

RoundUp

—TEXAS LOTTERY®—

News and Ideas for Texas Lottery Retailers

August / September 2009

**ENTER SECOND-CHANCE DRAWINGS
FOR A CHANCE TO WIN
EXCITING TEAM PRIZES!**

\$5 —TEXAS LOTTERY®

HOUSTON TEXANS

Enter to win a Houston Texans VIP Suite Weekend or Authentic Signed Jerseys!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number.
Reveal a football "O" symbol and win the PRIZE shown for that symbol instantly.
Reveal a touchdown "TD" symbol, instantly WIN ALL 20 PRIZES!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 20 TIMES!




\$5 —TEXAS LOTTERY®

DALLAS COWBOYS

Enter to win Dallas Cowboys Trips, Suite Packages, Season Tickets and Autographed Jerseys from Star Dallas Cowboys Players.

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number.
Reveal a football "O" symbol and win the PRIZE shown for that symbol instantly.
Reveal a touchdown "TD" symbol, instantly WIN ALL 20 PRIZES!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 20 TIMES!

\$100,000




RoundUp

August/September 2009

Email questions or comments about

RoundUp to:

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Headquarters:

611 E. 6th Street
Austin TX 78701

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

Lottery Fun Returns to the State Fair!

The Texas Lottery is gearing up for its annual appearance at the 2009 State Fair of Texas. Since 1992, the Texas Lottery has been bringing excitement of the *Games of Texas* to fairgoers from all over the country. We look forward to surpassing last year's record-setting sales of \$667,637, and more than \$322,500 in winnings paid out to players.

Once again, players will have a chance to play all their favorite Texas Lottery games at two locations this year on the fairgrounds. The Texas Lottery Fun Centers are located near the Grand Avenue entrance [130958] of Fair Park and at the East Park Plaza on Coliseum Drive.

Players will be able to play the multi-million dollar *Mega Millions*® and *Lotto Texas*® jackpots and try to win big bucks in our other on-line games—*Cash Five*®, *Texas Two Step*® and *Pick 3*™ and *Daily 4*™. [146382] Players will also have the chance to win instantly on approximately 50 different scratch-off games.

This year, our players will be able to purchase \$5 *Lucky Rider* scratch-off tickets and enter their non-winning tickets for a chance to win a custom-built motorcycle! The motorcycle will be on display at the Magnolia Lounge. The drawing for the motorcycle will be held at that location on Sunday, October 18.

The Texas Lottery Fun Center will again feature the always-popular "Texas Lottery Game Show" at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. each day. This exciting game show will include lots of audience participation and plenty of opportunities to [225525] win prizes and Texas Lottery tickets.

As a special incentive to play the *Games of Texas*, players may receive a promotional prize for each \$5, \$10, \$15, \$20 or \$50 purchase of lottery tickets. Promotional items for this year's players include hooded sweatshirts, quad chairs, t-shirts, baseball caps, beach towels, umbrellas and pop-up coolers.

Mark your calendars for the 2009 State Fair of Texas, running from September 25 through October 18 at Dallas Fair Park. Look for the Lottery Fun Centers and plan on having a whole "lotto" fun!



Protecting Consumers and the Reputation of Our Honest Retailers

What makes the lottery fun and entertaining for customers of your retail business? Beyond the excitement of playing the games, it is the chance to win an exciting lottery prize. Your customers enjoy the games because they can trust that the games are fair. Integrity and responsibility are core values of the Texas Lottery Commission. We uphold these values by maintaining the public's trust in the fairness of our games. We maintain these values through several key initiatives to protect and ensure the security of our lottery games, systems, drawings and operational facilities. Our goal is to provide protection to lottery consumers, follow up on complaints and ensure retailers comply with rules related to paying prizes as well as other lottery transactions. We achieve consumer protection while being [491409] respectful of the time and resources our retailers dedicate to selling lottery tickets to support revenue generation for the Foundation School Fund. You, our retailers, play a critical role in maintaining the public's confidence by helping players understand how the games are played and conducting lottery transactions in compliance with our rules.

Sadly, the inappropriate actions of a few lottery retailers can harm the reputation of our entire retailer community and the lottery itself. The Texas Lottery takes the protection of your and our reputation with the public very seriously. We actively engage in a process of progressive disciplinary actions to protect consumers. From warning letters, temporary license suspensions and revocations all the way to criminal charges, we are serious about the job of ensuring the security and integrity of our games. These efforts are also intended to support the vast majority of our retailers who operate their businesses with honesty and integrity. We value you and the critical role that you play in supporting the *Games of Texas*.

To that end, the Texas Lottery continues to enhance retailer training to stress ethical standards

and the consequences of rule violations. Lottery Enforcement Division Investigators proactively investigate reported incidents of wrongdoing associated with prize payments and other alleged lottery rule violations. Through May of this year, more than 40 alleged cases of misconduct involving the payment of lottery prizes have been thoroughly investigated, including review through undercover investigations. Administrative action related to lottery licenses and criminal referrals have been pursued when appropriate in these matters.

In one of the complaints, a player reported that the retailer tried to pay less than the prize amount. [203515] When the player requested a copy of the validation receipt, the retailer admitted the actual prize amount.

To follow up on the player's complaint, Lottery Enforcement Division investigators conducted an undercover operation that resulted in the retailer repeating similar actions. The results of the investigation were referred to local law enforcement officials. [312306] As a result of his actions the retailer was convicted of theft and was fined.

In this case, the player filed a complaint through the Texas Lottery's Compliance Activity Monitoring Program (CAMP) hotline, a program for consumers to report complaints to the Texas Lottery Commission. The general public can obtain a complaint form by visiting a Texas Lottery claim center, calling 1-800-375-6886 (1-800-37 LOTTO) or by visiting our Web site at www.txlottery.org. These consumer protection efforts focus on judicious review, [136881] recognizing the need to protect consumers while not inconveniencing law-abiding retailers. We care about the fairness of the *Games of Texas* and we care about protecting your reputation and the valuable role you play in generating revenue that benefits Texas Education! Thank you for your commitment and support.

AbileneSpotlight

The Abilene District is the largest of all the lottery districts in Texas. It covers an area of more than 54,000 square miles. That's more than 350 square miles larger than North Carolina! The district includes 53 counties, with only six LSRs and four CSRs to cover the entire territory.

The Abilene District loves to get together with local retailers to host Texas Lottery selling events. We were most recently at the Larry Joe Taylor Texas Music Festival in Stephenville. Other past events that we have attended include Falls Fest in Wichita Falls, Fiesta West Texas Expo in Odessa, and the Mex-Tex Family Fiesta in Midland. The lottery trailer covers plenty of miles bringing the *Games of Texas* to events throughout the Abilene District.

H-E-B #387 Odessa

by Ilda Cuevas, LSR

When you visit the customer service booth at **H-E-B #387** in [595939] Odessa, you can be sure to find all the employees ready to help and provide great customer service, especially with Texas Lottery products. With two ITVM's providing a total of 40 scratch-off games, they have managed to keep instant sales churning by keeping the machines full and, at times, double-facing popular games. The entire H-E-B #387 team takes pride in keeping customers happy with tickets to scratch and also makes an effort to increase jackpot awareness for games like *Mega Millions*® and *Lotto Texas*®, with signs at the line entrance featuring current estimated jackpot amounts. Also, no customer leaves without being asked "Would you like any Texas Lottery tickets today?" Hats off to the H-E-B #387 customer service team!



HEB #387 customer service team members (left to right) Nicole, David and Babe.

Lowe's #37 Odessa

by Ilda Cuevas, LSR

How can we make our Texas Lottery sales better? That's been the question Customer Service

Manager Bill Lambert has been asking since the first day they began selling Texas Lottery products at **Lowe's #37** in Odessa. Though they started with just a 12-bin ITVM, Bill has kept an open mind and helped increase repeat business by installing additional counter slots at the customer service booth. Not only did he increase instant ticket variety, he also was able to increase sales enough to qualify for a 16-bin ITVM. This Lowe's success comes from loyal customers and support from Manager Bill Hitola and Assistant Manager Rey Artiaga.



Lowe's #37 Assistant Manager Rey Artiaga (left) and Manager Bill Hitola.

Westside Shell Quanah

by Craig Granbery, LSR

Matthis Green, owner of **Westside Shell** in Quanah, knows what it takes to sell and that's why he puts to good use curb signs, pump top-pers, jackpot signs, neon lights, and whatever other Texas Lottery signage is available. [144949] He keeps his 40 dispensers full at all times and puts out the new games as soon as they arrive. He is willing to do whatever it takes to increase Texas Lottery sales. Thanks for doing a great job, Matthis!

Bargain Town Stephenville

by Randy Brown, LSR

Bargain Town of Stephenville, owned and managed by Omer Aziz, is a top seller of Texas Lottery products in all of Erath County. Omer and his employees have built his lottery business by having a large variety of games—36 slots—and by asking each customer for the sale. [147080] They also promote winner awareness through a prominently displayed wall of winning tickets. With an eight-week average of more than \$11,000 and paying all winners up to \$599, Bargain Town has become one of the Abilene District's best retailers.



Bargain Town Owner/Manager Omer Aziz (center) flanked by clerks Amy and Naomi.

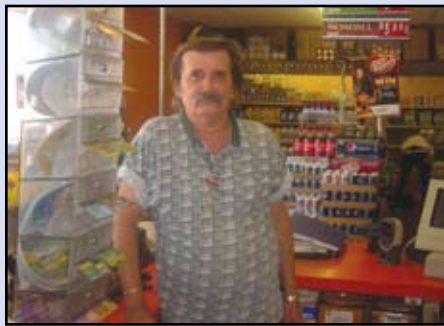
Allsup's #221 Throckmorton

by Sharon Valdez, LSR

Located in downtown Throckmorton, **Allsup's #221** is one of the area's top Texas Lottery retailers. To be a success in any business, you have to know your product. Manager Wayne Flickinger, Assistant Manager Alice McLain and the rest of the Allsup's #221 crew have certainly taken that adage to heart and are very knowledgeable about their variety of Texas Lottery scratch-off tickets.

Along with friendly customer service, the excitement of a local two-time winner caught the attention of people from miles around when a diehard lottery customer won \$1,000 and then, just one week later, won \$100,000 on a \$10 *Jingle Jumbo Bucks* scratch-off ticket.

With their famous burritos and history of selling winning Texas Lottery tickets, Allsup's #221 is a one-stop, must-stop attraction in this small town.



Allsup's #221 Manager Wayne Flickinger.

Clint's Throckmorton

by Sharon Valdez, LSR

Clint's is a medium-sized store in the small town of Throckmorton, but Team Clint's Crew has a really big heart to go along with really big Texas Lottery sales. Owner Ray Pennman, Manager Roland Marion and the rest of the team average sales of about \$4,200 per week. They keep their 40 slots full at all times, along with point-of-sale material and weekly instant winners posted at the register. Their customer loyalty and excellent customer service keeps players coming back for more. Clint's sold a \$20,000 winning ticket [515167] in the \$5 *Monthly Bonus* game in March 2009. Team Clint's Crew always asks for the sale, and they always welcome Texas Lottery promotions. Thanks to the whole Team Clint's Crew for being one of the hardest working Texas Lottery retailers in the state. Congratulations!



Clint's team members (left to right) Stephanie Gonzalez, Cathy Lisle and Caleb Dennis.

Abilene

District Highlights

as of 6/15/09



DSM: Allen Beaty

LSRs: 6 – Randall Brown, Clay Collier, Ilda Cuevas, Craig Granbery, Sharon Valdez

FSTs: 4 – T.J. Click, Daniel Herrington, Tommy Mann, Curtis Vaughn

Claim Center Locations & Phone:

Abilene

209 S. Danville, Suite C-103
Abilene, TX 79605
(325) 698-3926

Odessa

4682 E. University, Suite 100
Odessa, TX 79762
(432) 550-6340

WINNERS SINCE START-UP

# of Cash Five Winners:	174
# of Lotto Texas Jackpot Winners:	29
# of Texas Two Step Winners:	12
Total Sales Since Start-up:	\$3,115,570,820
% of Sales:	6%
Retailer Commissions Since Start-up:	\$155,778,541
No. of Isys Retailers:	869
No. of GVT Extra Retailers:	19
No. of SST retailers:	20
No. of ITVM retailers:	58
No. of GamePoints:	8

HoustonSpotlight

The Houston District, which stretches from Galveston to Huntsville and from Vidor to Sealy, includes over 4,700 retailers and generates the largest share—more than 26 percent—of Texas Lottery sales in the state. This district is so big that it is divided into three regions: Houston Northwest, Houston East and Houston Southwest. Each district is supervised by a separate manager with one common goal—increase sales to maximize the proceeds to the Foundation School Fund. Each district employs experienced sales staffs who work diligently to ensure that their retailers are informed of all Texas Lottery products. Also, all districts take pride in helping retailers capitalize on their profits by customizing inventory, effective use of point-of-sale materials, promotions and overall teamwork. An energetic, enthusiastic team spirit contributes greatly to the Houston District's success.

In the past year, Houston District staff has joined Texas Lottery retailers at a variety of events, including the Pasadena Strawberry Festival, the Galveston County Fair and Rodeo, and Chevy's Freedom Over Texas.

Ocean Food Store Galveston

by Linda Crowe, LSR

It is easy to see why **Ocean Food Store** has remained the top-selling Texas Lottery location in Galveston County. They are dedicated to their customers and provide outstanding customer service to their players. Just one of the many services they offer to their lottery players is their unofficial "results hotline," where players call in daily after draw breaks to check if any of their numbers matched. They carry 50 slots and always keep them full, which has helped grow their weekly average sales to more than \$17,000. They also pay and post all their winning tickets. Keep up the great work!



Ocean Food Store Owners Rakesh and Sanjula Jain.

Jack's Grocery Baytown

by Ana Morales, LSR

Jack's Grocery in Baytown has been a good example of motivation on how to sell Texas Lottery tickets. Their fantastic sales range from \$10,000 to \$12,700 per week. Owner/Manager Sulaiman Ali is an exceptional retailer who really pushes lottery sales and promotes every ticket he has in his store. Now with *Extreme Payout*, a \$50 ticket he likes to sell, he is the first

one in the store telling his customers about the many prizes in this game and the many winners he has seen. Every single slot of his 56-dispenser unit is always full as he displays the large array of different games available.

Sulaiman wants to continue to sell as much as he can and flatly states, "I want to be the best Texas Lottery retailer in Baytown!"

When asked about having his picture in *RoundUp*, [515143] he stated, "It was about time someone noticed me!" We noticed and we appreciate your enthusiasm.



*Jack's Grocery
Owner/Manager Sulaiman Ali.*

Come N Go Houston

by Arlene Scott-Armstrong, LSR

Tran Quylene, owner of **Come N Go** in Houston, is well known to his customers for promoting Texas Lottery scratch-off tickets. He carries 46 different games and averages more than \$12,000 in weekly scratch-off sales alone. Tran aims to increase his sales by 10 percent each year and his strategy to accomplish his goal is double-facing games that are really good sellers. He knows his games and knows how to sell them. He recently did not just double-face a game, but even sextupled the *Set For Life*

game. By activating and displaying six packs of the same game he increased his sales and commission earnings. He also succeeded in the *Set For Life* contest by receiving three free packs of *Weekly Grand*. [507401] His positive demeanor and great customer service towards his Texas Lottery players has made him popular in the community and, in return, the community continues to support him.

T.C. Express Houston

by Shanell Davis, LSR

Since the inception of the Texas Lottery, **T.C. Express** has done a brisk business in lottery sales. They average more than \$13,500 in total lottery sales per week. Owner Sue Phongsawad doesn't just emphasize instant tickets, but on-line products as well. Sue and her staff are very pro-Texas Lottery. They ask each customer for the sale and explain how all on-line products are played. T.C. Express also informs all customers of different jackpot amounts, new games and about the Texas Lottery's Web site (www.txlottery.org). Sue is convinced that winner awareness is the key to their success, as well as planning ahead to make sure that slots are available for new instant games. Their 20 slots stay full all the time—this is a requirement from Sue. Any incentives they earn from the Texas Lottery go back to their customers. Sue and her staff are a real joy to work with!

FM Express Food Mart #2 Houston

by Salim Zafer, LSR

Mohammed Odeh, co-owner of **FM Express Food Mart #2** in Houston, is a very aggressive Texas Lottery retailer. When he purchased the store, he wanted to make lottery sales his main focus

in his efforts to increase revenue. He remodeled his store by adding a "lottery scratching table" for his customers. He also increased his ticket dispenser count from 40 slots to 100. He sells all available games, including all core games, and high price-point games have four facings. Every customer who walks into their store is asked to buy a lottery ticket at checkout. They pay all winners up to \$599 in cash. His store is decked out with all Texas Lottery point-of-sale materials, including jackpot signs, neon lights, banners and curbs signs. He also displays all winning tickets in his store. Mohammed's strategies are paying off; his sales have doubled from \$4,000 a week to more than \$8,700 per week. [507286] Outstanding efforts to increase lottery sales by retailers like Mohammed are greatly appreciated by the sales representative and the benefactors of the Texas Lottery—the school children of Texas.

Rudy's Stop-n-Shop Rosenberg

by Annita Leffall, LSR

When it comes to finding ways to bring customers into the top Texas Lottery retailer in the Houston district, look no further than **Rudy's Stop-n-Shop #1** in Rosenberg. The store owners, brothers Mike and Samir Prasla, have created a look at their location that can be seen from blocks and blocks away. With all the Texas Lottery signage around, flags flying high from the top of the building and neon Texas Lottery lights in the windows, people come from blocks away to see what the excitement is about. Also, coming soon to the top of the building will be two large LCD screens displaying the daily on-line game drawing results numbers, as well as other lottery-related information. Since the Prasla brothers purchased Rudy's in 2008, they have strived to become the top retailer in instant tickets in the state.

Houston

District Highlights

as of 6/15/09



DSMs: Jesse Carrasco, Terry Kearns, Suhail Sharief

LSRs: 38 — Hassan Al-Ahmad, Antonio Alba, Russell Broadbent, Larry Burton, Anna Cervantes, Linda Crowe, Shanell Davis, Donald Demerson, Rhonda Duhart, Thomas Duhart, Ruben Elizondo, Traci Falmar, Troy Friddle, Charlotte Friedrichs, Edith Garza, Ron Goodwin, Norma Guerra, Ken Henry, Dayna Honeycutt, Marshall Ivory, Griffin Jackson, Amin Jangda, Jessie Jones, Anitta Leffall, Carl Lott, Kimberly Martin, Leonard McCluney, Beatrice McDonald, Alana Mendez, Ana Morales, Charles Ontiveros, Maurice Reynolds, Cary Rosenbaum, Arlene Scott-Armstrong, Tim Spies, Johnny Vasquez, Charles Verrett, Delores Warner, Salim Zafer.

FSS: Robert Gouner

FSTs: 16 — Ernie Armador, Nicole Beauregard, Joe Celenza, Stephen De Leon, Anthony Dennis, George Dwebeng, Stephen Eitel, Glenn Henry, Charles Holman, Randy McIntyre, Brian Nguyen, Tara Neagle, Ken Okwara, Brandon Reese, Robert Rider, Carl Thomas.

Support Staff:

Thuy Huynh, Doan Pham and Bob Moscatello.

Claim Center Locations & Phone:

Beaumont	Houston
6444 Concord Rd.	1919 N. Loop W., Suite 100
Beaumont, TX 77708	Houston, TX 77008
(409) 347-0734	(713) 869-6451

WINNERS SINCE START-UP

# of Cash Five Winners:	1,338
# of Lotto Texas Jackpot Winners:	146
# of Mega Millions Winners:	1
# of Texas Two Step Winners:	86
Total Sales Since Start-up:	\$14,361,047,207
% of Sales:	26%
Retailer Commissions Since Start-up:	\$718,052,360
No. of Isys Retailers:	4,712
No. of GVT Extra Retailers:	70
No. of SST retailers:	263
No. of ITVM retailers:	341
No. of GamePoints:	34

They have already successfully increased their instant weekly sales average from \$24,000 to \$45,600. With the commitment of keeping 112 dispensers full, the posting of winning tickets and winners' pictures, conducting second-chance drawings every month, cashing all tickets up to \$599 and the smiling faces from their staff, Rudy's Stop-n-Shop is a serious contender to become the top overall seller of Texas Lottery products in the state.

Sunny Food Store Houston

By Thomas Dubart, LSR

In 2008, **Sunny Food Store** in Houston sold a top-prize winning *Weekly Grand* ticket. [141126] Owner Thanh Lang purchased the store from his cousin and within two months sold the winning ticket. Mr. Lang said he remembered from his retailer training that it was important to sell all the popular annuity games like *Weekly Grand*, *Monthly Bonus* and *Set for Life*. To top it off, Thanh received a \$10,000 retailer bonus for selling a top prize ticket. Thanh said that he was so excited and grateful about receiving the bonus that he would continue to carry all games and always ask each customer if they would like to buy an annuity game. Great job, Thanh! And good luck on selling another big winner soon!

Lake Conroe Exxon Montgomery

by Delores Warner, LSR

When out and about enjoying the Lake Conroe area, Texas Lottery players are well advised to do their shopping at **Lake Conroe Exxon**. Manager Karim Qamruddin and his assistant, Raj Thapa, are excellent examples of how to be customer friendly with positive attitudes and fast service. They are big promoters of all Texas Lottery games, averaging \$9,300 per week in sales. They always keep their 40

instant ticket slots full and visible to customers, resulting in high numbers of winners. Karim knows the value that Texas Lottery sales and repeat customers bring to the success of his store. Karim hopes to sell the next winning jackpot ticket for *Lotto Texas*® or *Mega Millions*®. Good luck, Karim!



Lake Conroe Exxon Assistant Manager Raj Thapa (left) and Manager Karim Qamruddin.

Aldine Champion Liquor Spring

by Alana Mendez, LSR

Aldine Champion Liquor is the place to go when you're looking for a Texas Lottery scratch-off ticket in Spring. Manager Mike Gupta is always willing to go the extra mile in assisting customers with all of their lottery needs. His 40 slots are never empty and at times he double faces the new hot-selling games. Mike recently sold a \$20,000 winner in *Monthly Bonus*, and hopes that the next big winner is a *Lotto Texas* or *Mega Millions* jackpot. Mike Gupta and Aldine Champion Liquor are genuine assets to the Texas Lottery and its players.

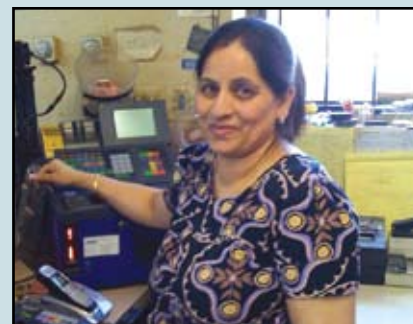


Houston District Staff

Kwik Serve Oak Ridge

by Timothy Spies, LSR

In the lottery business, the key to success lies with the people who work hard every day selling one ticket at a time. Product knowledge, enthusiasm and overall great customer service help to create success within our industry. One such example can be found at the number one retailer in the city of Oak Ridge, **Kwik Serve**. Amarjeet Dhartni has worked at Kwik Serve for more than 10 years. Her friendly demeanor helps welcome all who walk into the store everyday and the rapport she establishes with her customers keeps them coming back. Amarjeet is very knowledgeable of all on-line products and works hard to assure that her ticket dispensers are full so that her Texas Lottery customers are able to find what they are looking for. "Jeeti," as many call her, is always there to assist her customers' needs and in doing so is the key to Kwik Serve's Texas Lottery success.

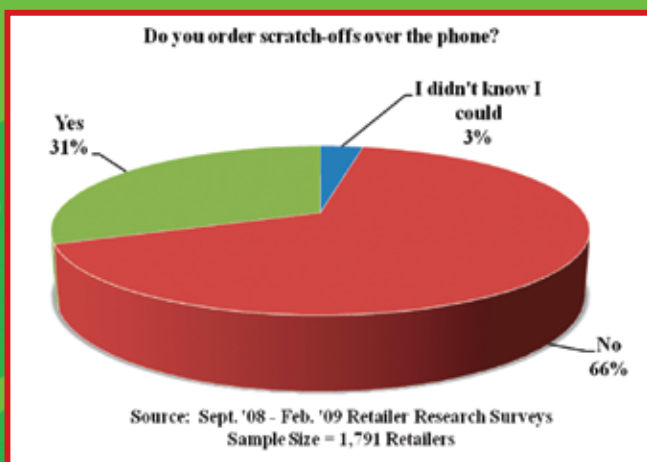


Kwik Serve Clerk Amarjeet Dhartni.

Ordering Scratch-Offs Over the Phone

GTECH representatives are continuously monitoring retailer scratch-off inventory and sales levels in order to ensure that retailers are provided with the optimal quantity and combination of tickets. However, there are times when retailers may want to place ticket orders themselves. [210328] Retailers have the ability to order scratch-off tickets over the telephone by calling the GTECH Hotline at 1-800-458-0884, seven days a week, 4am to midnight.

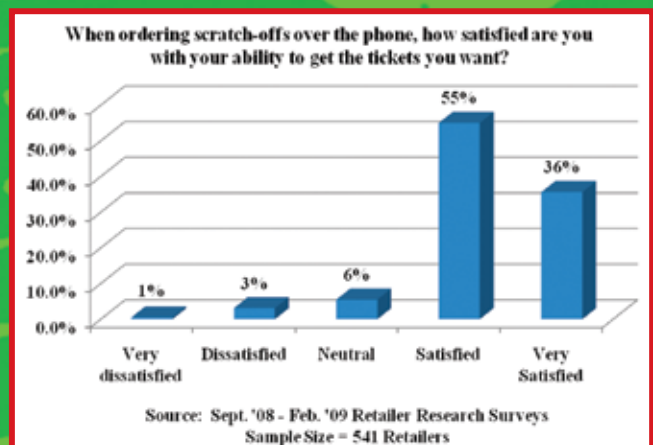
Results from retailer surveys conducted by Texas Lottery claim center staff indicate that less than one-third of retailers ordered scratch-off tickets over the phone (see pie chart below) and that several did not know the option was available. There are potential benefits to ordering tickets through the GTECH Hotline. [114843] By calling the Hotline and speaking directly to a GTECH Instant Ticket Specialist, you can quickly respond to customer requests for specific games, plan for expected surges in sales, and customize inventory by price point.



When planning a telephone ticket order, you should consider the number of tickets needed to keep your dispensers full, the quantity of tickets that you can display and store securely, and the financial liability involved with the ticket order.

Before placing an order, you can view the scratch-off games currently available for distribution by accessing the Available Inventory Report from your lottery terminal. To access the report from an ISYS terminal, press INSTANT MENU, #2 Inventory Reports, and #4 Available Inventory. To view the report from a GVT2-X terminal, press INSTANT MENU, #4 Inventory Reports, and #4 Available Inventory.

Retailer survey results indicate that approximately 90 percent of retailers that had ordered scratch-offs over the phone were satisfied or very satisfied with the ability to get the tickets they want (see bar chart below). Using all the available resources, including your Lottery Sales Representative and Instant Ticket Specialist, can help you manage your instant ticket inventory for maximum sales and optimal customer service.





Houston Kroger Receives Retailer Bonus

On Tuesday, April 28, Texas Lottery representatives traveled to Houston to honor the Kroger #275, located at 13133 Veterans Memorial Drive. The store received a bonus of \$285,552.88 for selling a jackpot-winning ticket for the \$28 million *Lotto Texas*® drawing on March 14.

Bill Breetz, president of Kroger's Southwest Division, accepted a ceremonial check on behalf of the store. He was accompanied by Consumer Affairs Director Gary Huddleston and Store Manager Debbie Cain.

Texas Lottery Operations Director Michael Anger presented the check and spoke about the important role that retailers play in driving sales and customer satisfaction. He was joined by Retailer Services Manager Ed Rogers and Media Relations Director Bobby Heith.

Additionally, the lottery operator, GTECH, had personnel on hand to congratulate the retailer, including Business Development Manager Mandy Carter, Key Account Representative Gina Easley, District Sales Manager Terry Kearns, and Sales Representative Rhonda Duhart.



Texas Lottery Operations Director Michael Anger with Store Manager Debbie Cain.

As part of the celebration, Kroger held a luncheon for store associates and presented them with gift cards. [144099] Plus, store officials made donations to two local organizations—Northwest Assistance Ministries and the Harris County Constable Precinct 4 Office.

Store customers were [319501] also included in the festivities with chances to win Texas Lottery merchandise in the Lone Star Spin game.



Frequently Asked Questions

Q. Who do I call if I have a problem with the Instant Ticket Vending Machine (ITVM)?

A. If you have a problem with a ticket not dispensing correctly or it has been loaded incorrectly and you are not sure how to fix the problem, please call the GTECH Hotline at 1-800-458-0884 for assistance with the ITVM.

Q. Can I cancel an on-line ticket?

A. *Pick 3* and *Daily 4* tickets are the only tickets that can be cancelled. You can cancel the ticket within 60 minutes of printing or up to draw break for the game, whichever comes first. No other game tickets can be cancelled. This protects the retailers and the Texas Lottery Commission from possible liability issues due to the size of those prizes.

Q. What time on Wednesday does the Texas Lottery sweep or draft funds 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 a.m. on Sunday through midnight on the Saturday prior to the sweep. We recommend that you contact your bank to get more information about their electronic draft processes and policies.

Q. What are the Hotline hours?

A. The Texas Lottery Customer Service Hotline (1-800-37-LOTTO) 1-800-375-6886 is available Monday – Friday, 7:00 a.m. to 5:30 p.m.

The GTECH Retailer Hotline (1-800-458-0884) is available 4:00 a.m. to 12:00 a.m. (Midnight), [149803] 7 days a week.

Q. What do I tell a customer who wants to file a complaint?

A. The public is encouraged to submit complaints on the official Texas Lottery Commission complaint form to the Compliance Activity Monitoring Process (CAMP). Forms are available by:

- Visiting the Web site at www.txlottery.org
- Visiting one of our claim centers
- Contacting the Texas Lottery Commission at 1-800-375-6886
- Mail: Texas Lottery Commission
Attention: CAMP
P.O. Box 16630
Austin, TX 78761-6630

Q. How often do I need to renew my Texas Lottery license?

A. State law (or the Texas Lottery Act) requires that you renew your lottery license every two years. A license renewal application is mailed to your business address 90 days prior to your license expiration date. A completed renewal application, along with a \$15 renewal fee, must be postmarked before the current license expires. Retailers should always notify us of any changes to the information in their most recent application, such as:

- Changes in ownership
- Location telephone number
- Contact information
- Mailing Address.

Retailers may request a replacement copy by contacting the Texas Lottery Retailer Services Department at **1-800-375-6886** or **Customer.Service@lottery.state.tx.us**.

Retailer Bonuses



Game	Retailer	Location	Bonus
Weekly Grand #1027	El Tigre Food Store #7	La Blanca	\$10,000
Set For Life #1095	Star Tobacco Mart	League City	\$10,000
Texas \$50 Million Club #1118	Deli-Quick Inc	Crossroads	\$10,000
Monthly Bonus #839	Kroger #493	Denton	\$10,000
Texas \$50 Million Club #1118	Shell Express Mart	Navasota	\$10,000
Monthly Bonus #1062	Broadway Diamond Shamrock	Pearland	\$10,000
\$500,000,000 Blockbuster #1114	7-Eleven Conv Store #26353	Austin	\$10,000
\$130,000,000 Platinum Payout #1094	Family Stop Food Store	Mesquite	\$10,000
Super Set For Life #1024	Almeda Shell & Church's	Houston	\$10,000
Deal or No Deal #1004	Little Market	Beaumont	\$10,000
\$130,000,000 Platinum Payout #1094	Pic N Pac #11	Seguin	\$10,000



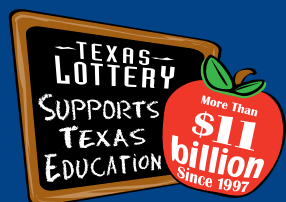
REMEMBER!

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 September 30, 2009.

Draw Date	Retailer	Location	Bonus
1/10/03	Kroger #300	Houston	\$2,500
7/19/04	South 83 Pump-N-Shop	Laredo	\$1,250
10/11/07	Taylor Petroleum Companies #60	Fritch	\$3,250
5/15/08	Crabb River Exxon	Richmond	\$3,500
6/23/08	Speedy Stop Food Store #301	Houston	\$2,000
11/13/08	Circle K #0213	El Paso	\$2,250
3/12/09	Timewise #3001	La Marque	\$10,000
4/6/09	Stop N Buy	Houston	\$4,250
5/4/09	Star Stop	Haskell	\$2,250
5/28/09	Howle's Kountry Store Inc	Clyde	\$8,000

Draw Date	Retailer	Location	Bonus
6/19/09	Timewise #4501	Houston	\$100,000



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