

—TEXAS LOTTERY®—

Round Up

News and Ideas for Texas Lottery Retailers

TEXAS LOTTERY SALES AND REVENUE INCREASE IN 2009, RETAILER COMMISSIONS AND BONUSES TOP \$187 MILLION!

The Texas Lottery finished out Fiscal Year 2009 (which ended August 31, 2009) with transfers to the Foundation School Fund totaling \$1 billion, an increase of more than \$17 million from the previous fiscal year. The Foundation School Fund supports public education in Texas. Additionally, Texas Lottery retailers received a total of \$187.6 million in commissions and bonuses.

“Total sales in FY 09 increased by over \$48 million compared to last year for a grand total of \$3.72 billion in sales,” said Texas Lottery Deputy Executive Director Gary Grief. “This represents the fourth-best year of sales for the Texas Lottery since we started selling tickets in 1992. We’re extremely grateful to our loyal players, hard-working lottery retailers and dedicated agency staff, all of whom helped us generate this needed revenue for Texas education.”

Grief also cited the following sales highlights for Fiscal Year 2009:

- \$2.79 billion in scratch-off ticket sales, the third-highest level of scratch-off sales in the Texas Lottery’s history;
- \$262.8 million in *Mega Millions*® and Megaplier® sales, the best year in Texas for *Mega Millions* and Megaplier since Texas joined the multi-state game in 2003;
- \$51.5 million in *Texas Two Step*® sales, the best year for *Texas Two Step* since 2003;
- \$2.29 billion in prizes paid to players, the third-highest amount in the Texas Lottery’s history.

Overall, 95 percent of the Texas Lottery’s \$3.72 billion in sales was returned to the state and players in the form of prizes, contributions to the Foundation School Fund and other state programs, retailer bonuses and commissions.

Sales of other games offered by the Texas Lottery in Fiscal Year 2009 included *Lotto Texas*® at \$200.5 million, *Pick 3*™ and *Pick 3* with *Sum It Up*® at \$290.7 million, *Cash Five*® at \$70.7 million, and *Daily 4*® and *Daily 4* with *Sum It Up* at \$52.2 million.

Thanks to all of our more than 16,000 retailers for making this possible!

State Fair of Texas 2009

RoundUp

December 2009/January 2010

Email questions or comments about

RoundUp to:

roundup@lottery.state.tx.us

Editors:

Robert Elrod & Roger Prather

Graphic Designers:

Coleen McKechnie & Karen Guzman

**Published by the
Texas Lottery Commission**

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 24 hours,
7 days a week

Web site:

www.txlottery.org

It was another record-breaking sales year for the Texas Lottery at the State Fair of Texas! Despite 14 days of rain during the 24-day event, a new sales record of \$700,683 was set. In addition, more than \$347,000 in winnings were paid to players at the Fair—also a record total since the lottery's first appearance at the Fair in 1992.

The Texas Lottery operated from its usual location at the Magnolia Lounge and at a new second location at the East Park Plaza on Coliseum Drive. The efficient and friendly staff of Dallas-based Swif-T, a longstanding Texas Lottery retailer, operated sales locations at both sites during the Fair's run from September 25 through October 18.

Both Texas Lottery Fun Centers featured exciting promotions, including Texas Lottery Plinko, the Spinning Wheel and the exciting Texas Lottery Money Machine. Fairgoers also played for the multi-million dollar *Mega Millions*® and *Lotto Texas*® jackpots, and tried for big money in our other on-line games—*Cash Five*®, *Texas Two Step*®, *Daily 4*™ and *Pick 3*™. Scratch-off players had the chance to win with more than 50 different instant games to choose from. As a special incentive for product trial, players received a promotional prize for lottery ticket purchases, including t-shirts, hoodies, stainless steel thermoses, umbrellas, portable quad chairs and camouflage baseball caps.

This year the Texas Lottery teamed with the Dallas Cowboys and Houston Texans to offer NFL-themed tickets to football fans. Players also got a chance to meet Dallas Cowboy cheerleaders on Saturday, September 26 and Saturday, October 18.

Another exciting opportunity allowed players to enter their non-winning tickets for the *Lucky Rider* scratch-off game at the State Fair for a chance to win a custom motorcycle designed by LDT Custom Motorcycles, Inc. One of the limited-edition bikes was displayed at the Magnolia Lounge throughout the fair. Adding to the excitement, a live second-chance drawing, for mail-in and Fair-submitted entries, was conducted on October 18. The

lucky winner was Stacy Kaiser of Arlington, Texas. Stacy entered one non-winning ticket in the second-chance drawing box during her visit to the Fair and won the Lucky Rider motorcycle.

As always, the Texas Lottery Fun Center at Magnolia Lounge was a hot spot for fairgoers. Host Paul Adams packed 'em in with the popular "Texas Lottery Game Show." The show gave players yet another chance to win Texas Lottery scratch-off tickets and other great prizes.

Our thanks go out to all of the hard-working staff and the thousands of players who made this 2009 State Fair of Texas a big winner for themselves and for Texas education!



BIG NEWS! Texas Lottery Retailer Cash Incentive Program

The Texas Lottery's first-ever retailer cash incentive program was designed and implemented to provide you with an opportunity to earn cash rewards for your sales efforts. Retailers that have consistently proven to be strong lottery sales producers were eligible to participate in the first program. The Texas Lottery wants to provide you with the best information available to help you be a successful retailer.

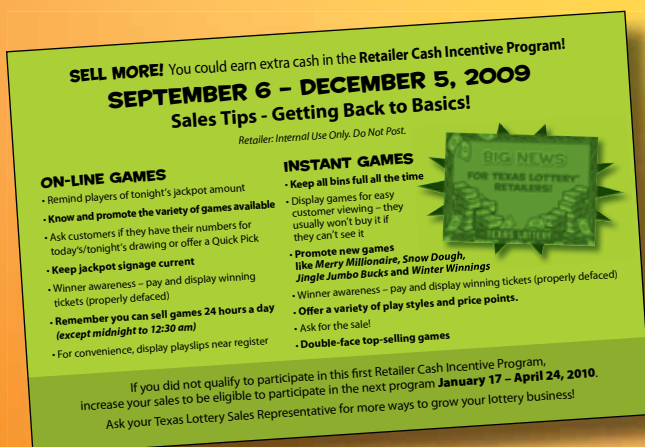
We have suggestions to help you increase your sales and at the same time assist you in qualifying for upcoming incentive programs. Remember that increasing your sales not only helps you succeed in retailer cash incentive programs but it also helps you increase your commissions at the same time!

➤ On-line

- Know the games.
- Suggest a Quick Pick with every scratch-off purchase.
- Remind players of tonight's jackpot amount.
- Ask each customer if they have their numbers for today's drawing(s).
- Remember you can sell the games almost 24 hours a day (except midnight to 12:30 am Central Time).
- Winner Awareness – Pay and display winning tickets.

➤ Scratch-Offs

- Keep all slots/dispensers full.
- Double-face top-selling games.
- Promote popular games like *Monthly Bonus*, *Break the Bank*, *Weekly Grand*, *Cashword* and *Find the 9's*.
- Highlight the *\$500,000,000 Blockbuster* game – there are lots of winning tickets!
- Winner Awareness – Pay and display winning tickets.



The second retailer cash incentive program will start in early January, so look for information from your lottery sales representative (LSR) in the coming weeks. Also, be sure to look for the results from the first cash incentive program and information about the 307 retailers that will win prizes in the random drawing. The drawing offers cash prizes up to \$50,000!

Not every retailer was eligible for this first incentive program due to sales requirements. For additional information about the retailer cash incentive program and ways to improve your sales, talk to your LSR or call Texas Lottery Customer Service at 1-800-37-LOTTO (1-800-375-6886).

Thanks for your hard work and the effort you put into selling the *Games of Texas*!

LubbockSpotlight

The Lubbock District includes more than 543 Texas Lottery retailers within 43 counties and shares borders with New Mexico and Oklahoma. The district covers the entire Texas Panhandle and much of the South Plains, an area of 44,000 square miles.

Supervised by Tom Slowik, the Lubbock District's tasks are accomplished by four lottery sales representatives (LSRs), two field service technicians (FSTs) and Swing Rep Dan Gonzales. Tisha Dominguez calls on Amarillo, west to the New Mexico border. Glynda Markham covers Amarillo, east to Oklahoma. From the Lubbock office, DeeDee McFadden calls on retailers from Lubbock up to just south of Amarillo, while Jeff Leach covers Lubbock south to Seminole and the New Mexico border. FSTs Orlando Ramirez and Terry Bussey are responsible for installing and maintaining hundreds of pieces of equipment. Corporate Accounts are managed by Randy Hudman, also based out of the Lubbock office. The Lubbock District team would like to take this opportunity to thank all our retailers for their continued support, and also the event organizers and special retailers who help make Texas Lottery sales events held in this district a success each and every year.

M & R Beverage Amarillo

By Tisha Dominguez, LSR

What do **M & R Beverage**, the Polk Street Block Party and the city of Amarillo have in common? Apparently a great deal because the three came together on August 15, in downtown Amarillo to help the Texas Lottery have another great year at this annual event. With the help of Owner Tony Handley and his excellent staff, visitors from all over the Panhandle enjoyed the Texas Lottery games of their choice. When Tony is around, everyone wins. A second-chance drawing that Tony himself sponsored, invited players that purchased that day to have an opportunity to win up to \$100 worth of Texas Lottery game tickets and a second-place prize worth \$50. Although we were all slightly wind-blown after the event, it is great to know that retailers like M & R Beverage will go above and beyond to support the Texas Lottery and the citizens of Amarillo. [140715] Thank you, Tony!

Toot'n Totum #67 Amarillo

by Glynda Markham, LSR

Toot'n Totum #67 in Amarillo recently sold a \$1 million prize-winning ticket in the \$500,000,000 Blockbuster scratch-off game. Management at the store's parent company rewarded store personnel with cash as well as a matching contribution to a charity selected by the store employees—in this case, United Way. Toot'n Totum President Greg Mitchell called the charitable donation a way to "pay it forward."

"Not only do customers of this excellent chain of stores benefit, but the community is also involved and has a lucky day as well," said Mitchell. [484041]



The Toot'n Totum #67 team and Toot'n Totum corporate executives recently celebrated the sale of a \$1 million-winning \$500,000,000 Blockbuster ticket.

United Supermarket #542 Dumas

by Tisha Dominguez, LSR

United Supermarkets have only been a Texas Lottery retailer for a short time, but that has not kept them from making a big impact. **United Supermarket #542** in Dumas came on board in June 2009. By August, they were old hands with the new GamePoint machine [219745] debuting for their Panhandle area customers. A dedication to customer service has led them to achieve yet another milestone. In August 2009, the store sold its first top-prize winning scratch-off. Game 1150, *Precious Jewels*, paid a very happy shopper a prize of \$100,000 dollars. [145247] Congratulations to United Supermarket #542 and to the lucky winner.

Buddy's Convenient Store Lubbock

by Dan Gonzales, Swing Rep

Buddy's Convenient Store in Lubbock has a very long history of successful Texas Lottery sales. The previous owner was determined to be the go-to place for players within miles of this location. This determination and dedication propelled him to be one of the Lubbock District's top retailers. Enter new owner Steve Peterson. Mr. Peterson took all the motivation of the previous owner, supercharged it, and is now enjoying the wild ride that resulted. Enter this store any time of day and you'll see customers enjoying the new crisp layout and the "make-it-happen" attitude shared by the owner and his staff. Walk up to the counter and choose from a virtual wall of scratch-offs, and don't forget to look at the great display of previous winners claimed by friends and neighbors. Thank you Buddy's, for your continued support of the Texas Lottery and the fine service that you provide to this community.

Jammers Lubbock

by DeeDee McFadden, LSR

Since becoming a Texas Lottery retailer in 2005, **Jammers** has become one of Lubbock's higher volume stores. Owner Pat Anderson has great enthusiasm for the Texas Lottery and often joins in the fun herself. This store features 42 dispensers that are always full with brand-new games as well as old favorites for her customers to enjoy. Each purchase comes with a cheerful "good luck" and it is obvious that her customers enjoy her as much as she enjoys them.

Tobacco Express #3 Lubbock

by Dan Gonzales, Swing Rep

Tobacco Express #3 at 3331 70th Street in Lubbock is one of the Lubbock District's newest Texas Lottery stores. Not that Tobacco Express is new to this area or the Texas Lottery. The Melcher family, owners and operators of this small chain of tobacco specialty stores has supported Texas Lottery in their Levelland store for well over a decade, but this new store is their first venture into the city of Lubbock. One quick look at the area around this new location and they were convinced that this was an opportunity to provide one more service for their customers that would be well received and supported.

Kwick Food Mart Plainview

by DeeDee McFadden, LSR

Jay Lakireddy and his staff at **Kwick Food Mart** in Plainview are happy that Texas Lottery players in this city come in every day to say hello and play their favorite *Games of Texas*. Most customers feel the same way, but on occasion, they are very happy. One player in particular purchased a ticket from the first *Escalade Cash* game and won \$50,000. On subsequent visits, this same player purchased two \$1,000 winning tickets from the \$500,000,000 *Blockbuster* game. Obviously, lightning actually can strike the same place more than once. Please drop by Kwick Food Mart in Plainview where the selection of Texas Lottery games and customer service [132730] are second to none.

Lubbock

District Highlights

as of 10/17/09



DSM: Allen Beaty

Supervisor: Tom Slowik

LSRs: 5 – Tisha Dominguez,
Dan Gonzales (Swing Rep), Jeff Leach,
Glynda Markham and DeeDee McFadden

CSRs: 2 – Terry Bussey and Orlando Ramirez

Claim Center Locations & Phone:

Amarillo Claim Center

7120 IH-40 West, Suite 110

Park West Office Centre

Amarillo, TX 79106

806-353-0478

Lubbock Claim Center

6202 Iola Ave., Suite #900A

Lubbock, TX 79424

806-783-0602

WINNERS SINCE START-UP

of Cash Five Winners:147

of Lotto Texas Jackpot Winners:15

of Mega Millions Winners:1

of Texas Two Step Winners:6

Total Sales Since Start-up:\$2,124,281,044.00

% of Sales:4%

Retailer Commissions Since Start-up:\$106,214,052.50

No. of Isys Retailers:550

No. of GVT Extra Retailers:36

No. of SST retailers:16

No. of ITVM retailers:73

No. of GamePoints:36

San Antonio *Spotlight*

Whether your game of preference is a daily game, a jackpot game or a scratch-off, playing the *Games of Texas* today is just as fun and exciting as it was 17 years ago. The San Antonio District team knows that it takes lots of hard work and dedication, as well as teamwork, to keep retailers and players involved in making the Texas Lottery one of the most successful lotteries in the world. All team members are expected to maintain high standards for customer responsiveness, and always keep integrity at the forefront of their daily duties. Since San Antonio is the training hub for all new GTECH Texas Lottery Sales Representatives (LSRs), San Antonio District staff members do their best to instill in each new LSR the importance of product knowledge, customer service, integrity, responsibility and teamwork.

With more than 1,500 retailers, the San Antonio District stretches from San Marcos to Mountain Home and from Smiley to Bruni, encompassing 24 different counties and the popular Texas/Mexico border cities of Del Rio, Eagle Pass and Laredo. Our retailers and players are the cornerstone to our continued success with the ultimate objective of increasing revenue to the Foundation School Fund.

Fiesta Mart Del Rio

by Pat Sheedy, LSR

In November 2008, Gloria Borrego decided she wanted a change. She convinced her husband Noe to sell the pharmacy they'd been operating for 41 years and buy a nearby convenience store. Their new business, **Fiesta Mart** in Del Rio, began like most others, selling the typical items such as gas, food, drinks and Texas Lottery products. But unlike most convenience stores, they created a fiesta-like theme including colorful tablecloths and sombreros for décor. More recently, they added a new dining area where customers can relax and enjoy a full meal. Store Manager Debbie Martinez's wealth of convenience store experience has been an added blessing for the Borregos in this recent transition. With her help, they were able to pull off a hugely successful grand opening that included a live radio station remote at the event as well as a highly successful Lone Star Spin. All of this helped the Borregos to quickly build a strong foundation with their loyal customer base and they continue to maintain a near \$200 per slot instant ticket weekly sales average.



Fiesta Mart Owner Gloria Borrego (left) and Manager Debbie Martinez.

Pico #14 Jourdanton

by Jose Mendez, LSR

With a steady stream of winning tickets including a recent \$30,000 winning ticket on *Triple It* and a \$10,000 winning ticket on [225479] *\$500,000,000 Blockbuster*, people come from many surrounding towns to buy their lottery tickets at **Pico #14** in Jourdanton. Manager Mary Kathryn is very diligent about keeping her 24 slots filled at all times and making sure that her staff is trained on all the games. Instant tickets churn to a weekly sales average of more than \$430 per slot. Customers who shop at Pico #14 also like their on-line games; *Pick 3* sales alone average more than \$1,700 per week. So what's their secret? [505382] For Mary Kathryn and her crew, it's no secret at all: experience, product knowledge and liking what you do.

ANJ Food Store Live Oak

by Jennefer Cooper, LSR

Khalid and Ashraf Qureshi have owned **ANJ Food Store** in Live Oak for more than 10 years. They have been in the industry for 16 years, so they've been associated and familiar with the Texas Lottery for a long time. When they acquired their current location, the store had 12 slots. They increased their slot count to 26 not long after they purchased it and have gradually added 12 more slots in the past year. With a current slot count of 38, they feel they offer their customers a great selection. The Qureshis recognize that although it is important to offer their players a good selection of games, it also is important that their customers are

able to cash their winning tickets. ANJ Food Store consistently pays out more than \$6,000 a week in winnings. The staff works hard to communicate with each other when dispensers need to be left empty to accommodate new games, when they need to order more tickets, and when games are closing. Khalid and Ashraf also enjoy participating in all lottery promotions and consistently do well with them. The Qureshis are highly appreciative of their customers' support and they attribute their growth and continued success to customer loyalty, their staff, and their ticket-cashing policy.



ANJ Food Store Owners Ashraf (left) and Khalid Qureshi.

Sherry's Pleasanton

by Roy Alaniz, LSR

Bart and Sherry Glaser, owners of **Sherry's** in Pleasanton, have been selling Texas Lottery products for more than four years. They keep their customers coming back on a regular basis by consistently offering the newest and the best-selling games. They also make sure high-price point games are readily available. [595933] The \$500,000,000 *Blockbuster* ticket is doing great at this location. With customers usually asking for the "elephant game," the Sherry's crew makes sure the popular scratch-off is always active and available for sale. With 24 slots, Sherry's is able to keep all price points consistently moving, averaging almost \$340 weekly per slot. The knowledgeable team is always ready to answer customers' questions and, when jackpots roll,

they are sure to let their customers know by asking for the sale.



Sherry's owners Bart and Sherry Glaser (left), and Manager Rose Feathers.

Nick's Mini Mart San Antonio

by Frank Rodriguez, LSR

A friendly smile and warm greeting is what you'll get when you walk into **Nick's Mini Mart** in San Antonio. From displaying current jackpots and past winners, to making sure all slots are filled, owner Nick Linga and his wife Munira make sure all bases are covered when selling Texas Lottery products. Along with plus-selling, Nick is consistently one of the top retailers in San Antonio, making sure to label all new games and featured games. [106218] Nick's devotion to his players is one of the reasons Nick's Mini Mart is a star player among Texas Lottery retailers.

Sun Stop Market San Antonio

by Jane Penalver, LSR

When Yen Tat first became a licensed lottery retailer, the Texas Lottery only offered \$1 and \$2 price points for instant tickets. Of course, over the years, those price points have gradually increased to current offerings up to \$50.

With the confidence and encouragement of her LSR, Yen Tat has never hesitated to offer the new higher price-point games to her players. It only seemed a matter of time before Yen Tat would be able to display a "Winning Ticket Sold

San Antonio

District Highlights
as of 10/17/09



DSM: Linda Sanderson

LSRs: 13 — Roy Alaniz, Jennefer Cooper, Andrew Cox, Levi Darr, Andrew Gomez, Jacqueline Hill, William Mayfield Jr., Jose Mendez, Sonia Niera, Robert Nieto, Frank Rodriguez, Patricia Sheedy and Bryan Verette

Edward Barron (Corporate Rep), Roland Lara (Marketing Coordinator) and Jane Penalver (State Trainer) also are based in San Antonio

CSRs: 5 — Juan Diaz, Mark Hazelrigg, Richard Kent, Ismael Prado, Angel Rosas and Mike Taylor (Supervisor).

Support Staff:

Lori Kipfmiller (Administrative Assistant) and Gilbert Segura (Courier).

Claim Center Locations & Phone:

San Antonio Claim Center	Laredo Claim Center
9514 Console, Suite 111	1202 Del Mar Blvd., Suite 4
San Antonio, TX 78229	Laredo, TX 78041
210-593-0210	(956) 727-8750

WINNERS SINCE START-UP

# of Cash Five Winners:	427
# of Lotto Texas Jackpot Winners:	53
# of Mega Millions Winners:	0
# of Texas Two Step Winners:	23
Total Sales Since Start-up:	\$5,728,482,150.00
% of Sales:	10%
Retailer Commissions Since Start-up:	\$286,424,107.50
No. of Isys Retailers:	1,547
No. of GVT Extra Retailers:	20
No. of SST retailers:	76
No. of ITVM retailers:	132
No. of GamePoints:	15

Here” sign on her front door. As luck would have it, almost 10 years after selling her very first \$5 dollar instant ticket, she was able to do just that. In November 2008, Yen Tat sold a \$1 million prize-winning *Magnificent Millions* ticket. The sign advertising her big winner still hangs on her door. She credits the sign for boosting her instant ticket sales from an average of \$10,000 a week to \$16,000 a week, an amazing 60-percent increase!



Sun Stop Market Owner Yen Tat Kim.

Timberhill Food Mart San Antonio

by William Mayfield, LSR

Timberhill Food Mart in San Antonio had an interesting start. Three friends, originally from Nepal, all having graduated from the University of Nebraska with degrees in Computer Science, decided to move to Texas and purchase a convenience store. The only drawback was that they had little to no experience whatsoever in the convenience store industry. [149850] Nevertheless, they purchased Timberhill Food Mart and began selling Texas Lottery tickets in January 2009. What these friends always kept at the back of their mind was the key ingredient to a successful business—great customer service. Starting with only eight slots and an eagerness to learn and



Timberhill Food Mart Manager Vijay Ajay.

succeed, they now average more than \$6,500 a week in overall sales by keeping their 30 slots full at all times. Manager Vijay Ajay is pictured next to a new monitor they’ve purchased to highlight the specials offered within the store.

Pic-N-Pac #13 Seguin

by Bryan Verette, LSR

Pic-N-Pac #13 in Seguin is the kind of Texas Lottery retailer LSRs love to work with. Manager Diana Avalos is willing to not only take advice, but also expresses her concerns and thoughts in ways that result in overall lottery sales growth for her store. She has 24 slots, carries all price points and games, and



The Pic-N-Pac #13 team (from left): Crystal Tavera, Manager Diana Avalos and Jeneffer Barnes.

double-faces her best sellers. Diana makes it a point to always have her slots filled. She has taken it upon herself to train her employees on the proper procedures to activate games and stresses that they make it their priority as well. [150223] With this approach, Diana has helped her store attain a weekly sales average of \$13,500.

This store is located on the corner of a four-way intersection in Seguin. This intersection leads to every part of the city, and in every direction, which along with great customer service and attention to detail, is a great advantage in tough economic times. Pic-N-Pac #13’s success is a testimony to what hard work and a proactive approach can do.

San Antonio District Staff



*Front row, left to right: Jacqueline Hill, Jennefer Cooper, Linda Sanderson, Patricia Sheedy.
Back row: Frank Rodriguez, Bill Mayfield, Lori Kipfmiller, Sonia Niera, Jane Penalver, Robert Nieto, Bryan Verette, Drew Cox, Andrew Gomez, Roy Alaniz, Edward Barron.*

Mega Millions® Sets Sales Record in Texas



Mega Millions sales in Texas were \$49.8 million for the roll cycle that ended on August 28, 2009, the highest sales ever in Texas.

“The roll cycle began on July 10 with a \$12 million starting jackpot and ended with a \$325 million advertised jackpot that, [515169] because of brisk sales, was bumped to \$333 million,” said Texas Lottery Commission Deputy Executive Director Gary Grief. “This is the highest dollar value of sales for a *Mega Millions* jackpot roll cycle since *Mega Millions* sales began in Texas in December of 2003.”

“Four tickets each won the second-tier prize of \$250,000, and one of those was purchased [109669] with the Megaplier feature, which bumped the prize to \$1 million,” Grief said. “That \$1 million ticket sold in Dickinson was redeemed on August 31 at our Houston claim center.”

The second-highest sales total occurred in March 2007. [458515] Sales for that roll cycle totaled \$47.9 million and ended with a \$370 million advertised jackpot.

Mega Millions Promotion Pays Off!

From July 3 through July 31, 2009, the Texas Lottery conducted a promotion in which retailers could win a \$2,000 bonus for selling a second-tier *Mega Millions* ticket. (A second-tier ticket is one that correctly matches all five numbers from the first set of numbers, but does not match the Mega Ball number.) If the winning second-tier ticket was Megapplied, retailers could win a \$4,000 bonus. To the right is a list of the winning retailers. Congratulations, and thanks for your continuing support of the *Games of Texas*!

Draw Date	Retailer	Location	Bonus
7/3/09	Murphy USA #6812	North Richland Hills	\$2,000
7/3/09	CJ's Convenience	Gun Barrel City	\$4,000
7/7/09	Centennial Quik #5	Addison	\$4,000
7/21/09	TNL Inc	Houston	\$2,000
7/28/09	Foodarama #22	Houston	\$2,000
7/28/09	Stripes #2194	Harlingen	\$2,000
7/28/09	Valero Corner Store #2184	Pasadena	\$2,000
7/31/09	Stripes #2230	Santa Rosa	\$4,000

December/January Retailer Survey

1. Are you aware of the Texas Lottery's new retailer cash incentive program?
☐ Yes ☐ No (If you answered "No," do not continue to questions 2 & 3)
2. Do you receive updates on the cash incentive program? ☐ Yes ☐ No
3. If you receive updates on the cash incentive program, from which sources do you receive the information (check all that apply)?
☐ Texas Lottery Web Site ☐ Sales Representative ☐ Texas Lottery Customer Service
☐ Retailer Meeting ☐ Other (specify) _____

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

Reminder: Near 24-Hour Sales for On-line Games

Since September 2008, retailers have had the opportunity to sell the popular Texas Lottery jackpot and daily games almost around the clock. [139840] The near 24-hour operation of on-line games allows the sale of all games seven days a week, 24 hours a day except from 12:00 a.m. (midnight) to 12:30 a.m. Central Time. That means players have the convenience of purchasing their *Cash Five*, *Pick 3* and *Daily 4* tickets throughout the day. *Lotto Texas*, *Mega Millions* and *Texas Two Step* tickets also are available. The extended hours apply to all terminals including SST, GamePoint, ISYS and GVT 2X.

Terminals automatically sign off at midnight and sign back on at 12:30 a.m. During terminal down time, the player-activated terminals (SST and GamePoint) display the message, "Terminal Signed-Off." Although retailers are able to produce tickets, several functions are not available from midnight to 6:00 a.m. Scratch-offs cannot be confirmed, activated or settled before 6:00 a.m. each day and no tickets, scratch-off or on-line, can be validated. [507987] No reports are available except the Winning Numbers report which can be accessed during all terminal operating hours. Since sales can occur but no reports are available before 6:00 a.m. each day, retailers need to pay particular attention to tracking those sales.

With the shortened down time midnight to 12:30 a.m., it is necessary to conduct some system maintenance for a brief period at additional times. [117264] Prior to any additional maintenance down time, terminal messages will be sent to all retailers to advise when terminals will not be available.

Players can self-check their scratch-off tickets at any GamePoint, SST or Check-a-Ticket beginning at 12:30 a.m. CT each morning but retailers cannot validate any tickets until 6:00 a.m. On-line tickets can be checked after 6:00 a.m. at any terminal. Retailers may validate and pay any prize under \$600 after 6:00 a.m. Remember, players can claim prizes up to and including \$1 million at any regional claim center. For the location of the nearest claim center, contact Texas Lottery Customer Service at 1-800-375-6886 or customer.service@lottery.state.tx.us.

Frequently Asked Questions

Q. What do I do 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 canceled. [121492] You can cancel the ticket within 60 minutes of printing or up to draw break for the game, whichever comes first. *Lotto Texas*, *Mega Millions*, *Texas Two Step* and *Cash Five* tickets cannot be canceled. 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 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 am on Sunday through midnight on the Saturday prior to the sweep. [136461] 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 am to 5:30 pm.

The GTECH Retailer Hotline (1-800-458-0884) is available 24 hours, 7 days a week.

Q. How do I get a copy of my 1099 for last year's commissions?

A. The IRS form 1099 is mailed by January 31 of each year to all retailers, except retailers who own and operate their businesses through corporations. The IRS does not require the 1099 form to be mailed to corporations. All Texas Lottery retailers, including those who operate via corporations, may call our Customer Service Hotline at 1-800-375-6886 for commission information.

Q. How does a retailer pay for scratch-offs?

A. There are four ways that a pack of instant tickets can be settled (charged) to a retailer's account:

1. *Validation* – When approximately **70 percent** of the low-tier winning tickets (\$24.99 or less) have been validated, the pack will settle. A G-Tier (guaranteed prizes in a pack) prize-level category exists for all games \$25 and higher which do not have low-tier prizes. These games will settle when 70 percent of the G-Tier prizes have been validated. The charge will be reflected in the weekly invoice available the upcoming Sunday.
2. *Manually* – After a pack is activated, the retailer may choose to settle the pack and it will be charged to the current accounting week, which will be reflected in the weekly invoice available the following Sunday.
3. *Time* – A pack will automatically settle 45 calendar days from the date a pack is activated, if the pack was not previously settled by another method. [507937] The charge to the account will be reflected in the weekly invoice available the following Sunday.
4. *Game Closing* – Retailers will be charged for any tickets not previously settled, in their possession after the official End-of-Game date.

Retailer Bonuses



Game	Retailer	Location	Bonus
\$1,000,000 Vegas Luck #774	Town & Country #232	Odessa	\$10,000
Weekly Grand #827	Stripes #2144	Rockport	\$10,000
\$500,000,000 Blockbuster #1114	J & N Mini Mart #1	Katy	\$10,000
Monthly Bonus #1062	Tejano Mart #513	Laredo	\$10,000
\$500,000,000 Blockbuster #1114	Toot'n Totum #67	Amarillo	\$10,000
\$500,000,000 Blockbuster #1114	N Star Foods	Houston	\$10,000
\$500,000,000 Blockbuster #1114	Murphy USA #6983	San Antonio	\$10,000
Weekly Grand #1153	Southcrest Drive In	Houston	\$10,000
\$500,000,000 Blockbuster #1114	HEB Food Store #224	San Antonio	\$10,000
\$500,000,000 Blockbuster #1114	Amburn Food Mart	Texas City	\$10,000
Set For Life #1057	Dairy Mart #5	Mesquite	\$10,000
\$500,000,000 Blockbuster #1114	B & D's General Store	Victoria	\$10,000
\$500,000,000 Blockbuster #1114	QuikTrip #930	Carrollton	\$10,000
\$500,000,000 Blockbuster #1114	7-Eleven #34013	North Richland Hills	\$10,000
\$500,000,000 Blockbuster #1114	Big Diamond #1023	San Antonio	\$10,000
\$140,000,000 Extreme Payout #1101	Superior K Food Store	Pasadena	\$10,000
\$500,000,000 Blockbuster #1114	Rudy's Stop & Shop	Rosenberg	\$10,000
\$500,000,000 Blockbuster #1114	HEB Food Store #583	Woodway	\$10,000

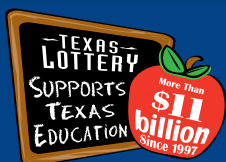
REMEMBER!

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 January 29, 2010.



Draw Date	Retailer	Location	Bonus
12/3/07	Cox's Foodarama #9 SST	Houston	\$1,000
3/23/09	Fiesta Mart #18 SST	Houston	\$3,000
7/30/09	Kroger #547 SST	Frisco	\$6,250
8/31/09	Sun Food Mart	Houston	\$10,000
9/10/09	Timewise #277	Webster	\$2,000



PLAY
RESPONSIBLY.

Visit us online at:
www.txlottery.org

Your chance to win every day!

MON



Day/Night



Day/Night



TUE



Day/Night



Day/Night



WED



Day/Night



Day/Night



THU



Day/Night



Day/Night



FRI



Day/Night



Day/Night



SAT



Day/Night



Day/Night

