



August 2015

Round★Up

SCRATCH-OFF FOCUS

YOU COULD WIN
20 YEARS
OF WINNING

NEW SET FOR LIFE FAMILY!

Win up to \$5,000 A Week for 20 Years!

Display the Family Together for Higher Sales Impact.



For Set for Life games, the overall odds of winning (including break-even prizes) are:

\$500 A Week! – 1 in 4.77, \$1,000 A Week! – 1 in 4.36, \$2,500 A Week! – 1 in 3.81 and \$5,000 A Week! – 1 in 3.52.

DRAW GAME FOCUS

PICK 3™

STARTS
AUGUST 16!

FREE TICKET

PLAYER PROMOTION*!



PLAYERS WILL RECEIVE A **FREE** PICK 3 QUICK PICK
WITH A **FREE** \$.50 SUM IT UP!® WHEN THEY PURCHASE
\$5 OR MORE OF PICK 3 ON ONE TICKET!

OFFER VALID AUGUST 16 – SEPTEMBER 5, 2015

*Pick 3 promotional tickets cannot be cancelled. Pick 3 odds are 1:167 – 1:1,000. Sum It Up! odds on Pick 3 are 1:13 – 1:1,000. The FREE Pick 3 Quick Pick with the FREE Sum It Up! play will be good for the current Pick 3 drawing. The FREE Pick 3 Quick Pick will be a \$.50 (6-Way Any) play with a \$.50 Sum It Up! play. The Texas Lottery reserves the right to discontinue this promotion at any time.

RETAIL POS EXECUTION GUIDE



GEMINI™ TOPPER



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28

CLING



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28

ENGLISH AND
SPANISH VERSIONS

GEMINI PLAYSIP HOLDER



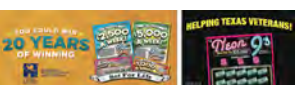
Updated with new
draw break times

COROPLAST



BEGIN POST: 7/20
END POST: 8/3
ENGLISH AND
SPANISH VERSIONS

PLAYSTATION INSERT



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28
ENGLISH/SPANISH REVERSIBLE

MINI BILLBOARD 1



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28

BIN TOPPER



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28

MINI BILLBOARD 2



May be placed in location secondary
to Set For Life mini billboard.

MINI LUGON



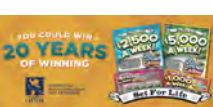
BEGIN POST: 5/18
END POST: 6/1

L SHAPE



BEGIN POST: 7/20
END POST: 8/3
PROMOTION RUNS:
8/16 - 9/5
BEGIN PULL: 9/6
END PULL: 9/20

CHANGE MAT



BEGIN POST: 7/20
END POST: 8/3
BEGIN PULL: 9/14
END PULL: 9/28

ENGLISH AND
SPANISH VERSIONS

THESE DATES ARE PROVIDED FOR RETAILER
INFORMATION ONLY, NOT ACTION.
PLEASE ALLOW YOUR LSR TO POST AND PULL ALL THE
ELEMENTS.

TOWER TOPPER

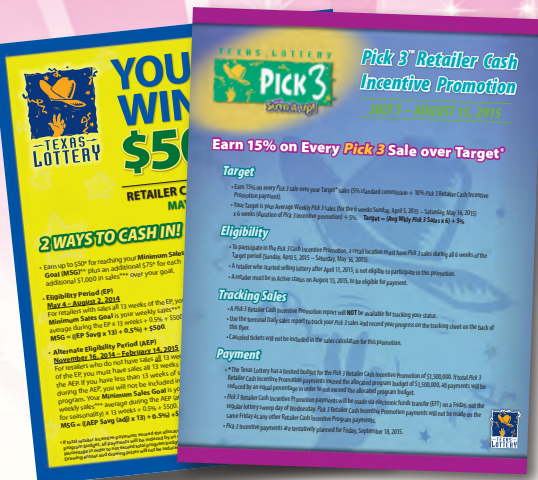


POST: UPON RECEIPT
PULL: TBD

Double face \$500,000,000 Cash
in tower until holiday game
release.

RETAILER CASH INCENTIVE INFORMATION

Don't Miss Your Chance to Earn Incentive Payments



Retailer Cash Incentive Program #17: May 3 – Aug. 1

- Tuesday, Aug. 18 – Drawing planned
- Friday, Aug. 28 - Base payments planned
- Friday, Sept. 4 - Drawing payments planned

Pick 3 Retailer Cash Incentive Promotion #902: July 5 – Aug. 15

- Friday, Sept. 18 – Payments planned

Retailer Cash Incentive Program #18: Aug. 23 – Nov. 21

All payments are scheduled for a Friday, not your regular Wednesday lottery sweep day. Drawing and payment dates are tentative pending audit of results. If you have questions, talk to your lottery sales representative or call Texas Lottery Retailer Services at 800-375-6886.

RETAILER BONUSES



Draw Date	Retailer	Location	Bonus
4/29/15	Timewise Food Store #4801	East Bernard	\$72,500

Game	Retailer	Location	Bonus
Bonus Weekly Grand #1629	Majestic Food Mart	San Antonio	\$10,000
Money Money Millionaire #1617	QuikTrip #885	Fort Worth	\$10,000
One Million Cash #1602	Katy Star	Katy	\$10,000
50X The Cash #1663	HEB Food Store #164	San Antonio	\$10,000

Allsup's #230 Gets a Huge Retailer Bonus!

Allsup's Convenience Stores Inc. received a retailer bonus of **\$81,779.02** for selling a *Lotto Texas*® jackpot-winning ticket at Allsup's #230 in Abilene. The ticket was for Draw 2334 held March 25, 2015. **Congratulations!**

L-R (all Allsup's employees): Store Manager Lisa O'Neal, Area Manager Holly McGee, Category Manager Scott Stanfield and District Manager Roy Sibley.



RETAILER SURVEY

Retailer Number:	Position of 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

1. Are you aware the Texas Lottery provides an online service called the Lottery Service Portal (LSP) that enables you to manage your lottery license online, view and download reports and much more? Yes ____ No ____
Please check here if you would like to learn more about the LSP: ____
2. Did you know that you can set up multiple LSP user accounts for your store with specific access privileges controlled by the business owner? Yes ____ No ____
Please check here if you would like to learn more about user account privileges: ____

Thanks! A retailer will be selected from a random drawing of all completed surveys from this issue to receive a Texas Lottery prize package of promotional items! **Return by Sept. 30, 2015**

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

PLAY RESPONSIBLY.



SUPPORTING TEXAS EDUCATION AND VETERANS

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