls down to the 4-of-5 prize level. Playing has never been so much fun! And, you can win six times a week. Drawings are held Monday through Saturday at 10:12 p.m., Central time. And don't forget that retailers become eligible for a retailer bonus when a 5-of-5 matching ticket is sold at their store!



Retailer Bonuses



Game	Retailer	Location	Bonus
Set For Life #603	Leon Springs Country Store #6101	San Antonio	\$10,000
\$3,000,000 Vegas Action #651	South Park News	San Antonio	\$10,000
Cool Millions #670	Stop & Shop	Fort Stockton	\$10,000
Weekly Grand™ #699	Kroger #357	Conroe	\$10,000
Million Dollar Mania #589	Fastop Food Store #4	Victoria	\$10,000



Draw Date	Retailer	Location	Bonus
4/27/06	Cowboy's	Longview	\$3,333.33
4/27/06	Ben's Ice and Food Store	San Antonio	\$3,333.33
4/27/06	Cowboy's	Longview	\$3,333.33



Texas Lottery Commission spokesperson Bobby Heith (center) presents a bonus check for \$362,477.22 to Ryan Suttles (right), 7-Eleven Regional Sales Manager. They are joined by GTECH Sales Representative Wayne Bufkin. 7-Eleven #423 in Lubbock sold the \$36 million Lotto Texas® jackpot ticket for the April 29 drawing.

