

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery Retailers

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April/May 2014

RoundUp

April/May 2014

Email questions or comments about

RoundUp to:

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Retailer Services Hotline:

1-800-375-6886

English, Press 1
Lottery calls, Press 3
Retailer, Press 2

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

GTECH Hotline:

1-800-458-0884

(For equipment problems,
to report stolen tickets,
or to order tickets.)

Available 24 hours,
7 days a week

Website:

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 30, 2014

Promotions Calendar of Events

Date	Event	Location
April 4 – 6	Deep Ellum Arts Festival	Dallas
April 4 – 6	Poteet Strawberry Festival	Poteet
April 11 – 13	COTA - MotoGP Red Bull Grand Prix	Austin
April 12 – 13	Trader's Village - Houston: 19 th Annual Bayou City Cajun Festival	Houston
April 25 – 27	Fiesta de los Reyes	San Antonio
April 26 – 27	Houston International Festival	Houston
May 1 – 4	Mayfest	Ft. Worth
May 3 – 4	Old Pecan Street Festival	Austin
May 16 – 18	Wildflower! Arts and Music Festival	Richardson
May 17 – 18	Pasadena Strawberry Festival	Pasadena

Mention of specific dates does not constitute agreement of participation.

Over \$12.5 Million in Prizes Paid for the All or Nothing™ Game!

In the months since the sale of *All or Nothing* tickets resumed August 25, 2013, more than \$12.5 million has been paid out in prizes, including seven top prizes of \$250,000 to lucky players who matched all 12 numbers drawn **or none** of the numbers. The new hourglass game design that allows players to win the top prize by not matching any numbers is a unique, never before offered feature that gives you a great opportunity to promote *All or Nothing* to your customers. [148777] Another benefit is that players can win \$500 by matching just one number. (See the prize chart for all 10 ways to win with *All or Nothing*.) [494805]

To help you promote the game and encourage trial by your customers, we're giving players a free \$2 *All or Nothing* Quick Pick when they make a *Lotto Texas*® purchase of \$6 or more on one ticket. This storewide player promotion will begin Monday, April 7 and run through Sunday, April 27. That's three weeks of a special incentive for Texans to try one of the most unique lottery games in the country.

All or Nothing™ Prize Chart

Match	Prize	Odds of Winning
12	\$250,000* (Top Prize)	1:2,704,156
11	\$500	1:18,779
10	\$50	1:621
9	\$10	1:56
8	\$2	1:11
4	\$2	1:11
3	\$10	1:56
2	\$50	1:621
1	\$500	1:18,779
0	\$250,000* (Top Prize)	1:2,704,156

Overall odds are 1 in 4.5. *In any drawing where the number of Top Prize winning plays is greater than twenty (20), the Top Prize shall be paid on a pari-mutuel rather than a fixed prize basis and a liability cap of \$5 million will be divided equally by the number of Top Prize winning plays. For instance, if there are 30 Top Prize winning plays, each winning play will be eligible for \$166,666 as the Top Prize payment amount.



T E X A S L O T T E R Y

We know some people find it hard to imagine that they can actually win by [115575] not matching a single number. However, winners throughout the state can attest to their luck of winning \$250,000.

All or Nothing is drawn Monday through Saturday, four times a day at 10:00 a.m., 12:27 p.m., 6:00 p.m. and 10:12 p.m. CT. Tickets are not available for sale during *All or Nothing* draw breaks (see table below). The how-to-play brochures provided by your lottery sales representative [147387] contain lots of useful information about the game. You can find more information on our website at txlottery.org or you may call Texas Lottery Retailer Services at 800-375-6886 (800 37LOTTO).



MORNING

Draw Break: 9:48 – 10:03 am
Draw Time: 10:00 am



DAY

Draw Break: 12:15 – 12:30 pm
Draw Time: 12:27 pm



EVENING

Draw Break: 5:48 – 6:03 pm
Draw Time: 6:00 pm



NIGHT

Draw Break: 10:00 – 10:15 pm
Draw Time: 10:12 pm

* All times are Central Standard Time

Retailer Spotlight

Mobil Mart

A small store with big sales!

Mobil Mart in Converse proves that being a small store in a small town does not have to result in small Texas Lottery sales! Mobil Mart has been selling lottery since 1999, and is by far the highest-selling lottery retailer in the area. The store has 70 scratch-off dispensers on the counter, plus an additional 24 slots in their Gemini™ self-service terminal. With so many slots, the Mobil Mart staff is able to multi-face many new and popular base games. The dispensers are the first thing customers see when they walk in the door, and the staff believes this makes it tough for people to resist buying a few tickets before they leave!

Customer service is the priority for staff at Mobil Mart. They pay all prizes up to \$599 and strive to have all current scratch-off games available so that their loyal customers have no reason to buy their lottery tickets anywhere else. Many of their customers are extremely [116950] knowledgeable about the lottery and know when new games are coming out, so the staff makes sure to display new [311961] games as soon as they arrive.



Mobil Mart makes good use of available exterior lottery signage. The store displays a curb sign by the street, as well as a large coroplast sign in the window calling out recent big winners which include a top prize on the \$250,000 Bingo scratch-off [126208] and a Cash Five® ticket worth \$18,151!

Managers and staff at Mobil Mart actively engage in Texas Lottery retailer promotions, including the Retailer Cash Incentive Program and Retailer Pack Settlement Promotions. They are excited to participate in any promotion that can increase their sales and awareness of their store and array of available lottery products.

Mobil Mart staff will continue to make selling lottery games a priority and, hopefully, [120984] will continue increasing sales and contributing to the store's bottom line!

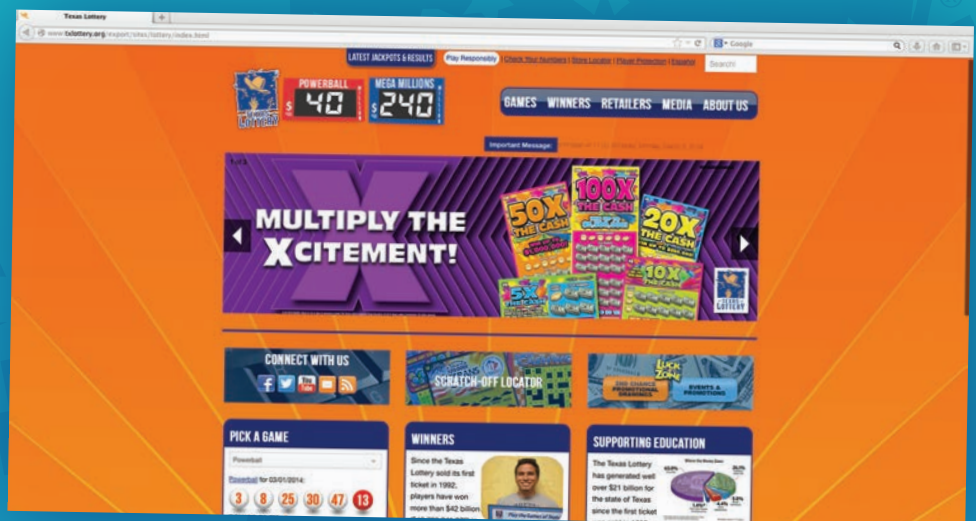


TLC Website Gets a New Look!

The Texas Lottery website has received a makeover! During the past year, a committee of TLC staff members has been working on a redesign to make the website more user-friendly and up-to-date. [466320]

Here are a few of the key [156077] improvements of the redesign:

- A fresh new look
- Jackpot and draw results information at the top of every page
- A responsive design that allows the site to be viewed on any device and eliminates the need for a separate mobile website. [145365]



Future issues of RoundUp will highlight specific new features that will benefit you!

Retailer Spotlight

Gateway #10

Retailer Cashing in on Lotto Texas® Retailer Bonus

On the morning of Sunday, October 20, 2013, owner Nasser Safa of **Gateway #10** in **Southlake** got a phone call that every lottery retailer hopes to receive. [118425] A Texas Lottery player had purchased a jackpot winning *Lotto Texas* ticket worth \$19.5 million from his store for the Saturday, October 19, 2013, drawing!

"I was hunting in West Texas and wanted to know why my store was calling me on a Sunday at seven o'clock in the morning," said Mr. Safa. "After that, all my suppliers were calling and texting me." The jackpot winning ticket sold at his store qualified him for a

retailer bonus [151596] of one (1) percent of the jackpot prize — a hefty \$195,000!

Last November 20, Texas Lottery Commission Executive Director Gary Grief presented Mr. Safa with his \$195,000 retailer bonus check. Local news affiliates WFAA and KXAS were present to film the check presentation, which was featured on the news that night. To support the celebratory event, GTECH conducted a Spin and Win promotion at the store before and after the check presentation to thank customers for supporting the Texas Lottery.



Players are excited to hear that their neighborhood store sold a winning lottery ticket and are hoping they might be the next big winner. In the eight weeks following the drawing, Gateway #10 saw a 20-percent increase in *Lotto Texas* sales and a 44-percent increase in [482035] total sales as word spread that the store sold the winning ticket.

Mr. Safa owns seven stores that sell lottery in the Dallas-Fort Worth area. [482015] Mr. Safa planned to share some of his bonus with his employees as well as pay off his mortgage.

In addition to the retailer bonus from the *Lotto Texas* jackpot ticket, Gateway #10 also earned a payment of \$1,600 in the Retailer Cash Incentive Program #12. This is a prime example of how the Texas Lottery can directly benefit a retailer's bottom line.

Retailer bonuses can be won on a number of Texas Lottery games including *Powerball*®, *Mega Millions*®, *Lotto Texas*, *Texas Two Step*®, *Cash Five*, and scratch-offs. For specific information on retailer bonus opportunities please visit the "Retailers" page at txlottery.org.



L to R: Esmeralda Rubiano, GTECH; George Sanchez, GTECH; Nasser Safa, Owner; Gary Grief, TLC; Chip Brueckman, GTECH; Barbara Broadus, GTECH; Andy Morrow, GTECH.

TOP 10 Retailers in Texas

Calendar Year 2013

TOP 10 TOTAL SALES

Rank	Retailer #	Name	City	Total 2012
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$4,042,482
2	153705	TOWN & COUNTRY C S	MCALLEN	\$3,573,338
3	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$2,705,963
4	132651	POTRANCO FOOD MART	SAN ANTONIO	\$2,686,219
5	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$2,208,235
6	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$2,172,866
7	210518	FIESTA MART #7	HOUSTON	\$2,103,678
8	126336	MOBIL MART	CONVERSE	\$2,001,442
9	142846	CHUCK'S GROCERY	ARLINGTON	\$1,936,428
10	131019	MR T'S MARKET	MIDLAND	\$1,922,693

TOP 10 TOTAL CASHES

Rank	Retailer #	Name	City	Total 2012
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$2,284,982
2	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$1,648,841
3	132651	POTRANCO FOOD MART	SAN ANTONIO	\$1,598,157
4	153705	TOWN & COUNTRY C S	MCALLEN	\$1,591,382
5	210518	FIESTA MART #7	HOUSTON	\$1,390,709
6	210505	FIESTA MART #14	HOUSTON	\$1,371,866
7	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$1,251,391
8	142846	CHUCK'S GROCERY	ARLINGTON	\$1,192,709
9	131019	MR T'S MARKET	MIDLAND	\$1,184,921
10	156981	D & N GROCERY	TYLER	\$1,140,580

TOP 10 SCRATCH-OFF SALES

Rank	Retailer #	Name	City	Total 2012
1	148558	RUDY'S STOP & SHOP	ROSENBERG	\$2,873,458
2	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$2,303,869
3	153705	TOWN & COUNTRY C S	MCALLEN	\$2,257,400
4	132651	POTRANCO FOOD MART	SAN ANTONIO	\$2,154,740
5	154528	THREE STAR MART #1	BALCONES HEIGHTS	\$1,943,100
6	210518	FIESTA MART #7	HOUSTON	\$1,649,139
7	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$1,633,901
8	126336	MOBIL MART	CONVERSE	\$1,600,365
9	137897	YU MI'S	ALICE	\$1,581,250
10	131019	MR T'S MARKET	MIDLAND	\$1,485,875

TOP 10 ALL OR NOTHING™ SALES

Rank	Retailer #	Name	City	Total 2012
1	156981	D & N GROCERY	TYLER	\$120,850
2	156570	SUPER K CORNER STORE	HOUSTON	\$82,692
3	114212	STOP N DRIVE	SAN ANTONIO	\$53,308
4	148558	RUDY'S STOP & SHOP	ROSENBERG	\$44,576
5	140033	QUICK TRACK	BEDFORD	\$43,286
6	487504	HEB FOOD STORE #583	WOODWAY	\$40,578
7	173268	E-Z WAY MARKET	AZLE	\$36,308
8	122714	DIAMOND CONVENIENCE STORE	KELLER	\$36,216
9	153705	TOWN & COUNTRY C S	MCALLEN	\$32,334
10	120056	FREDDIE'S C & C GROCERY	HOUSTON	\$30,376

TOP 10 CASH FIVE® SALES

Rank	Retailer #	Name	City	Total 2012
1	153705	TOWN & COUNTRY C S	MCALLEN	\$65,100
2	117949	STOP N BUY	HOUSTON	\$62,536
3	148558	RUDY'S STOP & SHOP	ROSENBERG	\$57,434
4	104117	VILLAGE STOP	PLEAK	\$46,398
5	153742	NGUYEN INTERESTS INC	HOUSTON	\$38,560
6	150665	STOP N BUY	HOUSTON	\$36,173
7	133936	TEXACO FOOD MART	HOUSTON	\$35,135
8	111582	E-Z STOP CONVENIENCE STORE	DEL RIO	\$34,231
9	210505	FIESTA MART #14	HOUSTON	\$34,105
10	136224	FOOD MART	SAN ANTONIO	\$31,406

TOP 10 DAILY 4™ SALES

Rank	Retailer #	Name	City	Total 2012
1	151553	K & M FOODS	WILLIS	\$256,076
2	106246	HAMPTON TEXACO	DALLAS	\$175,881
3	143765	RUNNER'S	RIO GRANDE CITY	\$165,949
4	126603	MINIT MARKET	BEDFORD	\$150,735
5	119545	TOWN & COUNTRY CHEVRON	HOUSTON	\$147,573
6	491501	KROGER #362	CYPRESS	\$139,438
7	174488	EASY'S POP SHOP 2	PAMPA	\$136,723
8	157066	BELLFORT FOOD MART	HOUSTON	\$127,000
9	131292	CYPRESS EXXON FOOD MART	CYPRESS	\$119,370
10	122501	STAGECOACH LIQUOR	HUMBLE	\$116,636

TOP 10 PICK 3™ SALES

Rank	Retailer #	Name	City	Total 2012
1	106246	HAMPTON TEXACO	DALLAS	\$356,049
2	153742	NGUYEN INTERESTS INC	HOUSTON	\$335,905
3	156981	D & N GROCERY	TYLER	\$327,622
4	101110	SHOP N GO	DALLAS	\$321,892
5	157272	ONE STOP	MISSOURI CITY	\$286,917
6	148558	RUDY'S STOP & SHOP	ROSENBERG	\$285,260
7	141784	FAST SAVER FOOD STORE	MISSOURI CITY	\$276,036
8	141964	HAMPTON FOOD MART	DALLAS	\$274,129
9	146084	ONE STOP FOOD STORE	DALLAS	\$263,078
10	174536	MOO MOOD GOOD MART	YOAKUM	\$247,576

TOP 10 TEXAS TWO STEP® SALES

Rank	Retailer #	Name	City	Total 2012
1	153705	TOWN & COUNTRY C S	MCALLEN	\$75,327
2	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$52,426
3	210505	FIESTA MART #14	HOUSTON	\$44,667
4	148558	RUDY'S STOP & SHOP	ROSENBERG	\$37,128
5	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$35,184
6	210507	FIESTA MART #18	HOUSTON	\$35,001
7	121174	MY HOA FOOD MARKET	HOUSTON	\$34,910
8	175734	SALINA FOOD	HOUSTON	\$33,318
9	142846	CHUCK'S GROCERY	ARLINGTON	\$31,800
10	505739	HEB FOOD STORE #108	SAN ANTONIO	\$29,841

TOP 10 LOTTO TEXAS® SALES

Rank	Retailer #	Name	City	Total 2012
1	153705	TOWN & COUNTRY C S	MCALLEN	\$207,764
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$123,908
3	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$87,913
4	101248	DAVE'S SKI & TACKLE	DENISON	\$79,838
5	210505	FIESTA MART #14	HOUSTON	\$76,068
6	143380	STATELINE CITGO	TEXARKANA	\$67,900
7	147091	7-ELEVEN CONVENIENCE STORE	DALLAS	\$63,135
8	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$60,629
9	505739	HEB FOOD STORE #108	SAN ANTONIO	\$60,245
10	270101	WAG A BAG #2	LAKE JACKSON	\$59,486

TOP 10 MEGA MILLIONS® SALES

Rank	Retailer #	Name	City	Total 2012
1	153705	TOWN & COUNTRY C S	MCALLEN	\$282,414
2	148558	RUDY'S STOP & SHOP	ROSENBERG	\$213,453
3	210505	FIESTA MART #14	HOUSTON	\$129,988
4	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$108,985
5	138770	VIET HOA INTERNATIONAL FOODS	HOUSTON	\$103,293
6	149566	SAVE ONE STOP	HOUSTON	\$102,416
7	505739	HEB FOOD STORE #108	SAN ANTONIO	\$97,603
8	145416	MIDTOWN FOOD STORE	HOUSTON	\$95,872
9	101248	DAVE'S SKI & TACKLE	DENISON	\$92,234
10	210518	FIESTA MART #7	HOUSTON	\$91,228

TOP 10 POWERBALL® SALES

Rank	Retailer #	Name	City	Total 2012
1	150928	SAMPAGUITA LLC	MCALLEN	\$472,235
2	153705	TOWN & COUNTRY C S	MCALLEN	\$414,031
3	148558	RUDY'S STOP & SHOP	ROSENBERG	\$335,804
4	210505	FIESTA MART #14	HOUSTON	\$173,107
5	173887	PITTMAN'S QUICK MART	CORPUS CHRISTI	\$161,846
6	505739	HEB FOOD STORE #108	SAN ANTONIO	\$154,926
7	205153	RACETRAC #231	IRVING	\$143,178
8	101248	DAVE'S SKI & TACKLE	DENISON	\$141,234
9	149566	SAVE ONE STOP	HOUSTON	\$132,452
10	525403	CEFCO FOOD STORE #86	HARKER HEIGHTS	\$130,066

April/May 2014 Retailer Survey

Person Completing Survey:	<input type="checkbox"/> Owner	<input type="checkbox"/> Manager	<input type="checkbox"/> Employee
Shift When Survey Completed:	<input type="checkbox"/> Day	<input type="checkbox"/> Evening	<input type="checkbox"/> Overnight

- How aware are you and your employees of the following information available on the TLC website? (Check one for each item.)
 - Winners & winning numbers ___ Not aware ___ Somewhat aware ___ Fully aware
 - Current jackpot amounts ___ Not aware ___ Somewhat aware ___ Fully aware
 - How to play information ___ Not aware ___ Somewhat aware ___ Fully aware
 - Scratch-off games & prizes ___ Not aware ___ Somewhat aware ___ Fully aware
 - Player & retailer promotions ___ Not aware ___ Somewhat aware ___ Fully aware
- How often do you visit [137213] the TLC website? (Check one).
 Once a day ___ Several times a week ___ Once a week ___
 Less often than once a week ___
- How often do you visit the **Retailer Section** of the TLC website? (Check one).
 Once a day ___ Several times a week ___ Once a week ___
 Less than once a week ___
- Are you aware that you and/or your customers can sign up for email and text message notifications for the latest draw results and scratch-off information via the website?
 Yes ___ No ___
- Do you use the website to direct players to answers to frequently asked questions?
 Yes ___ No ___
 If 'no,' why? _____
- From your perspective, what is the **most useful** part of the TLC website?

 What is [498145] the **least useful** part of the TLC website?

 How would you improve the website?

*Please return the survey by **May 24, 2014**.*

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



Frequently Asked Questions

Q. How does a retailer pay for scratch-offs?

A. There are four ways that a pack [312351] of instant tickets can be settled (charged) to a retailer's account:

1. **Validation** - When approximately **70 percent** of the low-tier winning tickets (\$24.99 or less) have been validated, the pack will settle. A G-Tier (guaranteed prizes in a pack) prize level category exists for all games with a ticket price of \$25 and higher which do not have low-tier prizes. These game packs will settle when 70 percent of the G-Tier prizes have been validated. The charge will be reflected in the retailer's weekly invoice available the upcoming Sunday.
2. **Manually** - After a pack is activated, the retailer may choose to settle the pack at any time and it will be charged to the current accounting week, which will be reflected in the weekly invoice available the following Sunday.
3. **Time** - A pack will automatically settle 45 calendar days from the date the pack is activated, if the pack was not previously settled by another method. The charge to the account will be reflected in the weekly invoice available the following Sunday.
4. **Game Closing** - Retailers will be charged for any tickets, not previously settled, in their possession after the official End of Game date.

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

A. The sweep amount reflects business from 12:30 a.m. on Sunday through midnight on the Saturday prior to the sweep. The actual time on Wednesday when the sweep amount is taken out of your account is at your bank's discretion. It is important to note that holidays/ bank closings may affect the date or time of the actual draft. We recommend that you contact your bank to get more information about their electronic draft processes and policies.

Q. How do I get upcoming game information?

A. Retailers may access all current scratch-off information on our website, txlottery.org/retailers. The **Scratch-Offs and Draw Games** section has the Upcoming Scratch-Off Games list and the UPC List which includes the start date, pack size and pack price. You can also view the latest Closing Scratch-Off Games List.

Q. What information is available for retailers on the Texas Lottery website, txlottery.org?

- A.
- Retailers Homepage: Frequently Asked Questions, RoundUp Newsletters, Draw Game updates and more
 - Retailer Services Center: Account information [458508] for up to six weeks
 - Retailer Guide: Guide to Policies and Procedures
 - Retailer Forms: [151810] License Application and Accounting Forms
 - Retailer Benefits & Bonuses: Bonus and Commission Information
 - Retailer Promotions: Current Pack Settlement and Clerk Voucher Promotions, Retailer Cash Incentive Programs, Player Promotion and In-Store Promotions.

Q. May I relocate the Lottery equipment?

A. Never move the equipment yourself. If you would like the lottery equipment moved, please contact Texas Lottery Retailer Services at 800-375-6886. Our communications specialists will take the necessary information and arrange to have a technician visit your retail location and move the equipment.

For more information, please visit our website at txlottery.org.

SCRATCH-OFFS
TEXAS LOTTERY



Visit us online at:
txlottery.org

PLAY THE GAMES OF TEXAS!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY
 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY	 TEXAS LOTTERY
 TEXAS LOTTERY Morning/Day/Evening/Night	 TEXAS LOTTERY Morning/Day/Evening/Night	 TEXAS LOTTERY Morning/Day/Evening/Night	 TEXAS LOTTERY Morning/Day/Evening/Night	 TEXAS LOTTERY Morning/Day/Evening/Night	 TEXAS LOTTERY Morning/Day/Evening/Night
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