

# TEXAS LOTTERY®

# RoundUp

News and Ideas for Texas Lottery® Retailers

August / September 2006

## Advertising Campaign Launches to Educate Players About Where the Money Goes

You may remember hearing a line at the end of a radio spot that says, "The Texas Lottery supports Texas education." You may recall seeing an apple and chalkboard logo, or seeing information on the back of a ticket, or even viewing this information on [www.txlottery.org](http://www.txlottery.org). But even though these small measures have been taken to help spread the word about where the Texas Lottery money goes, more than 60 percent of Texans are not aware that the Texas Lottery supports education.



This summer, the Texas Lottery launches its first-ever beneficiary campaign for the purpose of increasing awareness among adult Texans of where Texas Lottery proceeds go. [140245] Television and radio commercials are airing in the general and ethnic markets, along with outdoor and print advertising and in-store (point-of-sale) material.

The creative message of the campaign focuses on saluting all of the people that help to support and raise money for Texas schools through the *Games of Texas*—particularly Texas Lottery players. The spots close with the tag line "Thanks for playing" and an emphasis on the total of \$8 billion dollars contributed to the Foundation School Fund. The beneficiary campaign was developed with the assistance

of the Texas Lottery's advertising vendors, DDB Dallas and the Cultura Group.

"As public servants, knowing that our work supports the state, particularly with regard to education, is something that we all feel good about," says Anthony J. Sadberry, Executive Director.

### *Where the Money Goes*

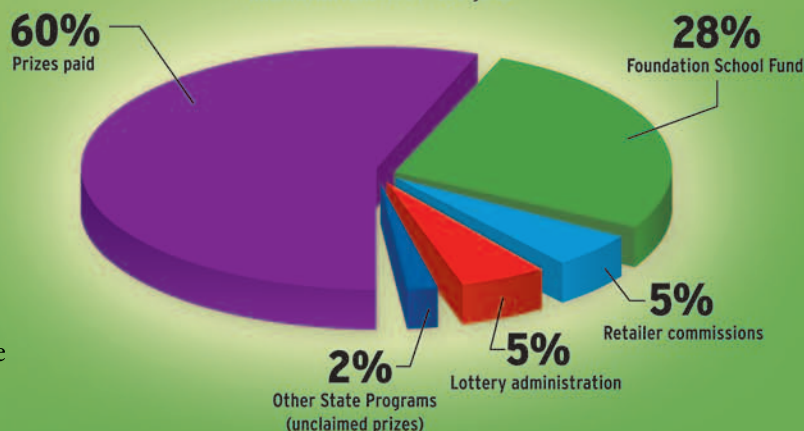
Since 1997, Texas Lottery revenues have been returned to the state to help support public schools. The Texas Lottery has contributed more than \$8 billion to the Foundation School Fund, with more than \$1 billion contributed in fiscal year 2005.

Since the first ticket was sold in 1992, the Texas Lottery has generated more than \$13 billion for the state of Texas. Prior to 1997, Texas Lottery proceeds were allocated to the General Revenue Fund. [141868]

Since 1997, Texas Lottery proceeds have gone to the Foundation School Fund to support public education in Texas. Other Texas Lottery funds, such as unclaimed prizes, revert back to the State for programs authorized by the Texas Legislature.

### Where the Money Goes:

Information reflects FY '05 figures



## Lotto Texas® Game Change Thrills Players

On April 23, the *Lotto Texas* game dropped the ball—the bonus ball, that is. The Texas Lottery® returned the game to its original play style of picking a straight set of six numbers without a bonus ball. Players now choose six numbers from a field of 54.

The game change almost made Arlington's James D. Ater a two-time *Lotto Texas* jackpot winner! As a member of the Triple J NXS Trust, Ater claimed a share of a \$36 million *Lotto Texas* jackpot back in 2002. In the April 26, 2006, drawing, Ater's ticket matched

five of six numbers—not quite enough for another jackpot, but still worth \$1,709!

Many *Lotto Texas* players are pleased with the return to the old play style. A player in Houston wrote: "I never liked the pick five numbers and bonus ball version. Now the chances are even better now that *Lotto Texas* is back to the traditional six-number game!"

It looks as if a legend truly has returned, so be sure to remind your customers to try the new *Lotto Texas*!



## Popular Brands Kept Summer Scratch-Offs Full of Fun

This summer proved to be an exciting game launch season for Texas Lottery® Scratch-Offs! The Texas Lottery introduced several licensed property games featuring extremely popular brands, such as Pink Panther™, Harley-Davidson®, Ford, and Pac-Man™. Through these branded games, the Texas Lottery offered a variety of games to appeal to the interests of its players and retailers.

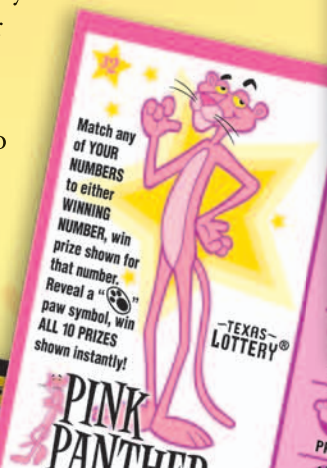
This summer, players were reminded to "think pink"! The Pink Panther™ has been a zany, internationally recognized character since the 1960s, and the instant game featuring the hip cat easily added a blast of color and fun to retailers' dispensers. The \$2 *Pink Panther*™ game offered players a top cash prize of \$25,000.

The Texas Lottery was very proud to introduce a game that combined two American icons in the transportation industry, Ford and Harley-Davidson®. With the \$5 *Harley-Davidson®, Bucks & Trucks* game, players had the opportunity to instantly win a cash prize of up to \$50,000, a Ford Harley-Davidson™ F-150 truck, a Harley-Davidson® Fat Boy® motorcycle, or Harley-Davidson® merchandise! Any one of these four prizes would make a very exciting prize in any game, but offering all four as individual prizes in one game is very unique.

Pac-Man™ took the video game industry by storm in the 80's quickly becoming one of the most popular coin-operated video games in history. The video arcade units could be found in venues from arcades to pizza parlors all over the world.

The Texas Lottery's version of this game brought back that popular [212057] Pac-Man™ character with the haunting (but very colorful!) ghosts. Players could instantly win a Pac-Man® Cocktail Table Arcade Game just like the ones they probably enjoyed many years ago.

With all of these popular products already being offered, you might be asking, "What could they possibly offer next?" Great question! As a Texas Lottery retailer, you'll be the first to find out.



# AbileneSpotlight

**T**he Abilene District covers an area of 54,205 square miles, making it larger than any other district in the state. It is 384 square miles bigger than North Carolina and only 266 square miles smaller than New York! The Abilene District includes 53 counties, with only eight LSRs covering the territory.

## Short Stop, Mason

*By Clay Collier, LSR*

The saying "Lightning doesn't strike twice" doesn't apply to **Short Stop**, located in the small West Texas town of



Mason. Owned by Charlie Reich and managed by Hilda Velez, this retailer is proud that a number of Texas Lottery® winners bought their tickets at Short Stop. In addition to the several customers who won \$1,000 and \$5,000 in the past, the Scratch-Off game *Betty Boop™* made one lucky customer \$20,000 richer. [471401] Just three weeks later, another customer won \$50,000 by playing *Superball Doubler!*

## Country Store, Odessa

*By Roger Cramer, LSR, and Robbie Dobbs, owner*

The **Country Store** stands out as one of the top five stores in lottery sales in Odessa since Texas Lottery startup in May 1992! The Country Store values each of its employees and appreciates the effort they put into their jobs. One of these employees, Melanie Hawkins, arrived nine years ago.



*"Mel" Hawkins, store clerk at the Country Store*

## District Staff



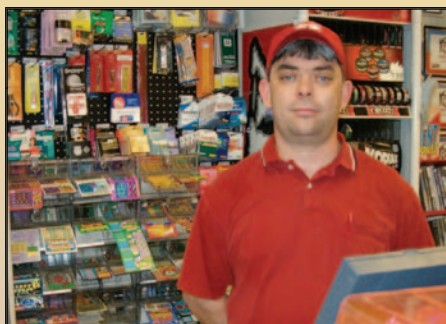
"Mel" arrives at the Country Store at 5 a.m. each day. She greets the customers by their first names, remembers their merchandise needs, and knows their lottery habits. A lot of customers come to the Country Store just to play the *Games of Texas*, and Mel definitely [101046] accommodates them. Valued employees such as Mel keep the customers happy and the store a rockin', making everyone a winner!

*Seated, left to right: George Sanchez (district sales manager), Sharon Valdez (administration). Second row, left to right: Randy Brown, Roger Cramer, Jim Henderson. Third row, left to right: Clay Collier, Craig Granbery, Chris Cagley, Allen Beatty (swing representative), Brandon Smith.*

## Chillerz #2, Abilene

By Jim Henderson, LSR

Chillerz Convenience Stores are newcomers to the Abilene District. **Chillerz #2** in Abilene carries the latest instant games and maintains 25 slots. Manager Mike O'Conner knows how important this is to his customers. During the past year, four more locations have been opened up in the Abilene area. Each store provides a great Texas Lottery selection. The Abilene District welcomes the Chillerz additions!



Mike O'Conner, Chillerz #2 store manager

## Bread & Butter Stop, Henrietta

By Craig Granbery, LSR

If you look up the word "competitive" in the dictionary, you'll find a picture of Brenda Bird, owner of **Bread & Butter Stop** since 1997. Brenda and all of her employees work hard to increase their Texas Lottery sales. [142904] They offer 36 Scratch-Off games, know their customers by name, and keep clean tables where they can sit and scratch their tickets. They post all winner pictures, and they post notes reminding themselves to ask for the sale. Being competitive and asking for the sale is why they usually average around \$9,000 per week in Texas Lottery sales.

## Lucky Mart, Wichita Falls

By Craig Granbery, LSR

They say you need three things to succeed in a convenience store: location, location, and location! Well, Ikbal Kabir (Bappi) and Aminul Haque (Pro), owners and operators of **Lucky Mart** since September 2003, have proved that it takes more than a great location to succeed. They have increased their Texas Lottery sales from \$4,000 per week to about \$9,000 per week through their great customer service. They greet each customer by name and remember what they purchase on a regular basis. They offer 44 different Scratch-Off games at a variety of prices, ranging from \$1 tickets to \$30 tickets. They cash all winning tickets and display them for all to see!

## Joe's Ice House, San Angelo

By Clay Collier, LSR

In the middle of San Angelo is the locally owned and operated **Joe's Ice House**. [119483] Owners Phillip Cochran and James Bennett purchased Joe's Ice House in November 2005 and have maintained the customer-friendly atmosphere that has made Joe's popular.



The store sign outside Joe's Ice House

At Joe's Ice House, Phillip and James offer the friendliest service anyone could ask for, including a free coffee station for all who enter. [136308] Phillip and Joe are striving to make their store the best by always taking care of their customers.

## Kent Kwik #431, Big Lake

By Allen Beaty



Left to Right: Patty Taylor, manager of Kent Kwik #431, and Beverly Short, store clerk

**Kent Kwik #431** in Big Lake is ranked Number One in Texas Lottery sales in Regan County and is ranked among the top three for all 19 Kent Kwik locations in the Abilene District. It is managed by Patty Taylor, who has worked for Kent Kwik for six years. Patty and her staff do a good job of catering to the needs of Big Lake's oil field workforce. [138305] The store has a sandwich shop inside so that customers can grab a lunchtime sandwich on the run and cash in any winning Scratch-Off tickets while they're at it.

## Kent Kwik #305, Midland

By Robert Nieto, KAR

John Hardell manages **Kent Kwik #305**, located next door to the corporate office in Midland. John has been with Kent Distributors, Inc., for three years, and in his short time at this location, he has increased his eight-week Texas Lottery sales average. He recently installed a second ISYS terminal at the drive-up window. Of the 19 Kent stores in the Abilene District, Kent Kwik #305 is ranked among the top three retailers in Texas Lottery sales.



Left to right: West-T-Go #1 manager Estella Puentez and cashier Roy Green

They keep their 48 instant game slots full at all times and have two ISYS terminals. Their Texas Lottery sales average \$22,000 per week, and their customer loyalty and excellent customer service keep players coming back for more. Team Wes-

T-Go always “asks for the sale,” and they always welcome promotions such as “Spin to Win.” Thanks to Estella, Roy, and the rest of “Team Wes-T-Go”—Debbie Flores, Pam Ackers, Robert Flores, Jack Myers, Annette Callaway, and Linda Ingram—and congratulations on being one of the top 20 retailers in Scratch-Off sales in the state for 2005!



John Hardell, Kent Kwik #305 store manager

## Wes-T-Go #1, Abilene

By Robert Nieto, KAR

At **Wes-T-Go #1** in Abilene, owner Don Poindexter and Vice President Barbara Bunton stay busy with “Team Wes-T-Go,” including six-year manager Estella Puentez and four-year cashier Roy Green.



Wes-T-Go #1 outside view of store

# Abilene

District Highlight  
as of 6/15/06



**DSM:** George Sanchez

**LSRs:** 7 — Chris Cagley, Roger Cramer, Brandon Smith, Craig Granbery, Randy Brown, Jim Henderson, Clay Collier

**Swing Reps:** 1 — Allen Beaty

**CSRs:** 5 — T.J. Click, Daniel Herrington, Tommy Mann, Curtis Vaughn, Cesar Martinez

**Support Staff:**

Sharon Valdez

**Claim Center Locations & Phone:**

**Abilene Claim Center**

209 S. Danville, Suite C-103

Abilene, Texas 79605

325-698-3926

**Odessa Claim Center**

4682 E. University, Suite 100

Odessa, Texas 79762

432-550-6340

## WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners: .....29  
# of Texas Two Step Winners: .....5  
# of Cash Five Winners: .....157

Total Sales Since Start-up: .....\$2,479,825,030.50  
% of Sales: .....5.77%  
Retailer Commissions Since Start-up: .....\$123,991,251.53  
No. of ISYS Retailers: .....869  
No. of GVT Extra Retailers: .....23  
No. of SST retailers: .....22  
No. of ITVM retailers: .....53

## Allsup's #228, Tuscola

By Chris Cagley, LSR

In the West Texas town of Tuscola, with two Texas Lottery retailers and a population of around 870, Lewis Gray visits his favorite Texas Lottery retailer, **Allsup's #228**, three to four times a week. He plays only *Lotto Texas*® and *Mega Millions*®, and it finally paid off when he won a second-tier prize worth \$250,000 on *Mega Millions*! He didn't Megaply™ then, but now he does. Store manager Ambrose Montoya and his staff—Margie Kohlie, Dorothy Allmand, Robert Gray, Becky Wylie, Linda Davis, and Jackie Jay—now remind players to Megaply when playing, and they also keep their dispensers full for their local players. [230920] The whole town is talking, and *Lotto Texas* and *Mega Millions* sales have increased. Great job!



Lewis Gray, regular Texas Lottery player at Allsup's #228



Left to Right: West-T-Go #18 manager Carla Soliz and assistant manager Nicole Williams

## Wes-T-Go #18, Abilene

By Chris Cagley, LSR

**Wes-T-Go #18** is one of the top retailers in the Abilene District for both instant and on-line games. Carla Soliz has been manager for the past 11 years, and with the help of her daughter, Nicole Williams, their team makes these sales possible. The store has 40 instant game slots and carries a mix of recent and core games. With their "keep it full" policy and friendly service, they [141063] have developed a base of loyal, longtime customers. They are always ready to participate in Texas Lottery promotions and game pack transfers.

### 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, 2006.

Abilene

# HoustonSpotlight

**T**he Houston District, which stretches from Galveston to Huntsville and from Vidor to Sealy, includes over 4,700 retailers and generates the largest share of Texas Lottery® sales in the state—over 26 percent. An experienced sales staff of 35 lottery sales representatives visits each store on a biweekly basis. With a team motto of “We can do it!”, Houston District sales team members take pride in taking care of their customers and helping them maximize their lottery sales.

## Corner Grocery, Sugar Land

*By Annita Leffall, LSR*

At **Corner Grocery**, customers can find just about any Scratch-Off game offered by the Texas Lottery Commission, and sometimes they'll see duplicates of the \$10, \$20, and \$30 dollars games that sell quickly. The owners, Mr. and Mrs. Iqbal B. Makhani, also display winning tickets and pictures of winning customers, and they hold second chance drawings and Lone Star Spin promotions. In 2005, Corner Grocery's Texas Lottery sales totaled \$648,160, making them one of the top 10 retailers in Fort Bend County. [140456] They anticipate that the store will exceed over \$1 million in lottery sales in 2006.



*Left to right: Mrs. Naseem Makhani and Mr. Iqbal B. Makhani, store owners of Corner Grocery*

## Magic Market, La Porte

*By Hitashvi Patel, LSR*

When store manager Imitiyaz (John) Momin came to work for **Magic Market**, his enthusiasm for the *Games of Texas*, along with the great customer service that he and evening clerk Abid Karadiya provide, had a positive impact on sales. Magic Market displays 50 instant games and averages

*(Continued on Page 8)*



over \$8,500 in weekly instant game sales. Keeping the [100442] dispensers full at all times and paying all prize amounts up to \$599 keeps this retailer's customers happy and coming back for more Scratch-Offs!



Left to right: Imitiyaz Momin, Magic Market store manager, and Abid Karadiya (store clerk)

## Ocean Food Store, Galveston

By Ruben Elizondo, LSR

**Ocean Food Store** owners Rakesh and Sanjula Jain have the proud distinction of being one of the top-selling retailers in Galveston County for three years running! A customer can always count on redeeming a winning ticket up to \$599 at Ocean Food Store. They also display all winning tickets . . . but their friendliness and great attitude is [137353] the real key to Ocean Food Store's success.



Rakesh Jain, Ocean Food store owner

## Rudy's Stop & Shop, Rosenberg

By Terri Rose, LSR

When Moiz Merchant purchased **Rudy's Stop & Shop** from newly retired Rudy Blaschke in 2000, Rudy's was already one of the top Texas Lottery retailers in the state and the top lottery retailer in the Houston District. Six years later, Rudy's is still the top-selling retailer in the district and has climbed to a solid Number Five in the state. Moiz credits his store's lottery success to superior customer service, up to 80 slots that are rarely empty, a monthly \$255 second chance cash drawing, and players who think that Rudy's is Rosenberg's one-stop Texas Lottery shop!



Left to right: Rudy's Stop & Shop employees Lucas Cantu, Angie Trevino, Pam Nunez, Virginia Palomarez, Josie Stubblefield, Sandra Rodriguez, and store owner Moiz Merchant

The family-owned business is run by husband and wife Eun Jung Kim and Tracy Kim, whose father, Mr. Johnson, is also part of the store's success. They greet every customer with a smile, offer them a wide variety of instant ticket games, and always ask for the sale. The store also pays all winning tickets up to \$599.

## Abby's Mart, Splendor

By Allen Beatty

When **Abby's Mart** managers Abu Baker and Aka Rose, owner Abbas Ragoonwala, and assistant manager Yogesh Sovarana asked their lottery sales representative how to increase sales, they were serious. They took the advice and ran with it, offering the right mix of tickets according to territory rankings. They also added a small section of winning tickets, which they rotate regularly. Within just one week, their sales increased from an average of \$2,300 per week to over \$3,100! After three years in the area, everyone at Abby's Mart is enjoying the benefits of a job "seriously" well done.



Left to right: Abby's Mart staff members Aka Rose (manager), Abbas Ragoonwala (owner) and Yogesh Sovarana (assistant manager)

## CBA Super Store, Houston

By Tom Dubart, LSR

**CBA Super Store** [141230] is one retailer that literally lives up to its name! It is currently ranked Number One in instant ticket sales in the Houston area and averages over \$14,000 a week in instant ticket sales.

## Parvaz II Coastal, Houston

By Leonard McCluney, LSR

Bad weather didn't stop customers from having lots of fun at a customer appreciation day at **Parvaz II Coastal** in February. Customers who spent \$5 or more enjoyed spinning for prizes and entering second-chance drawings for promotional prizes. In addition, Parvaz II Coastal provided a free \$5 *Monthly Bonus* ticket if the Lone Star Spinning Wheel landed on the boot. Parvaz II Coastal provided the grand prizes of DVD players, CD players and a 24-inch color TV, [498002] as well as free popcorn and barbecue for customers while they played the *Games of Texas*!

## Corner Spot, Dickinson

By Linda Crowe, LSR



Left to right: Naveed Hussain (owner), Emilo Pelico (clerk), and Amir Maknojia (owner) of Corner Spot

Amir Maknojia and Naveed Hussain, owners of **Corner Spot**, are always eager to increase their Texas Lottery sales. They keep their 36 Scratch-Off dispensers full and ask every customer if they would like to buy a lottery ticket. Naveed posts the *Lotto Texas* and *Mega Millions*® jackpot amounts on each register, in English and Spanish. Amir routinely puts out new tickets as soon as they arrive so that customers know they can purchase "the freshest tickets in town" at Corner Spot. They also participate in Texas Lottery promotions, which increase sales and bring excitement for employees and customers.

## Union Food #1, Houston

By Salim Zafer, LSR

Mr. Firdaus Momin, owner of **Union Food #1**, is a longtime Texas Lottery retailer whose store averages over \$12,000 per week in instant ticket sales. His success lies in being friendly and maintaining a very pro-lottery attitude. He makes sure his dispensers are full at all times and gladly pays his winning customers up to \$599. In 2005, his store sold a winning *Lotto Texas* ticket worth \$23,695 and, in 1996, a *Cash 5* winning ticket for \$94,434. Mr. Momin believes that one of these days he will sell the big *Lotto Texas* jackpot ticket!

## Timewise #2101, Livingston

By Dayna Honeycutt, LSR

What a difference a year makes! Out of 86 locations, **Timewise #2101** is the top Texas Lottery retailer within the company. This store sells only 16 games but averages over \$10,000 per week in instant ticket sales and experienced an 18.82 percent increase in sales from 2004 to 2005. [105601] Jeanette Kraker, store manager, says her secret is keeping all slots full with multi-dollar tickets and asking every customer if they would like to buy a Texas Lottery ticket.



Left to right: Lyle Harrington, clerk at Timewise #2101, with Jeanette Kraker (manager), Wendy Wilson (clerk) and Donald McCulng (clerk)

# Houston

District Highlight  
as of 6/15/06



**DSM:** Jesse Carrasco

**DSS:** Terry Kearns and Suhail Sharief

**KAR:** Deborah Burch

**Swing Representatives:** 4 — Anna Cervantes, Ken Henry, Charles Ontiveros and Timothy Spies

**LSRs:** 35 — Hassan Al-Ahmad, Antonio Alba, Thomas Armstrong, Russell Broadbent, Larry Burton, Linda Crowe, Donald Demerson, Rhonda Duhart, Thomas Duhart, Ruben Elizondo, Traci Folmar, Troy Friddle, Charlotte Friedrichs, Edith Garza, Ronald Goodwin, Raymond Hinojosa, Dayna Honeycutt, Marshall Ivory, Griffin Jackson, Jessie Jones, Anita Leffall, Carl Lott, Leonard McCluney, Hans McCullough, Alana Mendez, Tammy Moreau, Hitashvi Patel, Maurice Reynolds, Terri Rose, Arlene Scott-Armstrong, Johnny Vasquez, Charles Verrett, Delores Warner, Tamara White and Salim Zafer

**FSTs:** 15 — Anthony Dennis, Brian Nguyen, Carl Thomas, Charles Holman, Ernie Amador, George Dweberg, Glenn Henry, Joe Celenza, Julianna Butler, Kelvin Arrington, Kenneth Okwara, Lorri Walker, Randy McIntyre, Richard Hinojosa and Tara Neagle

**FST Supervisor:** Robert Gouner

**Claim Center Locations & Phone:**

**Houston Claim Center**  
1919 N. Loop W., Suite 100  
Houston, Texas 77008  
713-869-6451

**Beaumont Claim Center**  
6444 Concord Rd.  
Beaumont, Texas 77708  
409-347-0734

## WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners: .....140  
# of Texas Two Step Winners: .....51  
# of Cash Five Winners: .....1,181

Total Sales Since Start-up: .....\$11,396,903,913.00  
% of Sales: .....26.52%  
Retailer Commissions Since Start-up: .....\$569,845,195.65  
No. of ISYS Retailers: .....4,508  
No. of GVT Extra Retailers: .....191  
No. of SST retailers: .....292  
No. of ITVM retailers: .....226

# Frequently Asked Questions

**Q. Can I sell Scratch-Offs before activating the pack?**

**A.** It is exciting to receive the newest Texas Lottery® Scratch-Off games and begin selling them to anxious customers. But wait! If you did not activate the pack before any tickets were sold, you have created an inconvenient situation for players and other retailers.

When you sell tickets from an un-activated pack, players will not be able to redeem their ticket at other locations. This is inconvenient for retailers, and it takes away from the winning experience for players. It is also a violation of Texas Lottery Commission rules. Always remember to activate before you sell. It's good for your customers, and it's good for business!

**Q. My terminal printed an incomplete ticket (not valid). What can I do to receive credit?**

**A.** You may send the ticket with a Texas Lottery Retailer Request for Adjustment Form to the Texas Lottery Commission. The Retailer Services Department will review your request for credit. If approved, the credit should appear on your weekly statement within four to six weeks. To check the status of an adjustment request, please call the Retailer Services Department at 1-800-375-6886.

*Note: A complete ticket that a customer refuses to purchase could still be considered a valid ticket. You may sell the ticket to another customer or buy the ticket yourself. If you request an adjustment for a valid ticket, it should be sent along with a completed Retailer Adjustment Form, and it must be postmarked before the start time of the drawing listed on the ticket.*

**Q. How do I change my bank account?**

**A.** A retailer may change his or her bank account by completing and submitting an Electronic Fund Transfer Authorization Form. A retailer may submit the completed form along with a copy of a voided check from the new account to the Texas Lottery Commission by mail or fax. You may

download the form from the Retailer Services section on our Web site, **www.txlottery.org**, or request the form be mailed or faxed to you by calling 1-800-375-6886. [135348] Retailers who are registered users of the Texas Lottery Retailer Services Center may make bank account changes through the Texas Lottery Web site. Please do not close your account until notified of the effective date of change.

**Q. What happens when I have some tickets stolen?**

**A.** As of December 1, 2004, if you report stolen tickets from active or settled packs and no validations have occurred on those tickets prior to your report, you will no longer be charged for them. This means the sooner you report a theft after it occurs, the sooner we can de-activate the tickets in the system and minimize your liability for those tickets. If validations occur on the tickets, you will be responsible for the range of tickets in which the validations occurred. The \$25 per pack administrative fee for tickets in confirmed status will continue to apply.

**Q. I have access to the Internet. Is there a way to get my terminal reports through the Internet?**

**A.** Yes, you may access the Retailer Services Center at **www.txlottery.org**. Updates from the Texas Lottery Commission accounting system are transferred to the Retailer Services Center each night. The Retailer Services Center [217007] is available 24 hours a day, seven days a week, anywhere you have Internet access.

License holders may enroll in the service by using their Lottery ID (the six-digit retailer number issued to you) and establishing a username and password. Once you have created your user ID, you may view your accounting activity for the past eight weeks. The initial account must be established by a business owner, officer or partner. Additional accounts may be established with their approval.

# Retailer Survey: August/September 2006

1. Please indicate how appealing you think the following instant game features would be for players (where "1" is "very appealing" and "5" is "not at all appealing"):

	Very Appealing			Somewhat Appealing			Not at All Appealing
Somewhat better odds with more prizes available at the break-even level and fewer prizes above the break-even level (\$10 ticket includes more \$10 prizes and fewer \$20 or \$30 prizes)	1	2	3	4	5		
Somewhat worse odds with more prizes available <i>just above</i> the break-even level and fewer prizes at the break-even level (\$10 ticket pays \$20 or \$25 more often, but \$10 less often)	1	2	3	4	5		

2. How well informed are players about Texas Lottery Game odds (where "1" is "very informed" and "5" is not at all informed)?

Very Informed			Somewhat Informed		Not at All Informed
1	2	3	4	5	

3. Please explain how you respond to players who have questions about Texas Lottery game odds. (For example, do you refer players to ticket backs, brochures, the Texas Lottery Web site, or do you just explain the odds to them verbally?)

---



---

4. How appealing do you think players would find a four-number daily game (*Pick 4*) that is played similarly to the *Pick 3*™ game?

Very Appealing			Somewhat Appealing		Not at All Appealing
1	2	3	4	5	

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

## Retailer Bonuses



Draw Date	Retailer	Location	Bonus
5/16/06	Good Time Store #12	El Paso	\$950,000



Draw Date	Retailer	Location	Bonus
4/29/06	7-Eleven #423	Lubbock	\$362,477.22



Draw Date	Retailer	Location	Bonus
10/10/05	Ayers City Stop Inc.	Corpus Christi	\$8,250
5/1/06	The Main	Kerrville	\$2,000
5/15/06	Speedee Way	Garland	\$3,500



Game	Retailer	Location	Bonus
Run the Table #466	Broadway Food Mart	Columbus	\$10,000
Holiday Millionaire #613	Big Diamond #106	Kingsville	\$10,000
Monthly Bonus #604	Stockade Grocery & Deli	Odessa	\$10,000



# Scratch Off *Update*

## Upcoming Games

GAME #	AMT.	GAME #	AMT.
621 <b>BREAK THE BANK</b>	\$2	731 <b>MONEY MAKER</b>	\$5
Top Prize: \$30,000		Top Prize: \$55,000	
626 <b>BETTY BOOP™</b>	\$2	733 <b>RUN THE TABLE</b>	\$25
Top Prize: \$25,000		Top Prize: \$2,000,000	
655 <b>PAYDAY</b>	\$2	734 <b>WINNER TAKE ALL</b>	\$2
Top Prize: \$30,000		Top Prize: \$25,000	
680 <b>LUCK OF THE DRAW</b>	\$5	735 <b>5 CARD DRAW</b>	\$3
Top Prize: \$50,000		Top Prize: \$35,000	
681 <b>TURTLE TRIPLER</b>	\$1	739 <b>BONUS RICHES</b>	\$10
Top Prize: \$1,000		Top Prize: \$250,000	
689 <b>BLACKJACK TRIPLER</b>	\$3	740 <b>WILD DOUBLER</b>	\$1
Top Prize: \$33,000		Top Prize: \$1,000	
693 <b>GO FOR THE GOLD</b>	\$10	741 <b>BLACKJACK ATTACK</b>	\$5
Top Prize: \$250,000		Top Prize: \$50,000	
694 <b>DOUBLE DOUBLER</b>	\$1	742 <b>MEGA BUCKS JACKPOT</b>	\$20
Top Prize: \$1,000		Top Prize: \$1,000,000	

## Games Closing

CALL DATE: 7/1/06  
 CLOSE DATE: 8/30/06  
 END VALIDATIONS: 2/26/07

GAME #	GAME #
546 <b>CASH MONEY</b>	640 <b>DIAMOND DAZZLER 2X</b>
Overall Odds are 1 in 4.60	Overall Odds are 1 in 4.49
589 <b>MILLION DOLLAR MANIA</b>	641 <b>DIAMOND DAZZLER 3X</b>
Overall Odds are 1 in 2.57	Overall Odds are 1 in 3.86
600 <b>GIANT JUMBO BUCKS</b>	644 <b>AMAZING 8'S</b>
Overall Odds are 1 in 3.17	Overall Odds are 1 in 3.42
613 <b>HOLIDAY MILLIONAIRE</b>	647 <b>FIESTA 50'S</b>
Overall Odds are 1 in 2.17	Overall Odds are 1 in 4.67
632 <b>BETTY BOOP™</b>	667 <b>QUICK CASHWORD</b>
Overall Odds are 1 in 4.31	Overall Odds are 1 in 4.55
639 <b>DIAMOND DAZZLER</b>	
Overall Odds are 1 in 4.70	

### DO YOU THINK YOU WON?

If you believe you are holding any of the following:

- a possible winning *Lotto Texas*® or *Mega Millions*® jackpot ticket
- a possible winning on-line ticket valued at \$1 million or above
- a possible winning instant ticket to be paid as an annuity
- a possible winning instant ticket valued at \$1 million or above

please call 1-800-37-LOTTO prior to traveling to Austin for processing.

## Scratch-Off Prizes

as of 6/24/06

**\$5** Game #656  
**HARLEY DAVIDSON®,  
 BUCKS & TRUCKS**  
 H-D Ford F-150 - 2  
 H-D Motorcycle - 2  
 Prize Pack - 2,202

**\$10** Game #659  
**WORLD POKER TOUR®  
 \$100,000 TEXAS HOLD 'EM™**  
 \$100,000 - 2  
 \$5,000 - 124  
 Prize Pack - 3,382

**\$2** Game #664  
**PAC-MAN™**  
 \$25,000 - 6  
 Arcade - 64  
 \$1,000 - 37

**\$20** Game #670  
**COOL MILLIONS**  
 \$1,000,000 - 2  
 \$10,000 - 55  
 \$1,000 - 907

**Call Date:** Sales reps have 60 days to bring in all remaining tickets for these games. A physical inventory must be conducted at each store to make sure all packs are picked up. Partial packs may not be returned prior to this date.

**Close Date:** Games have ended. No tickets may be distributed to, or sold by, retailers after this date. An auto settle will be run on this date to ensure that all packs are accounted for.

**End Validations:** The last date that players can redeem any prizes for these games.

**NOTICE:** A Scratch-Off game may continue to be sold even when all the top prizes have been claimed. For more information on prizes remaining in a Scratch Off game, call the TLC Customer Service Line at 1-800-37-LOTTO.

Visit us online at:  
[www.txlottery.org](http://www.txlottery.org)

PLAY RESPONSIBLY.



# Your chance to win every day!

MON



Day/Night



TUE



Day/Night



WED



Day/Night



THU



Day/Night



FRI



Day/Night



SAT



Day/Night

