

-TEXAS LOTTERY --



50 PRIZES FROM \$1,000,000 TO \$2,500,000!

Coming in May!



RoundUp April/May 2009

Email questions or comments about *RoundUp* to: roundup@lottery.state.tx.us

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Mailing Address: PO Box 16630 Austin TX 78761-6630

Retailer Services Hotline: 1-800-375-6886

(Select Option 2, then Option 3 for licensing or accounting questions.)

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

> **GTECH Hotline:** 1-800-458-0884

(For equipment problems or to order tickets.)

Available 4 a.m. - midnight, 7 days a week

> Web site: www.txlottery.org

\$50 Games Get Larger Top Prizes and Higher Payouts

In March, 2009, starting with the introduction of game #1101, *\$140,000,000 Extreme Payout*, the Texas Lottery Commission implemented a new marketing strategy for its \$50 games which provides new exciting features and increased payouts to Texas Lottery[®] players. The overall prize payout percentage is approximately 78 percent, making this the highest payout for any Texas Lottery scratch-off game currently available. [210618] The overall odds of winning any prize in game #1101 are 1 in 2.61. The \$50 games will now have a top prize of \$10 million, double the top prize of the previous \$50 games! This is the largest top prize for a scratch-off game in the history of the Texas Lottery. The approximate odds of winning the \$10 million top prize are an exciting 1 in 1.2 million! Devoted players of our \$50 games may have noticed that two of the lottery's previous \$50 games will close in order to clear out old inventory and make room for this exciting new \$50 game.

December: A Great Month for Mega Millions[®] players!

In December 2008, Texas Lottery retailers sold 680,866 tickets that matched at least one *Mega Millions*[®] prize tier. These prizes were worth more than \$7,300,000! [504205] As of January 20, 2009, players had claimed more than \$6,500,000 in prizes from these tickets.

Congratulations to the following Texas Lottery retailers who sold second-tier tickets (those matching five of six numbers) to their customers during the month of December. Please note that three of the nine retailers listed below sold tickets that were Megaplied. Remind your *Mega Millions* players to play Megaplier[®] for their chance to increase their non-jackpot prize winnings by 2, 3 or 4 times.

You can bet the players [136766] who Megaplied in Giddings, Dallas and Kerrville are very happy!

DATE	RETAILER	RETAILER #	CITY	PRIZE TIER	PRIZE AMOUNT
12/5/2008	Kroger #739	466320	Houston	5+0	\$250,000
12/9/2008	Citgo Food Mart of Giddings	129147	Giddings	5+0	\$500,000*
12/9/2008	Kroger #737 SST	493281	Houston	5+0	\$250,000
12/12/2008	Racetrac Petroleum #609	202494	Dallas	5+0	\$750,000*
12/12/2008	Pit Stop Food Mart #11	115313	Kerrville	5+0	\$750,000*
12/12/2008	Valero Corner Store #2102	505330	Austin	5+0	\$250,000
12/12/2008	Shell Food Mart	120236	Columbus	5+0	\$250,000
12/12/2008	Exxon #60084	483409	Plano	5+0	\$250,000
12/12/2008	Chucks Grocery	142846	Arlington	5+0	\$250,000

*Sold tickets that were Megaplied.

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Cash Five® Clerk Promotion

From March 1 through March 14, clerks who produced ten (10) *Cash Five*[®] tickets worth \$5 or more on one ticket received a prize voucher. Prize vouchers were given to Lottery Sales Representatives (LSRs) in exchange for a Texas Lottery insulated mug. There were 54,000 insulated mugs available to be redeemed during this promotional period. Lottery sales representatives will deliver the mugs to retail locations across the state by April 17.

Originally launched as *Cash 5* in 1995, the current *Cash Five* was launched in 2002 to improve the overall odds of winning to 1 in 8, introduce daily drawings (Monday – Saturday), and create the 2-of-5 prize tier. If players match two numbers, they win a guaranteed prize of \$2. [144512] All other prizes are pari-mutuel. *Cash Five* produces approximately 175,000 winners per week.

Congratulations to all of you who earned an insulated mug, and thanks for selling the Texas Lottery's *Cash Five* game!



Easy Play Cards - Pilot Program

What are Easy Play Cards?

Starting in February 2009, the Texas Lottery implemented a test for Easy Play Cards, a convenient way for players to purchase selected on-line games. Easy Play Cards are being piloted in approximately 150 locations throughout the state. Easy Play Cards increase awareness of the Texas Lottery's on-line games by [3]1917] creating a point-of-sale presence, reminding customers to play and facilitating the use of self-service terminals (SST and GamePoint). However, players may use the cards at ANY Texas Lottery retailer, so it is important that ALL retailers know some of the basics.



The Basics:

- The card denominations will be \$1 and \$5 for Lotto Texas[®], Texas Two Step[®] and Cash Five. Mega Millions cards will be \$2 and \$10 denominations and include the Megaplier feature.
- Easy Play Cards have one barcode that tells the terminal to produce a Quick Pick ticket for the game and price indicated on the card.
- *Lotto Texas* and *Mega Millions* Quick Picks will be Cash Value Option.
- Easy Play Cards can be used on ISYS and GVT-X terminals, as well as SSTs and GamePoints.
- Players may hand the card to the clerk for scanning OR scan it themselves at a self-serve lottery terminal to receive their Quick Pick(s).
- Easy Play Cards are reusable and bave no monetary value.

Contact your lottery sales representative if you have any questions about the Easy Play Card pilot or how the cards operate on your system. [50]004] Once the sales have been compiled and analyzed for the pilot, the Texas Lottery will decide whether to launch the Easy Play Cards statewide.

TylerSpotlight

he Tyler District includes more than 1,150 Texas Lottery retailers within 35 counties and shares borders with three neighboring states (Oklahoma, Arkansas and Louisiana). The Tyler district is home to the state's top account in total Texas Lottery sales volume — Stateline Citgo in Texarkana.

Tyler District lottery sales representatives take pride in helping Texas Lottery retailers maximize their sales through inventory customization, effective marketing of lottery products, and fun-filled promotions.

An enthusiastic TEAM spirit contributes greatly to the district's success. Lottery fans throughout the district can join the fun when the Texas Lottery teams up with GTECH sales staff and local retailers to sell tickets at events like Mardi Gras Up River in Jefferson, Tomato Fest in Jacksonville and AlleyFest in Longview.

Grab N Go Corsicana

by Richard Gonzalez, LSR

Grab N Go is located about 45 minutes [138491] south of Dallas in Corsicana. The store has lots of competition, but the new owner and manager had plenty of ideas on what they wanted to try to help their Texas Lottery sales. They decided to increase their slot count from 24 to 48 and carry all games,



Grab N Go Manager Shantosh Karki.

plus double facing fast-selling games or contest games whenever they were offered. [466103] The main goal was to get these games where everybody could see them, and put out all available signage that the city would allow. Manager Shantosh Karki built a platform to hang 48 games from the ceiling, low enough to have a good visual for all customers. Within just six months, Grab N Go increased their overall Texas Lottery sales from \$4,500 per week to more than \$11,000 per week, resulting in an overall commission of more than \$2,000 per month. This has created a very loyal customer base and lots of big winners. The Grab N Go team is now hoping to sell a large jackpot-winning ticket.

Newway Kwik Stop #1 Gladewater

by Chris Sweaks, LSR

For more than eight years, Owner Qumar Zaman and his friendly staff at Newway Kwik **Stop #1** in Gladewater have worked hard to maximize their Texas Lottery sales. Customer service, offering a large selection of instant tickets, and paying all winning tickets up to \$599 are just a few things they do to increase sales. To help build online sales, they post all jackpot amounts where the customers can see. Spending just a little time posting the current Lotto Texas and Mega Millions jackpots has really increased their overall lottery sales. Little things like these can make a large impact on sales and provide great customer service. [117858] Good job, Newway Kwik Stop #1!

JJ's #211 Palestine

by Amy Jo Brown, LSR

Year after year, [231020] **JJ's #211** in Palestine remains one of the top Texas Lottery retailers in the state. The counter is constantly buzzing with the sound of tickets being torn from a pack and the ISYS terminal can be heard singing one melody after another! Considering the amount of customer traffic and the turnover of ticket packs, it could be very easy for slots to run out, but the ladies at JJ's keep those in-counter dispensers filled at all times and the sales never slow down. Way to go!

Food Fast/ Short Stop 22

Longview by Michael Skinner, LSR

Amy Jorgenson has been the manager of **Food Fast/Short Stop 22** in Longview for four years. Her excellent customer service and ability to keep all 32 slots full at all times keeps bringing back her loyal Texas Lottery customers! [2580]4] She is very pro-lottery and is always receptive to any kind of Texas Lottery promotions. Keep up the great work, Amy!



Food Fast/Short Stop 22 Manager Amy Jorgenson.

James Mini Mart

Iames Mini Mart has been one of the most successful Texas Lottery retailers in Mt. Pleasant since opening three years ago, averaging more than \$11,800 weekly in instant sales. Owner Pen Men Hang, attributes his success to two things - outstanding customer service and his always-full 48-game display of scratch-offs. He never complains about where his customers park or how long they stay in the store. He put in booths made especially for scratching lottery tickets. Local Texas Lottery players know if you are looking for the best customer service, a large variety of instant games, and payment of winning tickets up to \$599, James Mini Mart is the place to go in Mt. Pleasant.



James Mini Mart Owner Pen Men Hang.

Scotties-Longview

by Michael Skinner, LSR

Scotties-Longview in Longview is the place to go if you want to find any kind of Texas Lottery scratch-off tickets. [425744] Manager Polo Patel, and clerks **Rinky Patel and Nathan Myers** are always willing to go the extra mile and assist any customers who have questions about the Games of Texas. They have 40 slots that stay full at all times and they cash all winning tickets up to \$599. [496308] The employees at Scotties-Longview hope that one day they will sell a big jackpot-winning ticket!



Scotties – Longview team members (from left) Rinky Patel, Nathan Myers and Store Manager Polo Patel.





DSM: Alan Dore

LSRs: 10 — Stephen Bentley, Amy Jo Brown, Jaclyn Childers, Richard Gonzalez, Stephen McCurley, Pat Phillips, Helen Rockwell, Michael Skinner, Chris Sweaks and Tanja Wright

> FSTs: 4 – Roger Jekot, Steven Crocker, Richard Haughn and James Williams

Support Staff: Gayle Strickland, Administrative Assistant

Claim Center Locations & Phone:

3800 Paluxy Drive, Suite 330 Tyler, TX 75703 903-509-9008

Winners Since Start-up

# of Lotto Texas Jackpot Winners:	32
# of Texas Two Step Winners:	15
# of Cash Five Winners:	226

Total Sales Since Start-up:	\$3,819,785,909
% of Sales:	7.2%
Retailer Commissions Since Start-up:	\$190,989,295
No. of Isys Retailers:	1107
No. of GVT Extra Retailers:	
No. of SST retailers:	42
No. of ITVM retailers:	112

J & P Kwik Stop #1 Rusk

by Amy Jo Brown, LSR

When it comes to Texas Lottery sales, J & P Kwik Stop #1 is a big fish in the small town of Rusk, population 5,000. J & P Kwik Stop #1 gives shoppers the choice to scratch their Texas Lottery itch when faced with an up-front, neatly kept, highly-visible display of 50 instant games. The employees at J & P Kwik Stop #1 do a fantastic job of keeping their dispensers filled with the district's top-selling games, as well as offering all the core games to their players. With optimal visibility of games, and the constant effort to keep slots filled, the store maintains consistent average weekly sales of \$250 a slot!



J & P Kwik Stop #1 team members (from left) Samantba McClure, Laura McMichael and Sarab Rains.

Super Z Food Market

by Jaclyn Childers, LSR

Karen Primeaux, manager of **Super Z Food Market** in Trinity, sold a winning *Cash Five* ticket this past October to one of her regular customers. "This customer plays *Cash Five* frequently and really seems to enjoy that particular game," Karen said. "He bought a Quick Pick for the drawing the night before, but didn't win, so he played the same Quick Pick numbers for the next night and won \$25,866!" Karen was very excited for him and the store. She said selling that winning ticket helped boost Super Z Food Market's Texas Lottery sales and that it is always exciting to know someone who wins. She has been affiliated with the store for some time now and says that this is the biggest on-line winning ticket she has ever seen in the store.



Super Z Food Market Manager Karen Primeaux.

Scottie's -Whitehouse

by Stephen Bentley, LSR

In good economic times and bad, Pete and Pam Patel, owners of Scottie's-Whitehouse, know the value of Texas Lottery winner awareness. That's why, each and every year, they create a "wall of winners," posting all winners over \$100. [148913] Given the current state of the economy, Pete and Pam feel it's more important than ever to create as much excitement as possible. So, try increasing winner awareness by displaying winning tickets! It really does work, but remember, always properly deface all tickets before displaying.

Scottie's–Whitehouse Wall of Winners.



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Stateline Citgo Texarkana

by Pat Phillips, LSR

Stateline Citgo in Texarkana continues to hold the proud distinction of being the top retailer in the state for instant ticket sales as well as first in total sales. This store is one of two locations in Texas owned by Mr. and Mrs. Sang Kim. [483595] Their other location, Fast 'N Low, is also a high volume retailer in Texarkana.

The Kim's credit their success to well-trained and friendly personnel at both stores, posting winners' pictures and winning tickets throughout the store, and keeping all 176 instant ticket dispensers full.

Stateline Citgo's 176 instant ticket dispensers



Stateline Citgo Owner En Jung Kim (left) and Clerk Juanita Cartwright.





Front Row - L to R: Stephen McCurley, Stephen Bentley, Michael Skinner, Alan Dore, Chris Sweaks, Richard Gonzalez Back Row - L to R: Tanja Wright, Gayle Strickland, Helen Rockwell, Amy Jo Brown, Jaclyn Childers, Pat Phillips

VictoriaSpotlight

ommitment to our customers is the top priority in the Victoria District. The Victoria District takes pride in servicing its 826 Texas Lottery retailers. Our Team's core values include integrity, commitment to sales, and providing outstanding customer service. We want to thank all of our retailers for their hard work and dedication toward increasing revenue for their stores and the Foundation School Fund, We are proud to work with you and we wish you much continued success!

Bay City Food Mart

Bay City

by Lee Roy Campos, LSR

According to **Bay City Food Mart** Owner Ajaz "AJ" Punjani, three key factors have helped this Bay City store maintain its spot as one of the Victoria District's "Top 10 Texas Lottery Retailers" since 2004:

- First and foremost is always keeping the 40 scratch-off dispensers full and conveniently located at the front counter.
- Second, utilizing all forms of POS advertising provided by the Texas Lottery.
- Third, participating in all promotions, including a Customer Appreciation Day.



Customer Appreciation Day at the Bay City Food Mart.

For this year's Customer Appreciation Day, AJ added a new twist—the newspaper ad doubled as a coupon for a free bottle of water to draw customers in during the hot summer months and to measure his "bang for the buck." The "bang" turned into \$567 per hour in sales for the three-hour promotion and the store gave away several cases of water. Advertising works, just ask AJ at Bay City Food Mart.

Times Market 2005 Bishop

by Eric Moreno, LSR

Times Market in the small town of Bishop is a little store with a big winner. In August 2008, Owner Sunny Bea got a big surprise. One of her regular customers won \$3 million on the \$30 dollar scratchoff game *Millions and Millions*. Mrs. Bea attributes the winning to her loyal customers and running



Times Market 2005 Manager Bob Soliz (left) and Owner Sunny Bea.

promotions like Lone Star Spins and second-chance drawings. Manager Bob Soliz said, "To have such a large winner shows that anyone can win big, even in a small town like Bishop." [14]403] The store's next goal is to sell that jackpot-winning *Lotto Texas*[®] or *Mega Millions*[®] ticket.

La Tiendita Food & Beverage

Gregory by Oscar Hinojosa, LSR

When Guru Patel purchased La Tiendita Food & Beverage in the small town of Gregory, he could see the potential this store had for increasing Texas Lottery sales. Since then, sales increased from \$2,000 per week to more than \$5,000 per week and continue to grow.



La Tiendita Food & Beverage Owner Guru Patel.

Manager Himanshu Patel increased his dispenser count from 24 to 40 and increased the variety of price points for players. [132865] Offering great customer service, plus-selling on-line games and keeping dispensers full has been a winning combination for increasing Texas Lottery sales in this store. Keep up the great work, Guru!



Victoria District Staff

Left to right: Brenda Boucher, Ramiro Rodriguez, Betty Sutton, Oscar Honijosa, Terri Crosswhite, Eric Moreno, Lee Roy Campos and Pam Knebel.

Q Market Corpus Christi

by Terri Crosswhite, LSR

Qun Chen Fang bought **Q Market** three years ago. When she took over the Corpus Christi store in June 2006, her combined Texas Lottery sales were averaging \$8,486 per month. Since that time, average monthly sales have skyrocketed. Q Market is a small neighborhood store with just 32 dispensers, but Qun is always willing to promote Texas Lottery sales with second-chance drawings and "ask-forthe-sale" promotions. [139796] Keep up the great work!

The Other Store #2

Victoria

by Pam Knebel, Senior LSR

If you are looking for a large variety of Texas Lottery scratch-off games, you need to go no further





Q Market Owner Qun Chen Fang.

than **The Other Store #2** in Victoria. Owners Doyle, Ruth and Jared Netherly display 56 games using all the latest POS materials to help customers select their tickets. Sales continue to increase at this store, with total average weekly sales already topping \$6,900. You will also find a large variety of Texas Lottery games at The Other

> Store #1 and The Other Store #3, both located in Victoria as well.

> > The Other Store #2 Owner/Manager Jared Netherly.





DSM: Brenda Boucher

LSRs: 6 – Lee Roy Campos, Terri Crosswhite, Oscar Hinojosa, Pam Knebel, Eric Moreno, Ramiro Rodriguez and Johnny Villarreal

CSRs: 2 – Floyd Srubar and Rick Garcia

Support Staff: Betty Sutton

Claim Center Locations & Phone:

Corpus Christi Claim Center
4639 Corona
Suite 19
Corpus Christi, TX 78411
(361) 853-4793

Winners Since Start-up

# of Lotto Texas Jackpot Winners:	31
# of Texas Two Step Winners:	14
# of Cash Five Winners:	233

Total Sales Since Start-up:	\$3,217,747,149
% of Sales:	6.1%
Retailer Commissions Since Start-up:	\$160,887,357
No. of Isys Retailers:	808
No. of GVT Extra Retailers:	1
No. of SST retailers:	44
No. of ITVM retailers:	67



Promotions Calendar of Events

DATE	EVENT	LOCATION/DISTRICT
April 3-5	Poteet Strawberry Festival	Poteet/San Antonio
April 10-11	Bluebonnet Festival	Burnet/Austin
April 17-18	Fiesta Fantasias	San Antonio/San Antonio
April 18-19	Texas Crawfish & Music Festival	Spring/Houston
April 24-25	Galveston County Fair & Rodeo	Santa Fe/Houston
April 24-25	LJT Fest 2009	Stephenville/Abilene
April 25	Buccaneer Days BBQ & Rodeo	Corpus Christi/Victoria
May 1-2	Fiesta West Texas Expo	Odessa/Abilene
May 2	Cinco De Mayo	Lubbock/Lubbock
May 2-3	Old Pecan Street Festival	Austin/Austin
May 15-17	Pasadena Strawberry Festival	Pasadena/Houston
May 15	Corpus Christi Hooks Baseball	Corpus Christi/Victoria
May 22 & Aug 7	Round Rock Express Baseball	Round Rock/Austin
May 23	Midland Rockhounds Baseball	Midland/Abilene

These events are subject to change.

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Total Texas Lottery® Transfers to the Foundation School Fund Top \$11 Billion

Texas Lottery transfers to the Foundation School Fund (FSF) now total more than \$11 billion.

"This milestone is a testament to the hard work of lottery staff and retailers," said Texas Lottery Commission Deputy Executive Director Gary Grief. "Their steadfast focus on customer service and integrity make Texas education the big winner."



Since the first ticket was sold to then-Governor Ann Richards in 1992, the Texas Lottery has transferred more than \$16 billion in revenue to the state. From 1992 to 1997, proceeds were allocated to the General Revenue Fund. Since 1997, all net revenue has been transferred to the FSF to support education in our state.

In fiscal year 2008, approximately 27 cents of every dollar earned went to the FSF, a total of more than \$983 million. Other Texas Lottery funds, such as unclaimed prizes, return to the state as part of the General Revenue Fund.

Frequently Asked Questions

Can I print a report that lists all the current fackpot amounts?

Yes, the *All Jackpot Report* provides the convenience of viewing, on one report, the current jackpot amount and draw date for *Lotto Texas, Texas Two Step* and *Mega Millions*. To view the *All Jackpot Report*, press Game Results, then #9 *All Jackpot Report*.

en under a scretch off game?

A The *Top Prizes Unclaimed Report* provides retailers and players a convenient reference to the current number of unclaimed top prizes for most scratch-off games. The *Top Prizes Unclaimed Report* will display the game name and all unclaimed top prizes.

> To view the **Top Prizes Unclaimed Report**, press Instant Menu, then press #2 **Inventory Reports**, and then press #5 **Top Prizes Unclaimed**. [128503] For a complete listing of unclaimed prizes in a scratch-off game, visit **www.txlottery.org** and go to Games/Scratch-Offs/Current Games List.

Howdollreportdamaged(fickets?

A On October 29, the Texas Lottery Commission adopted changes to its damaged ticket rule which were effective November 19, 2008. These changes are designed to reduce the financial burden lottery retailers experience from fire and other causes outside of their control.

Tickets are considered damaged or destroyed if rendered un-saleable through circumstances or events [149244] not the fault of the retailer.

1. Call the GTECH Hotline at 1-800-458-0884 to report damaged or destroyed tickets as soon as possible and no later than three (3) weeks from the occurrence or event.

2. If tickets were damaged or destroyed by fire, retailer must make a formal report to the appropriate fire department authorities within 24 hours of discovery of the fire and provide the Texas Lottery Operations Division a copy of the Fire Marshall's report that identifies the location and cause of the fire.

3. If tickets were damaged or destroyed other than by fire, retailer must provide the Texas Lottery Operations Division a copy of the insurance claim or receipt for repairs that identifies damage at the retail location related to the damaged or destroyed tickets reported.

4. Retailers may receive credit for a range of activated tickets that are damaged or destroyed if no validations have occurred on tickets in the range reported.

5. There is an administrative fee of \$25 for a pack of un-activated tickets that is damaged. The fee *may* be waived in circumstances caused by an overwhelming, unpreventable event caused exclusively by forces of nature and where the retailer complied with reporting requirements.

RetailerBonuses

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 29, 2009.

> > Location

Center

Hurst

Lewisville

Bonus

\$70.000

\$130,000

\$40,000

Draw Date	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
8/18/08	Star Stop #3	Houston	\$2,250
9/8/08	Star Food Mart	Texas City	\$6,000
11/6/08	Kroger #219	Huntsville	\$7,500
11/17/08	Pico #20	DHanis	\$2,000
12/1/08	Avalon Discount Liquor Fine Wine	Stafford	\$2,500
12/11/08	Tetco #671	Richardson	\$1,250
12/15/08	Tetco #410	Arlington	\$1,000
1/8/09	Stop N Foodway	Sugar Land	\$9,000
1/12/09	Food Fast 86	Texarkana	\$2,000



	<u>Game</u>	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
	Magnificent Millions #1041	Sun Stop Market	San Antonio	\$10,000
5	\$1 Million Double Action #1040	Northline Foodmart & Deli	Houston	\$10,000
	Texas \$50 Million Club #1118	King Food Store #2	Kingwood	\$10,000
	Set For Life #828	B&B One Stop	Colorado City	\$10,000

Draw Date

11/1/08

12/6/08

12/24/08

Retailer

Food Fast/Short Stop #10

Finamart of Lewisville

Sam Food Mart

On February 6, Rosemary Hopper of Fort Worth received her *custom-made chopper designed by LDT Customs, Inc. of Vanderpool.*

> Hopper won one of seven choppers available in The Texas Ranger Limited Edition Silver Series scratch-off game.