

# —TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery® Retailers

August / September 2007

## **Texas Lottery® Set to Launch Daily 4™ On-line Game with Sum It Up™ Add-on Feature in September**

Starting in September, Texas Lottery® players will have yet another on-line game option to choose from; it's called *Daily 4™* and it features twice-daily drawings, six days a week! [432904] An add-on feature of *Daily 4*, called *Sum It Up™*, will offer players even more opportunities to win.

After conducting market research and careful planning, the new game and add-on feature were approved by the Texas Lottery Commission on May 16, 2007. Sales for *Daily 4* and *Sum It Up* are slated to begin on September 30, with the first drawings to be held at 12:27 p.m. and 10:12 p.m. on October 1.

"We believe *Daily 4* will be an extremely attractive new game for our players and retailers alike," said Texas Lottery Executive Director Anthony J. Sadberry. "We expect this game and the *Sum It Up* feature will nicely fill out our existing on-line game portfolio and become a reliable revenue generator for the state of Texas."

*Daily 4* should especially appeal to *Pick 3™* players, a game that has grown steadily in popularity and sales since its introduction in 1993. The biggest difference between the games, aside

from the extra number, is that *Daily 4* offers even larger potential prize amounts and more exciting ways to play and win! In fact, qualitative research via focus groups composed of *Pick 3* and *Cash Five®* players showed that an overwhelming majority of those players (80 percent and 63 percent, respectively) would be "very" or "somewhat" likely to play a four-digit game.

Similar in many ways to the current *Pick 3* game, *Daily 4* will offer a 50-cent minimum play, twelve drawings a week (six day and six night drawings) and a multi-draw ticket-purchase option. *Daily 4* will be played just like *Pick 3*, except that players will select four numbers between 0 and 9. They also get to choose their play type (including Pair Play) and wager amount. There are 10,000 possible combinations ranging from 0000 to 9999.



cont'd on page 2

# Daily 4 with Sum It Up cont'd from cover

Another exciting aspect of *Daily 4* is *Sum It Up*, which allows players the chance to win a prize even if they don't win the *Daily 4* game. For an additional wager (50 cents to \$5), players can win if the sum of their numbers is the same as the sum of the winning numbers drawn in the applicable drawing. For example, if the player's numbers are 1-3-5-7 (sum = 16) and the numbers drawn are 3-4-6-3 (sum = 16), the player wins if they purchased the *Sum It Up* feature, even though their numbers did not match those drawn.

Along with *Daily 4*, *Sum It Up* will make its debut in September and, later this year in November, it will be available as an add-on feature to *Pick 3* as well.

*Daily 4*, with or without the *Sum It Up* add-on feature, [311877] offers a variety of play types as illustrated in the chart below and on the opposite page.

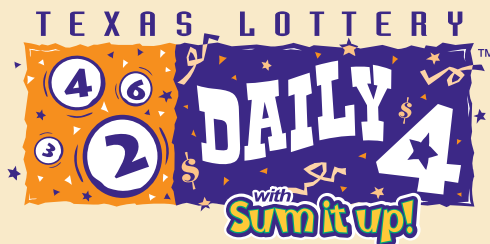
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## DAILY 4 ODDS OF WINNING AND PRIZE AMOUNTS

Play Types	Example	Odds	Prize Amounts	
<b>STRAIGHT:</b> (Exact Order) Match in exact order.			50¢ Play	\$1 Play
	1234	1:10,000	\$2,500	\$5,000
<b>BOX:</b> (Any Order) Match in any order.			50¢ Play	\$1 Play
4-WAY	1112	1:2,500	\$600	\$1,200
6-WAY	1122	1:1,667	\$400	\$800
12-WAY	1123	1:833	\$200	\$400
24-WAY	1234	1:417	\$100	\$200
<b>STRAIGHT/BOX:</b> (Exact Order/Any Order) Match in exact order or any order. A 50¢ base play costs \$1. Prize amounts shown are based on a 50¢ base play.			BOX	STRAIGHT*
4-WAY	1112	1:2,500	\$600	\$3,100
6-WAY	1122	1:1,667	\$400	\$2,900
12-WAY	1123	1:833	\$200	\$2,700
24-WAY	1234	1:417	\$100	\$2,600
*Prize amount is greater if the player's numbers match in Straight (Exact) order the numbers drawn.				
<b>PAIRS:</b> Match two in exact order.			50¢ Play	\$1 Play
FRONT PAIR	12xx	1:100	\$25	\$50
MID PAIR	x23x	1:100	\$25	\$50
BACK PAIR	xx34	1:100	\$25	\$50
<b>COMBO:</b> Covers all the possible Straight (Exact Order) combinations of four single-digit numbers. A 50¢ base play costs \$2 to \$12 and a \$1 base play costs \$4 to \$24 depending on the numbers you select.			50¢ Base Play	\$1 Base Play
			\$2,500	\$5,000
4-WAY	1112	1:2,500	\$2 Play	\$4 Play
6-WAY	1122	1:1,667	\$3 Play	\$6 Play
12-WAY	1123	1:833	\$6 Play	\$12 Play
24-WAY	1234	1:417	\$12 Play	\$24 Play

THE NUMBERS YOU SELECT DETERMINE THE WAYS TO WIN	EXAMPLE	EXAMPLE WINNING COMBINATIONS
<b>4-WAY:</b> Select four single-digit numbers with three like digits and get 4 ways to win.	1112	1112, 1121, 1211, 2111
<b>6-WAY:</b> Select four single-digit numbers with two pairs and get 6 ways to win.	1122	1122, 1212, 1221, 2112, 2121, 2211
<b>12-WAY:</b> Select four single-digit numbers with two like digits and get 12 ways to win.	1123	1123, 1132, 1213, 1231, 1312, 1321, 2113, 2131, 2311, 3112, 3121, 3211
<b>24-WAY:</b> Select four single-digit numbers with all different digits and get 24 ways to win.	1234	1234, 1243, 1324, 1342, 1423, 1432, 2134, 2143, 2314, 2341, 2413, 2431, 3124, 3142, 3214, 3241, 3412, 3421, 4123, 4132, 4213, 4231, 4312, 4321

(NOTE: Number combinations shown are for example only.)



**STRAIGHT** – A “straight” play is a winning play if the player’s four single-digit numbers match in exact order the four single-digit numbers drawn. The prize for a winning 50-cent straight play would be \$2,500, and \$25,000 for a winning \$5 play.

**BOX** – A “box” play is a winning play if the player’s four single-digit numbers match in any order the four single-digit numbers drawn in the applicable drawing. [134084] A box bet is similar to an “ANY” bet in Pick 3; however, in Daily 4 there are four different box play options: 4-way, 6-way, 12-way and 24-way. Prize amounts for matching combinations on box play range from \$100 for a 50-cent play on a 24-way box, to \$6,000 for a \$5 play on a 4-way box.

**STRAIGHT/BOX** – A “straight/box” play is a winning play if either the player’s four single-digit numbers match in exact order the numbers drawn or if the player’s four single-digit numbers match in any order the numbers drawn. The prize amount is greater if the player’s four single-digit numbers match in exact order the numbers drawn in the applicable drawing. Prize amounts for matching combinations on straight/box play range from \$100 for a 50-cent play on a straight/24-way box (numbers matched in any order) to \$31,000 for a \$5 play on a straight/4-way box (numbers matched in exact order). [145578]

**COMBO** – A “combo” play combines all of the possible straight plays that can be played with the four single-digit numbers selected for the play. [222911] A combo play may be a 4-way combo play, a 6-way combo play, a 12-way combo play, or a 24-way combo play.

**PAIR PLAY** – A “front-pair” play is a winning play if the player’s two single-digit numbers match in exact order the first two single-digit numbers drawn. A “mid-pair” play is a winning play if the player’s two single-digit numbers match in exact order the second and third single-digit numbers drawn, and a “back-pair” play is a winning play if the player’s two single-digit numbers match in exact order the last two single-digit numbers drawn. The prize for a winning 50-cent pair play would be \$25, and \$250 for a winning \$5 pair play.

“As a mature lottery, we’ve long recognized the need to continually evaluate our mix of products and, when necessary, make changes to existing games or, as in the case with *Daily 4* and *Sum It Up*, add new games and enhancements,” said Executive Director Sadberry. “This is a step in that direction, and we believe it’s a good step toward helping ensure continued player interest and revenue generation for the state.”

Stay tuned for more news and information on *Daily 4* with *Sum It Up*, the exciting new game and add-on feature coming soon from the Texas Lottery! [232281]

## RoundUp

Aug/Sept 2007

Email questions or comments  
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roundup@lottery.state.tx.us

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

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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



# TEXAS LOTTERY FUN RETURNS TO THE STATE FAIR!

The Texas Lottery is gearing up for its annual appearance at the 2007 State Fair of Texas! The fair is a Lone Star tradition that will mark its 118th anniversary this year. Since 1992, the Texas Lottery has been a fixture of the 24-day extravaganza, bringing the excitement of the *Games of Texas* to fairgoers from all over the country. We look forward to surpassing last year's sales of \$449,498 and \$153,200 in winnings paid out to players.

Players will be able to find all of their favorite Texas Lottery games at two State Fair locations this year. In addition to the Texas Lottery Fun Center, located near the Grand Avenue entrance of Fair Park, the Texas Lottery will be selling tickets at the East Park Plaza on Coliseum Drive! The skilled staff of Dallas convenience store Swift-T will be selling lottery tickets at both locations. Each day, Swift-T staff will be there to explain the games and to encourage players to try the great variety of lottery games available.

Fairgoers can experience the excitement of playing our newest game, *Daily 4*, which will have an added feature called *Sum It Up*. The feature gives players an additional chance to win up to \$2,500 on a 50-cent play. Sales for *Daily 4* and *Sum It Up* are slated to begin on September 30, with the first drawings to be held at 12:27 p.m. and 10:12 p.m. on October 1. Fairgoers can also play for the multi-million dollar *Mega Millions*® and *Lotto Texas*® jackpots, or try to win big bucks in our other on-line

games—*Cash Five*, *Texas Two Step*® and *Pick 3*. Players will also be able to win instantly on more than 50 different scratch-off games!

The Texas Lottery Fun Center will feature the always-popular "Texas Lottery Game Show" at 2 p.m., 4 p.m., 6 p.m. and 8 p.m. each day. [136975] This fun game show will include lots of audience participation and plenty of opportunities to win prizes and Texas Lottery tickets. Also, as a special incentive to play the *Games of Texas*, players may receive a promotional prize for each \$5, \$10, \$15 or \$20 purchase of lottery tickets. Promotional items for this year's players include t-shirts, sun visor organizers, portable chairs, backpacks, umbrellas and collapsible cooler bags.

So mark your calendars for the 2007 State Fair of Texas, running from September 28 through October 21 at Dallas Fair Park. Look for the Texas Lottery Fun Center just west of Big Tex, as well as the new East Park Plaza location on Coliseum Drive, and plan on having a whole "lotto" fun!



## Texas Major League Baseball® Series Scratch-off a Big Hit with Texas Lottery Players

Texas Lottery players are devoted to their state's pro baseball teams as demonstrated by the sales of the very successful *Texas Major League Baseball*® Series scratch-off ticket released on April 23rd. This game featured artwork depicting the stadiums of the Houston Astros and the Texas Rangers. Prizes in this game included a merchandise prize pack with valuable MLB merchandise, including an authentic jersey with the winner's choice of player stitched on the back, a team jacket, a windshirt, a diamond plaque, stadium seats, ball cap and a team flag. With second week sales exceeding \$4 million, it's obvious that Texans were eager to play for their chance of winning either the collector's merchandise or the top prize of \$50,000! The Texas Lottery will continue to look for branded games that will bring players interesting prize opportunities in the future.





# Mega Millions® Promotions Produce Some Mega-Winners!

The Texas Lottery conducted a *Mega Millions* promotion from March 25 through April 14, during which players who spent \$10 or more on one *Mega Millions* ticket [144375] received two FREE *Mega Millions* Quick Picks. By the promotion's end, more than 345,000 free tickets had been generated.

The biggest winner during the promotion was Eduardo Oviedo of San Antonio, who won \$250,000 on one of the two promotional *Mega Millions* Quick Picks he received.

Oviedo bought tickets for the Friday, March 30 drawing, then put them, along with the two free Quick Picks, in the console of his car and forgot about them. "I checked the ticket in Monday's *San Antonio Express-News*, and like anybody else, I couldn't believe what I was seeing," said Oviedo. One of his free Quick Picks appeared to match several numbers. "I kept reading the numbers from right to left and then left to right to make sure I was reading the numbers correctly. I was only one number away from the Mega Ball, too."

"This prize will make me debt free," Oviedo said. "I'm also going to pay off my mortgage and buy my wife the new house we've been talking about for some time. She deserves it; she is really the one who takes care of my 93-year-old mother who lives with us and has Alzheimer's disease, and the two of us also take care of my two little grand-daughters while my son and daughter-in-law are at work. That's why I might retire completely, to help my wife out more."

Oviedo also said he plans to tithe to his church, City Christian Fellowship Church. [258163]

"Our lottery winners often use their prizes to make life easier for their families, as Mr. Oviedo is planning to do,

and it is certainly worth noting that family is first," said Texas Lottery Commission Executive Director Anthony J. Sadberry.

"I got a big birthday present from the Texas Lottery with those tickets," said Oviedo said, who turned 62 the day he received the two free tickets. "Even though the prize was on the free ticket, [145484] I still say you won't win unless you buy a ticket." He purchased his tickets at the West Avenue Express (Fuel Station #3 see below), 3202 West Ave. in San Antonio.

In addition to the player promotion, retailers had the opportunity for a bonus as well. A limited-time retailer bonus promotion was conducted from March 20 thru May 4. The retailers listed below sold a winning second-tier *Mega Millions* ticket during the promotional period and became eligible for the [139979] limited-time \$2,000 retailer bonus.

<i>Food Town #206</i>	<i>Houston</i>	<i>March 20</i>
<i>Fuel Station #3</i>	<i>San Antonio</i>	<i>March 30</i>
<i>The Express</i>	<i>Baytown</i>	<i>March 30</i>
<i>Harrison's Seven Seas Grocery</i>	<i>Galveston</i>	<i>March 30</i>
<i>Crawdad's Cove #6</i>	<i>Baytown</i>	<i>April 10</i>
<i>Gulf Freeway Shell Mart</i>	<i>Houston</i>	<i>May 1</i>
<i>Pines Food Store</i>	<i>Houston</i>	<i>May 4</i>

Congratulations and thank you all again for all that you do to promote the *Games of Texas*. Be on the lookout for more fun promotions in the near future!



# AbileneSpotlight

**T**he Abilene District covers an area—54,205 square miles—larger than any other district in Texas. It's 384 square miles bigger than North Carolina and only 266 square miles smaller than New York! The district covers 53 counties with only seven LSRs to cover the entire territory.

## Shell Gas & Go #5, Abilene

by Jim Henderson, LSR



Shell Gas & Go #5 Manager Vickie Davis (left) and Clerk Amanda Davis.

**Shell Gas & Go #5** is a top Texas Lottery retailer in Abilene. Store Manager Vickie Davis is dedicated to her customers. She carries 30 scratch-off games with a “keep it full” policy. There are always plenty of new games to choose. Store players come from various walks of life... professional, military, blue collar, etc. They all enjoy chatting with Vickie and her daughter,

Amanda Davis, who is also a clerk at the store. With the help of the night clerk, Brittany Rader, Vickie and Amanda help make playing the *Games of Texas* exciting for their customers. Vickie is always open to promotions for both instant and on-line games. [146998] Vickie and Amanda also are long-time, dedicated *Pick 3* players who love to teach the game to their customers. Shell Gas & Go players are like family... and it shows!

## Wes T Go #3, Snyder

by Allen Beaty, SWR

**Wes T Go #3** is located in Snyder, Texas which has a population of 10,580. Wes T Go #3 is the leading Texas Lottery retailer in Snyder. It is one of a chain of 22 stores owned by Trent Investments Inc. and is managed by Vicki Renshaw.



Wes T Go Manager Vicki Renshaw.

In the last two years she has increased lottery sales by more than 70 percent! A sales increase of this size can only be attributed to friendly customer service and Vicki's 14-year knowledge of the business.

## 7-Eleven #125, Odessa

by Ilda Cuevas, LSR



7-Eleven #125 Assistant Manager Joseph Moore (left) and Manager Millie Owen.

**7-Eleven #125** Manager Millie Owen and Assistant Manager Joseph Moore make a great sales team. A general weekly sales average of more than \$34,500 shows that they take a lot of pride in customer service when it comes to the Texas Lottery. They have many regular players who come back to this Odessa retailer for their attitude and the variety of scratch-off games. Millie carries up to 55 games and makes sure her dispensers are always full. She always lets her customers know when new games are available and pushes older games as well. Millie and Joseph are excited about the new \$50 ticket that came out in May 2007 and expect it to sell as well or even better than the \$30 game. Millie and Joseph know there is no “secret” to great success in Texas Lottery sales. [431290] They just maintain a great attitude, keep the bins full, and always ask for the sale!

# Abilene

District Highlight  
as of 6/02/07



**DSM:** George Sanchez

**LSRs:** 7 (and one Swing Rep) — Chris Cagley, Ilda Cuevas, Rachel Schneider, Craig Granbery, Randy Brown, Jim Henderson, Clay Collier, Allen Beaty (Swing Rep)

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

**Support Staff:** Sharon Valdez, Administrative Assistant

## Claim Center Locations & Phone:

### Abilene Claim Center

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

### Odessa Claim Center

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

## WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners: .....29  
# of Texas Two Step Jackpot Winners: .....6  
# of Cash Five Top-Prize Winners: .....160

Total Sales Since Start-up: .....\$2,669,469,993.50  
% of Sales: .....5.75%  
Retailer Commissions Since Start-up: .....\$133,473,199.68  
No. of ISYS Retailers: .....892  
No. of GVT Extra Retailers: .....8  
No. of SST Retailers: .....21  
No. of ITVM Retailers: .....49

The Country Store crew (left to right):  
Ruth Mortin, clerk; Betty Bean, clerk;  
Susan Rumfield, owner/manager;  
Marie Vasquez, clerk; and Janet  
Goodwin, assistant manager.



## The Country Store, Brownwood

by Chris Cagley, LSR

For **Country Store** Owner/Manager Susan Rumfield, the goal is to continue her store's reign as the top-selling Texas Lottery retailer in Brownwood. [139495] She and her staff (Marie Vasquez, Betty Bean, Janet Goodwin, and Ruth Mortin) keep their players coming back by keeping slots full and all the newest games readily available. They promote all on-line games and always "ask for the sale." They recently sold a \$50,000 *Fabulous Fortune* scratch-off winner. The Country Store also posts all winners for everyone to see. Big winners excite all their players and they keep coming back for the friendly customer service and new and exciting games. With more than 48 slots and lots of winners daily, it is no wonder they stay at the top in sales of the *Games of Texas!* Great job to Susan and all her crew!



Store Manager Doug Adams (left) and  
Assistant Manager Liz Bronaugh of  
Kent Kwik #303 in Midland.

## Kent Kwik #303, Midland

by Allen Beaty, SWR

Doug Adams manages **Kent Kwik #303**, located at 800 E. Florida Ave. in Midland. Doug and Liz Bronaugh (assistant manager) have been with Kent Distributors Inc. for a [450207] combined total of nine years. During that time, they have increased Texas Lottery sales at #303 and have become the second highest lottery-selling store in Kent Distributor's chain of 22 outlets. One of the unique features that increases lottery sales is their drive-up window. Doug is looking forward to having his second terminal installed at this window.

## Abilene District Team

Front row, left to right: Ilda Cuevas, LSR; Sharon Valdez, Administrative Assistant; Rachel Schneider, LSR. Back row: Randy Brown, LSR; Craig Granbery, LSR; George Sanchez, DSM; Chris Cagley, LSR; Allen Beaty, LSR; Jim Henderson, LSR.





# HoustonSpotlight

**F**rom the beautiful piney woods of Jasper to the sandy beaches of Galveston, the Lone Star spotlight is always on the Houston District. Since the Houston District generates more than 26 percent of all Texas Lottery sales and has the largest retailer base, the sales staff of Houston welcomes the challenges that come with that spotlight. The 39 LSRs that cover the Houston District comprise the largest and most experienced lottery sales team in the state. One-third of the Houston staff has been working here since the inception of the Texas Lottery in 1992. With this experience, they are able to provide ideas to retailers to increase their sales while providing good customer service. Also, the Houston staff's experience helps the district lead the way in recruiting new retailers. Through increased sales and a larger retailer base, the Houston District is confident it will continue to generate increased revenue for the Foundation School Fund.

## Ellington Diamond, Houston

by Johnny Vasquez, LSR

**Ellington Diamond** convenience store Manager Mohammad Saqui wants his store to sell a top-prize winning *Lotto Texas* ticket. He always "asks for the sale" of *Lotto Texas* or *Mega Millions* purchases to increase his chances of collecting a retailer bonus in order to buy his store a computer. Every morning, Saqui does his paperwork by pen and paper. He constantly stresses the importance of keeping track of all Texas Lottery tickets. Even though it is time consuming, it is necessary to balance his lottery sales and scratch-off inventory on a daily basis.



*Ellington Diamond Manager  
Mohammad Saqui.*

His strategy to sell the winning jackpot ticket includes greeting each customer and a willingness to assist them in selecting their favorite scratch-off or on-line game. Saqui is always informed of all Texas Lottery promotions and is willing to share this information with his customers in hope that one of his customers will win a big jackpot. Whether it's *Lotto Texas*, *Mega Millions*, *Cash Five*, *Texas Two Step* or a scratch-off, Saqui pushes all of these games in hopes of selling a top-prize winning ticket. Keep up the good (paper) work, Saqui!



*CottonTops Manager Deena Simon.*

## CottonTops, Jasper

by Delores Warner, LSR

**CottonTops** is managed by Deena Simon, whose personality and huge selection of Texas Lottery products keep her customers coming back on a regular basis. Ensuring that all [142659] employees know each product inside-out, and cashing any tickets that are under \$599 helps make CottonTops a Jasper hotspot. Each ticket is prominently displayed, and new tickets are confirmed and activated upon arrival. Customers know they can always find the newest tickets here, along with friendly help. This winning combination makes CottonTops successful and a regular stop for customers.

## Lucky Mini Market, La Marque

by Linda Crowe, LSR

The difference between a "good" retailer and a "great" retailer can easily be seen by visiting **Lucky Mini Market** in La Marque. Owners Hoa Huynh and his daughter Kim Pool strive to go the extra mile for their customers. Kim labels ticket dispensers to denote the newest tickets on a weekly basis. Hoa even has a picnic table in his store where customers can sit and scratch their tickets.



"Ask for the sale" is an everyday routine and you will never find an empty dispenser in Lucky Mini Market.

Through their tremendous effort and focus on promoting lottery ticket sales, [135210] Hoa and Kim have made Lucky Mini Market one of the top selling retailers in Galveston County. In order to accommodate their dedicated players, they have two terminals and Mr. Huynh has even been known to throw in a lucky fortune cookie with a Texas Lottery purchase!



*Lucky Mini Market Owners  
Kim Pool and Hoa Huynh.*

## Nice Food Market, Houston

*by Arlene S. Armstrong, LSR*

Houston's **Nice Food Market** is a family-run business that really lives up to its name. Owner Sang Diep and his team consistently display excellent customer service skills and sell Texas Lottery products to all their customers. Their dispensers are never empty and they sell all games and price points available. Customers love to play *Pick 3* at this location because Mr. Sang is very knowledgeable about the game. He takes the time to teach beginning players how to play *Pick 3* and the other *Games of Texas*.

Thanks to their superior customer service, Nice Food Market boasts some of the highest *Pick 3* and scratch-off sales in the district. [140016] Their goal and motto is to continue to treat every customer kindly and with respect, and to provide an atmosphere of fun and excitement for their Texas Lottery players. [139276]

## Amburn Food Mart, Texas City

*by Ruben Elizondo, LSR*

**Amburn Food Mart** owners Mr. and Mrs. Joe Esmail ask every customer at their Texas City store if they would like to purchase a Texas Lottery scratch-off or on-line ticket. With their great attitude, it's no wonder they average more than \$9,700 in weekly sales. Asking for the sale turned out to be a very rewarding proposition for one lucky player recently. [145746] After Joe asked if he wanted a *Cash Five* ticket, this customer agreed and won \$9,015 that evening. Now Amburn Food Mart is branded as a lucky store by their customers. So next time you're in Texas City drop by Amburn Food Mart, where Joe will ask if you want a Texas Lottery ticket. You ought to say yes because it might be another big winner!



*Amburn Food Mart Owners  
Mr. and Mrs. Joe Esmail.*

# Houston

District Highlight  
as of 6/02/07



**DSM:** Jesse Carrasco

**DSSs:** Terry Kearns & Suhail Sharief

**LSRs:** 39 — Rhonda Duhart, Ken Henry, Arlene Scott-Armstrong, Thomas D. Armstrong, Beatrice McDonald, Charlotte Friedrichs, Annita Leffall, Donald Demerson, Michael Dorsey, Traci Folmar, Charles Ontiveros, Tom Duhart, Terri Rose, Linda Crowe, Edith Garza, Timothy Spies, Tammy Moreau, Dayna Honeycutt, Troy Friddle, Johnny Vasquez, Charles Verrett, Ruben Elizondo, Antonio Alba, Ron Goodwin, Maurice Reynolds, Hassan Al-Ahmad, Hans McCullough, Salim Zafer, Carl Lott, Leonard McCluney, Anna Cervantes, Larry Burton, Griffin Jackson, Delores Warner, Russell Broadbent, Raymond Hinojosa, Marshall Ivory, Jessie Jones, and Alana Mendez

**FSS:** Robert Gouner

**FSTs:** 16 — Kelvin Arrington, Juliana Butler, Joseph Celenza, Anthony Dennis, Glenn Henry, Williams Bell, Charles Holman, Earnest Amador, Randy McIntyre, Tara Neagle, Brian Nguyen, Carl Thomas, George Dwebeng, Ken Okwara, Richard Hinojosa, Michael Taylor

**Support Staff:** Thuy Huynh, Doan Pham and Bob Moscatello

### Claim Center Locations & Phone:

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

### WINNERS SINCE START-UP

# of Lotto Texas Jackpot Winners:	141
# of Texas Two Step Jackpot Winners:	60
# of Cash Five Top-Prize Winners:	1,238

Total Sales Since Start-up:	\$12,290,507,250.50
% of Sales:	26.49%
Retailer Commissions Since Start-up:	\$614,525,362.53
No. of ISYS Retailers:	4,630
No. of GVT Extra Retailers:	65
No. of SST Retailers:	309
No. of ITVM Retailers:	375

## August/September Retailer Survey

The Texas Lottery provides retailers with a printed "Instant Game Sell-in Sheet" for all new instant games. Sell-in sheets list the game's number, display ticket images, give directions, and show game features, prizes, and overall odds. The information is available on the Texas Lottery's Web site as well.

Please indicate whether you find the instant sell-in sheet items listed below more or less useful by marking the appropriate space next to each item. Please mark all that apply.

	Least Useful	Somewhat Useful	Most Useful
Game number	_____	_____	_____
Game features	_____	_____	_____
Prize amounts/number of prizes in game	_____	_____	_____
Game directions	_____	_____	_____
Overall odds	_____	_____	_____
Guaranteed total prize amount	_____	_____	_____
Other, please specify _____	_____	_____	_____

None of the sell-in sheet items are useful \_\_\_\_\_

Instant ticket sell-in sheets are not used at my store \_\_\_\_\_

Were you familiar with instant ticket sell-in sheets before this survey? ☐ Yes ☐ No

Is there anything missing from instant ticket sell-in sheets that you would want to receive or have the Texas Lottery provide that has to do with instant tickets? Please specify. \_\_\_\_\_

Suppose the Texas Lottery Commission stopped providing retailers with printed sell-in sheets but kept posting them on its Web site. Would ending the printed sell-in sheets be a problem for you as a retailer?

\_\_\_\_\_ YES, ending the sell-in sheets *is a problem* and the Lottery should continue sending them to me, regardless of whether the Web site contains the information.

\_\_\_\_\_ NO, ending the sell-in sheets *is not a problem* and the Lottery should stop sending them to me as long as the information is available on the Web site.

Assume the Texas Lottery decided to replace the instant ticket sell-in sheets with another item. Please list at least two items that you consider useful replacements for the sell-in sheets. \_\_\_\_\_

**Your Retailer Number** \_\_\_\_\_

Thank you for your time. A retailer will be selected from a random drawing of all completed surveys from this issue of *RoundUp* to receive a Texas Lottery prize package of promotional items!

Please send survey to: Dr. 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
12/18/06	Food Spot	Austin	\$1,375
2/19/07	Texaco MLK	Houston	\$3,625
3/1/07	Kuntry Korner #4	Pleasanton	\$1,125
3/1/07	Stop N Go 02599	Houston	\$1,125
3/29/07	Tetco #625	Dallas	\$9,000
4/16/07	Minyard Food #72	Arlington	\$2,500
4/16/07	Evergreen Checks Cashed Money	Stafford	\$2,500



Game	Retailer	Location	Bonus
Monthly Bonus #765	Diamond Food Mart #5	San Antonio	\$10,000
\$1,000,000 Cash Blast #786	Taylor Petroleum #46	Sweetwater	\$10,000
Weekly Grand #732	7-Eleven #33120	Lewisville	\$10,000
\$1,000,000 Mega Bucks #742	Toot N Totum #6	Amarillo	\$10,000
\$1,000,000 Cash Blast #786	Shop N Go Food Store	Houston	\$10,000



Draw Date	Retailer	Location	Bonus
4/21/07	Calvert Deli & Grocery	Terrell	\$70,000

## 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 28, 2007.



## Check Presentation

*Texas Lottery Commission Media Relations Director Bobby Heith presents Greg Hendricks of Taylor Petro Co. Inc. #80 in Amarillo with a \$1 million retailer bonus check for selling the \$122 million jackpot-winning ticket for the January 9, 2007, Mega Millions drawing.*



# Scratch-Off *Update*

## Games Closing

CALL DATE: 4/20/07 CLOSE DATE: 6/04/07 END VALIDATIONS: 12/01/07

GAME #

693 **GO FOR THE GOLD**  
Overall Odds are 1 in 2.94  
  
731 **MONEY MAKER**  
Overall Odds are 1 in 3.76

GAME #

741 **BLACKJACK ATTACK**  
Overall Odds are 1 in 3.66

CALL DATE: 5/04/07 CLOSE DATE: 6/18/07 END VALIDATIONS: 12/15/07

GAME #

742 **\$1,000,000 MEGA BUCKS** 783 **TEXAS TRAILS**  
Overall Odds are 1 in 3.02 Overall Odds are 1 in 4.94

CALL DATE: 5/18/07 CLOSE DATE: 7/2/07 END VALIDATIONS: 12/29/07

GAME #

624 **4'S GALORE**  
Overall Odds are 1 in 4.65  
  
669 **25 GRAND**  
Overall Odds are 1 in 4.83  
  
689 **TRIPLE BLACKJACK**  
Overall Odds are 1 in 4.10  
  
734 **STACKS OF CASH**  
Overall Odds are 1 in 4.26  
  
744 **FABULOUS FORTUNE**  
Overall Odds are 1 in 3.57

GAME #

767 **LONE STAR RICHES**  
Overall Odds are 1 in 3.49  
  
770 **QUEEN OF HEARTS TRIPLER**  
Overall Odds are 1 in 4.13  
  
773 **LUCKY DOG DOUBLER**  
Overall Odds are 1 in 4.54  
  
821 **9'S IN A LINE**  
Overall Odds are 1 in 4.68

CALL DATE: 5/25/07 CLOSE DATE: 7/09/07 END VALIDATIONS: 1/05/08

GAME #

771 **BIG MONEY BINGO**  
Overall Odds are 1 in 3.61

CALL DATE: 6/08/07 CLOSE DATE: 7/23/07 END VALIDATIONS: 1/19/08

GAME #

746 **WILD 7'S**  
Overall Odds are 1 in 3.21

### DO YOU THINK YOU'VE 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.

**Call Date:** Sales reps have 45 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



TUE



WED



THU



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