

RoundUp

—TEXAS LOTTERY—

News and Ideas for Texas Lottery Retailers

February / March 2010

INTRODUCING MATCH & WIN!!



How to Play

1. Match all "BLACK NUMBERS" in a ROW with YOUR BLACK NUMBERS and win that ROW's BLACK PRIZE.
2. Match all "RED NUMBERS" in a ROW with YOUR RED NUMBERS and win that ROW's RED PRIZE.
3. Match all 3 Numbers in a COLUMN with YOUR RED or BLACK NUMBERS and win that COLUMN's Prize.

How to Win

EXAMPLE OF MULTIPLE WIN

YOUR BLACK NUMBERS : 7, 26, 43, 62, 4, 22, 49, 64, 6, 25, 69, 41, 5, 67 and 1.

YOUR RED NUMBERS : 11, 17, 31, 36, 51, 59, 80, 79, 54, 73, 14, 35, 56, 40 and 12.

	COLUMN 1 1-10	COLUMN 2 11-20	COLUMN 3 21-30	COLUMN 4 31-40	COLUMN 5 41-50	COLUMN 6 51-60	COLUMN 7 61-70	COLUMN 8 71-80	
ROW 1	6	17	25	36	41	59	67	79	BLACK PRIZE: THREE
ROW 2	4	19	27	31	48	55	63	80	RED PRIZE: THREE
ROW 3	7	18	23	32	44	60	68	71	BLACK PRIZE: FIVE
YOUR COLUMN PRIZE	\$4.00 FOUR	\$4.00 FOUR	\$50.00 FIFTY	\$30.00 THIRTY	\$10.00 TEN	\$5.00 FIVE	\$200 ONE HUND	\$20.00 TWENTY	

PLAYER WINS \$3 + \$3 + \$4 = \$10.

Nearly \$1 Million Awarded to Retailers in First Ever Sales Incentive Program



Congratulations to the 1,845 retailers across the state who took on the challenge and successfully met their goal in the Texas Lottery's first retailer sales incentive program. [125895] Together, they earned cash incentive payments totaling \$495,490. In addition, 307 retailers received additional awards ranging from \$500 to \$50,000 in the special drawing held in January. In addition to the two retailers awarded top prizes of \$50,000 each, the drawing produced: 5 - \$10,000 winners, 20 - \$5,000 winners, 30 - \$2,500 winners, 100 - \$1,000 winners and 150 - \$500 winners. That's on top of their 5 percent sales commission.

When we implemented the first cash incentive program, we knew the goals were challenging. We also were confident that many of our retailers would take up the challenge and achieve their goals. Of the eligible participants, 1,031 made their on-line goal and 1,008 met their instant goal. "Hats Off!" to everyone that took up the challenge and demonstrated exemplary sales performance.

The Texas Lottery introduced its sales performance incentive program in September 2009. [504220] The program was developed to provide

a performance-based incentive for retailers as a means to increase revenue for the Foundation School Fund and give our valued retailers an opportunity to increase their lottery revenue.

The second incentive program runs January 17 through April 24, 2010. As with the first program, qualifying retailers will be rewarded an incentive payment for meeting required sales goals. A follow-up special drawing will then be conducted for those that achieved their sales goals. Retailers can earn multiple entries for the drawing based on incremental sales performance. Drawing prizes are identified below.

# PRIZES	\$ PRIZE	TOTAL
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

The Texas Lottery is committed to helping all retailers improve their sales. The following suggestions can help you succeed daily to increase your lottery revenue as well as help you qualify for future incentive programs.

ON-LINE

- Winner Awareness - Pay and display winning tickets.
- Know the games and their unique features (prize roll-down, multiplier, etc.)
- Remind players of tonight's jackpot amount. Wear jackpot stickers.
- Ask every 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).
- Suggest a Quick Pick with every purchase. (You can play *Pick 3* for just 50¢).

INSTANT

- Keep all slots/dispensers full.
- Double-face top-selling games.
- Winner Awareness - Pay and display winning tickets and paid-outs.
- Promote popular games like *\$500,000 Blockbuster*, *Monthly Bonus*, *Break the Bank*, *Weekly Grand*, *Cashword* and *9's In A Line*. Most offer a retailer bonus!
- Use the 4 x 4 cards provided for each game in dispensers to promote game name, price and prizes.
- Highlight new games like *Futbol* that appeal to special markets.

For additional information about the Retailer Cash Incentive Program, talk to your Lottery Sales Representative or call Texas Lottery Customer Service at 800-37-LOTTO (800-375-6886). Again, congratulations to all the participants who met their goal. [148541] Thank you for your persistent sales efforts and support. By making our business a part of your business, together we benefit Texas education.

RoundUp

February/March 2010

Email questions or comments about

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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

McAllenSpotlight

Wow, does time fly when you're having fun! It's been a short year since

McAllen was last featured in *Roundup* and, thanks to all our retailers, we finished the year strong and bested our previous year's sales for the sixth year in a row! Our retailers, locally and statewide, should be very proud of their efforts in supporting the state's Foundation School Fund.

We recently welcomed back our Winter Texan friends and with their arrival comes more opportunities to increase retailers' inside sales and lottery commissions. *Pick 3* and *Daily 4* are crowd favorites and are games our visiting friends know well. If you should need a refresher on how to play or how best to sell these games or any of your other Texas Lottery on-line products, just let your LSR know and we will make sure to get you what you need!

H-E-B #588 Mission

by Jesus Rios, LSR

Texas Lottery sales at the **H-E-B #588** in Mission rank first among all the H-E-B stores in Texas. Due to their excellent strategies and hard work, Manager Jesus Perez and his crew have increased sales to an average of more than \$15,900 per week. [225582] Players know that at this H-E-B they can always find all their favorite games on display and that H-E-B will pay all winning tickets up to \$599.

Jesus and his staff are always excited when there is a retailer contest. Just recently, this H-E-B won a free pack of \$500,000,000 *Blockbuster* tickets along with a pair of Dallas Cowboys tickets. Thanks to Jesus and all his employees for making Texas Lottery products fun for their players and successful for their store.



H-E-B #588 Manager Jesus Perez.

EZ-Mart #3 San Juan

by Joe Pena, LSR



EZ-Mart #3 Clerk Andrea Vaca.

Andres Cantu, owner of **EZ-Mart #3** in San Juan, prides himself on being an outstanding Texas Lottery retailer. [445713] With every opportunity, the EZ-Mart team refills scratch-off dispensers and they make sure that their hot sellers are always double-faced. Andres and all his team are always excited when there is a retailer contest. Recently, the EZ-Mart team was one of many retailers to win free packs with the \$500,000,000 *Blockbuster* contest and they also won a pair of Dallas Cowboy tickets.

The EZ-Mart team continues to provide their customers with a variety of scratch-off tickets and continue to be loyal to their customers who have helped them become such a successful Texas Lottery retailer.

**McAllen
District Staff**

Left to right: Hector Rodriguez,
Rolando Bocanegra, Felipe Elizondo,
Jesus Rios, Joe Guerra, Joe Pena.

Valley Shamrock (Valero) #1526 Pharr

by Rolando Bocanegra, LSR



Valley Shamrock (Valero) #1526 in Pharr.

Valley Shamrock #1526 in Pharr is located at the intersection of TX-495 (Ferguson) and Sugar Road. It is the only Valero of its kind in this town of 46,660. The store carries a variety of 32 scratch-off games and has an overall sales average of \$7,075. In October, the store sold one lucky customer a winning *Texas Two Step* ticket worth \$200,000. Valero Manager Eluid Saucedo says selling big winners like that help increase overall lottery sales. The store was eligible to receive a 1-percent bonus (\$2,000) for having sold the jackpot-winning ticket. Next time you find yourself driving by a Valero in Pharr or anywhere else in Texas, don't hesitate to stop and shop for your favorite Texas Lottery tickets for a chance to be the next big winner!

Mid Valley Express Weslaco

by Joe Guerra, LSR

Chris and Liza Bermea, owners of **Mid Valley Express** in Weslaco are strong believers that their customers come first in helping them be successful Texas Lottery retailers. Even though they are diehard Dallas Cowboys fans, they decided to show their appreciation by giving away the pair of Dallas [106509] Cowboys game tickets they won in a recent retailer sales contest. Chris and Liza held a second-chance drawing, along with a Lone Star Spin promotion, for their customers in October. This drawing was so successful that their instant sales increased so much that Mid Valley Express was able to win another pair of Dallas Cowboys tickets.



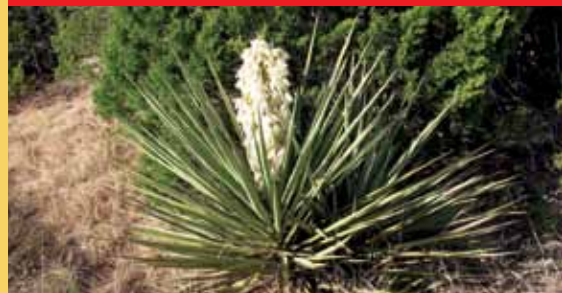
Mid Valley Express Owner/Vice President Liza Bermea (left) and Owner/President Chris Bermea.



McAllen

District Highlights

as of 12/07/09



DSM: Felipe Elizondo

LSRs: 5 — Rolando Bocanegra, Joe Guerra, Joe Pena, Jesus Rios, Hector Rodriguez

FSTs: 2 — Rudy Chavez, Alejandro Rodriguez

Support Staff: Janie Flores

Claim Center Locations & Phone:

McAllen Claim Center
4501 W. Business 83, Ste. A2
McAllen, TX 78501
956-630-2278

WINNERS SINCE START-UP

# of Cash Five Winners:	182
# of Lotto Texas Jackpot Winners:	26
# of Mega Millions Winners:	0
# of Texas Two Step Winners:	9
Total Sales Since Start-up:	\$2,321,359,361
% of Sales:	4%
Retailer Commissions Since Start-up:	\$116,067,968
No. of Isys Retailers:	612
No. of GVT Extra Retailers:	11
No. of SST retailers:	30
No. of ITVM retailers:	64
No. of GamePoints:	2

IrvingSpotlight

The Irving District is made up of three smaller districts — Dallas North, Dallas South, and Fort Worth. All together, we are currently the second-largest district in Texas with 4,016 retailers. Since the district accounts for 25 percent of lottery retailers, it follows that Irving would generate about 25 percent of the sales in the state. We just completed the third consecutive record-breaking year at the State Fair of Texas, with sales of more than \$700,000. Back in April 2009, it was another exciting year around the track for us — first at NASCAR, and then at the Indy car race in June. In the past year the Irving district has been able to add some unique retailer locations — DFW Airport and the new Cowboys Stadium in Arlington! Last November, we had a press conference at one of our Arlington retailers to announce the new *Veterans Cash* ticket. 2009 was a very busy and exciting year for our district and we anticipate more of the same for 2010.

Chuck's Grocery Arlington

by Penny Topper, LSR



Chuck's Grocery

Chuck's Grocery in Arlington proves that an old store can learn new tricks. Although Chuck's is consistently the top Texas Lottery retailer in Tarrant County, they recently dropped out of the top 20 in the state ranking. That is, until now. They faced the same dilemmas as other top lottery retailers—corporate competition, neighboring counties selling beer and wine, etc. Seeing their customer count decrease prompted store management to think of ways to bring in new customers and increase lottery sales again.

Now, instead of just check cashing, Chuck's offers wire transfers, bill pay, money orders, payday loans, and tax preparation. New customers are offered a free \$1 scratch-off for trying one of their services. If customers have to wait in line, three 20-inch screens inform them of the current *Mega Millions*, *Lotto Texas* and *Texas Two Step* jackpots. Tellers at the check-cashing windows can answer just about any question a player may have, and the Texas Lottery Web site, www.txlottery.org, is easily accessible on their computers. *Pick 3* results are posted twice daily.

Chuck's has found itself trending upward again in lottery sales with just a little extra effort. New customers look at the winning history on the walls and are eager to try their Texas Lottery luck. How can you come here and not want to play the *Games of Texas*?

The Bullpen Gas-N-Go Bridgeport

by Sally Kniffen, LSR

There is a new way to buy gas in Bridgeport! Some wouldn't say "new;" it's actually more of a throwback—full service! At **The Bullpen Gas-N-Go**, they check your tires, wash your windshield, fill your tank and now they offer the *Games of Texas* too. [138031] Manager Susan Cockburn has everyone wearing jackpot stickers and asking for the sale from the customers in their cars. No need to get out in the rain or bad weather at this full-service station.

The recently added \$500,000,000 *Blockbuster* pump toppers and updated jackpot signs have helped to boost their sales. Cockburn says she knew it would be harder to get the Texas Lottery sales since the customers don't come inside, but over the last few months they have reached the \$1,000 per week goal they set for themselves and sales continue to rise.



The Bullpen Gas-N-Go Manager Susan Cockburn.

Execu-Store Dallas

by Kevin Lassiter, LSR

Execu-Store is a tiny convenience store in a downtown Dallas office building. Owner Kayyam Ali makes sure his Texas Lottery sales remain steady, even in a struggling economy. Mr. Ali proudly displays every available scratch-off ticket so that his customers can always play the game they want without having to try to figure out where to find it.

Mr. Ali knows most of his customers by name and doesn't hesitate to encourage their purchase of Texas Lottery products. Mr. Ali also updates his jackpot signs every day, so that anyone entering his store from either entrance will know that day's jackpot amount. He has the full complement of equipment offered to him by GTECH, and takes pride in keeping his playstation, neon light, Starlite display and other equipment clean.

Scottie's Forney Forney

by Nikki Lafitte, LSR

Just south of Hwy 80 in Forney, is where one of the top-selling Texas Lottery retailers in Kaufman County is located. [466239] Rita Guinn, manager of **Scottie's Forney**, has been at this location for 22 years. She is a veteran retailer and she has been selling the *Games of Texas* since start-up. What is Rita's secret to maintaining a sales average of more than \$12,000 per week? Rita says she and her employees always ask for the sale and immediately put out the new games. Another thing that Rita does that keeps her customers motivated is posting photos of all winners of \$600 and more at the checkout stand.



Scottie's Forney Clerk Millie Hickey (left) and Manager Rita Guinn.

Rita says she likes to make it easy for her customers, so she displays each price point in rows so she and her employees can easily help her customers select their tickets. With 46 slots, organization is the key. Rita also says she loves the UPC code on the back of all scratch-offs because it allows her to more efficiently track her lottery products.

Dave's Ski and Tackle Denison

by Rodney Layman, LSR



Dave's Ski and Tackle Managers Gina and Jeremy Parkey.

Dave's Ski and Tackle in Denison has been a top Texas Lottery on-line retailer for years. But recently, Owner Dave Parkey and his knowledgeable staff have been asking, "How about them Cowboys?"—as in the super-selling \$5 *Dallas Cowboys* scratch-off game. The top 100 *Dallas Cowboys*-selling retailers in the district [152370] qualified for tickets to a Dallas Cowboys home game. Dave's Ski and Tackle won tickets to the Seattle Seahawks game, and if that wasn't enough, the store also qualified for tickets to the Washington Redskins game. Dave considers Texas Lottery sales a profit-producing product and treats it that way.

Irving

District Highlights
as of 12/07/09



DSMs: Bari Ellington, Rob Engels and Deborah Graves

LSRs: 32— Jeannie Bishop, Angie Duty, Bonnie Featherston, Phillip Garcia, Alex Gonzalez, Carol Hulsey, Nina Keen, Lisa Key, Sally Kniffin, Nikki Lafitte, Steven Langdon, Kevin Lassiter, Rodney Layman, Deborah Leadbetter, Racey Levy, John Lewis, Cheryl McCloud, Wade McClure, Noelle Mosher (Senior LSR), James Moten, Yvonne O'Brien, Meredith Parrish, Sherri Pullen, Marc Rivera (Senior LSR), Tammy Rodden, Dilia E. Rubiano, Rhonda Scala, Roscoe Smith (Senior LSR), Nancy Terpstra, Penny Topper, Christy Veale, JoNell Wallace (Senior LSR)

FSTs: 14 — Jerome Clark, Keith Dixon, Ronald Evans, Esteban Gonzalez, Ben Gray, Shawn Grey, Wynester James, Jeromy Leatherman, Karen Lewis, Allen McDonald, Cory Neal, Don Pickle, J.P. Rodriguez (FST Supervisor), Milburn Smith, Thomas Wright

Support Staff:

Vicki Kostyak, Rachell Minnis, Tim Plank

Claim Center Locations & Phone:

Dallas Claim Center	Fort Worth Claim Center
1555 Mockingbird	4040 Fossil Creek Blvd.
Suite 203	Suite 102
Dallas, TX 75235	Fort Worth, TX 76137
214-905-4912	817-232-9478

WINNERS SINCE START-UP

# of Cash Five Winners:	1039
# of Lotto Texas Jackpot Winners:	128
# of Mega Millions Winners:	4
# of Texas Two Step Winners:	72

Total Sales Since Start-up:	\$13,274,530,692
% of Sales:	24%
Retailer Commissions Since Start-up:	\$663,726,534
No. of Isys Retailers:	3,975
No. of GVT Extra Retailers:	47
No. of SST retailers:	233
No. of ITVM retailers:	338
No. of GamePoints:	40

Big Country Mart Burleson

by Sherri Pullen, LSR



Big Country Mart Clerk Sancho Jinnah (left) and Part-Owner Hussain Ali.

May 6, 2009, started out like any other day at **Big Country Mart** in Burleson, but everything changed when they received a call saying that they had sold the winning Lotto Texas jackpot ticket from the night before! [312302] Newspaper reporters started to call, TV reporters came to the store, and customers went crazy over the news that Big Country Mart had sold an \$11 million winning *Lotto Texas* ticket!

But no one knew who purchased the ticket. All that was known was that it was not a Quick Pick and that the lucky player had chosen the cash value option. The buzz continued for months on end, but still no claimant. Big Country Mart will never know who bought that \$11 million Lotto Texas ticket because no one came forward to claim the jackpot. The last day to claim the ticket was November 2, 2009. Like all unclaimed Texas Lottery prizes, the jackpot reverted back to the state for programs authorized by the Texas Legislature. However, the [452803] story did have at least one happy ending. Hussain Ali, part owner of Big Country Mart, was pleasantly surprised to learn that they would still receive their \$110,000 retailer bonus even though the jackpot prize was never claimed! And Big Country Mart has continued to reap the benefits of

selling a jackpot ticket ever since with sales on average up about 20 percent.

Hampton Texaco Dallas

by James Moten, LSR

Glenna Boschert is proud owner of the **Hampton Texaco** located directly off I-20 in nearby Dallas. A lot of traffic heads her way on a daily basis. They are surrounded by plenty of competition, but they focus on providing great customer service. Glenna says excellent customer service is the key to happy returning customers.

When the *Dallas Cowboys* scratch-off ticket was introduced, Glenna, along with her 12 employees, really took advantage of the retailer contest because they are die-hard Cowboys fans. Glenna even allowed employees to dress in Cowboys attire for the entire month in order to increase her sales for the new ticket. When curious customers inquired about their outfits, they responded with, "We're betting on the Cowboys," and asked for the sale.

After the contest ended, Glenna and her team were thrilled to find out they had won two pairs of Dallas Cowboy tickets as well as free parking. Way to play the game and beat the competition, Hampton Texaco!

Ebenezer Texaco-Shell Convenience Plano

by Rhonda Scala, LSR

Ebenezer Texaco-Shell Convenience owners Kim and Choi Lai are just about the perfect Texas Lottery retailers. They make sure each lottery customer gets the best service. From making sure the instant ticket the customer is about to discard is a non-winning ticket,

to making each customer aware of the newest game and reminding them which drawing is that day. Their front counter is a menagerie of winning tickets, jackpot amounts and winner awareness signs. Their 48 dispensers are always full, the 4" x 4" cards in place and the most popular games double-faced. They also keep their jackpot signs in the window updated.

That customer-oriented approach has certainly paid off for **Ebenezer Texaco-Shell Convenience**, which recently posted an eight-week sales average of more than \$15,700. They are also consistently in the top 20 retailers statewide for *Daily 4* sales. Kim always looks forward to reading Roundup and has been asking when his store would be featured. Well Kim and Choi, here you go!

7 AM Market #1 Fort Worth

by Meredith Parrish, LSR



7 AM Market #1 Co-Owner Nina Pham.

Owners Le Nguyen and Nina Pham of **7 AM Market #1** in Fort Worth consistently win Texas Lottery retailer contests. Most recently they won not just one, but two pairs of tickets to a Dallas Cowboys home game. They are top retailers for a reason. Le and Nina always ask their customers to buy the *Games of Texas* and do a fantastic job of reminding customers of jackpots. They work hard to keep their customers' enthusiasm up by sharing winning stories and pictures. Le and Nina also keep

all price points out at all times and makes sure their instant ticket display is uncluttered and visible to customers at the point of purchase. [458523] These are key techniques to increasing lottery sales and making goals in this tough economy. Way to go Le and Nina!

Kroger #463 Lewisville

By Dilia E. Rubiano, LSR

Kroger #463 in Lewisville has done exceedingly well the past couple of years, as they have really been willing to work to increase their Texas Lottery sales. While Maria Barrera tends to her daily bookkeeping duties, she also makes sure that the GamePoint is always full with the newest and the best-selling games. Base games are a must at this grocery store because her customers know that they are always available here.

The average for this retailer two years ago was about \$1,500 per week. After refocusing and working together with their LSR, this store's lottery sales now average more than \$4,800! Maria has been able to maintain this weekly average by making sure that there are no empty bins and making sure the GamePoint machine is working properly. Maria and the management staff of Kroger #463 are committed to maintaining sales and to continuing to be a successful Texas Lottery retailer!

Swif-T #24 Garland

by Racey Levy, LSR

With a focus on friendliness and a family-oriented environment, **Swif-T #24** is one of the top Texas Lottery retailers in the Garland area.

Owner Ben Hanaei and his family know their customers by name and, most of the time, even what they want to buy. They are always keeping up with the demands of their customers. They recently added 16 extra slots just to display multiple facings of the new \$20 \$500,000,000 *Blockbuster* and \$5 *Dallas Cowboys* tickets. Ben is proud of winning tickets to three different Dallas Cowboys home games for being among the district's top 100 sellers in a recent sales contest. He is even taking one of his valued lottery players to one of the games with him. [508403] Ben loves being a top Texas Lottery retailer and will always go the extra mile to remain one.

Remind Players to Sign Their Tickets!

Providing great service helps retailers build loyal customers. One way to build that relationship is to provide your customers with information on how to fill out the back of a ticket, especially if they are submitting it to a claim center. Your customers will appreciate the attention as well as the time you save them with their claim process. [132406] Here are some tips to share with customers:

- Sign the back of the ticket using their legal name. The name should match the name on a valid ID.
- Provide only one signature, name, address and phone number. [151541] This information should be current and match a valid ID.
- Scribbles, correction fluid and other changes on the ticket could lead to questionable ownership and a possible investigation.
- Submit a claim form with the ticket. The claim form contains valuable information for processing the claim.

Passing along these simple tips can make the lottery claim process easier for your customers who will appreciate the service you provide them. Great customer service can be a key factor in your success as a Texas Lottery retailer.

Don't forget to
**SIGN
YOUR
TICKET**
upon receipt!





8th Annual Problem Gambling Awareness Week: March 7-13

The Texas Lottery Commission will participate in the National Council on Problem Gambling's 8th Annual Problem Gambling Awareness Week scheduled for March 7-13. [147541] This campaign brings lotteries, state agencies and advocates from across the United States together to raise awareness about the issues surrounding problem gambling.

"We continue to remind our players to enjoy the *Games of Texas* responsibly," said Texas Lottery Commission Deputy Executive Director Gary Grief. "In fact, we started our own Play Responsibly campaign back in 2003, and it's only natural that we would participate in National Problem Gambling Awareness Week."

The Play Responsibly campaign [147854] includes a Web page with online links and phone numbers for state agencies and other groups dedicated to helping problem gamblers find the help they need.

Problem Gambling Resources

National Problem Gambling Awareness Week

Web: <http://www.npgaw.org>
Phone: 800-522-4700

Texas Department of State Health Services

Web: <http://www.dshs.state.tx.us/sa/FindingServices/ProblemGambling.shtm>
Phone: 866-378-8440

National Center for Responsible Gaming

Web: <http://www.ncrg.org/>
Phone: 202-552-2689

Gamblers Anonymous

Web: <http://www.gamblersanonymous.org/>
Phone: 512-860-2958

Gam-Anon.org

Web: <http://www.gam-anon.org/>
Phone: 718-352-1671

N A T I O N A L



PROBLEM GAMBLING
Awareness Week



Frequently Asked Questions

Q. Does my Texas Lottery license need to be renewed? If so, how do I do that?

A. Yes, state law (or the Texas Lottery Act) requires that you renew your lottery license every two years, and the renewal application and renewal fee of \$15 must be submitted before your license expiration date. All you need to do is complete a license renewal application and send it to the Texas Lottery Retailer Services department. License renewal applications are sent to retailers 90 days prior to the expiration date of each retailer's license. To request a replacement copy, please contact the Retailer Services Department at 1-800-375-6886. We invite you to visit our Web site at www.txlottery.org and consider registering at our Retailer Services Center where you can renew your Texas Lottery license online.

Q. How do I get upcoming game information?

A. Retailers may access all current scratch-off information on our Web site, www.txlottery.org/retailer. [507261] The Game List and More section has the Upcoming Games List and the UPC List which includes the start date, pack size and pack price. You can also view the latest Closing Games List.

Q. What is the difference between a "Pre-Call" Notice and a Game "Call" Notice?

A. When it is determined that a game is to be closed, specific dates are set. These dates are the "Pre-Call" date and "Call" date.

The "Pre-Call" Notice date begins a 30-day period prior to the Game "Call" Notice. This provides public notice that games will be closing soon and allows players the opportunity to play for prizes prior to the "Call" date. LSR's will not pick up games that are in "Pre-Call" status. The terminal inventory report will show a "P" for all games in "Pre-Call" status. Any game in "Pre-Call" status will immediately move to "Called" status if the last top prize is claimed.

The Game "Call" Notice date begins a 45-day period during which sales representatives return all remaining tickets for the games that are going to close. If all top prizes in a game have been claimed, the game is "called" the same business day and retailers will receive a terminal message announcing that the game will be

closing. Games in the Called status will show a "C" in the [507411] terminal inventory report. LSR's will pick up games in Called status. The "End of Game" date is 45 days from the "Call" date and marks the end of the game. No tickets for the closed games may be distributed to or sold by retailers after this date.

Q. Can a Texas Lottery Claim Center validate an expired ticket?

A. No, a ticket holder forfeits any claim to a prize for an on-line game after the expiration of the 180th day following the draw date; and for an instant game after the expiration of the 180th day following the official "end of game" as determined by the Commission. These deadlines may be extended for a period of time for certain eligible military personnel.

Q. Where can a player claim a big prize?

A. It's exciting when players discover a large prize on their lottery ticket and you see that terminal message, "Claim at Lottery." Please let them know that prizes up to \$1,000,000 may be claimed at a local lottery claim center using a Texas Lottery claim form. Prizes over \$1,000,000, all *Lotto Texas* and *Mega Millions* jackpot prizes, as well as all prizes that are paid out in annuity payments must be claimed at the Texas Lottery Commission Headquarters in Austin. Please have the player call 1-800-375-6886 if they believe they are a holder of such a ticket.

Q. How can I get current information about unclaimed top prizes for scratch-off tickets?

A. For current information about unclaimed top prizes for scratch-off tickets, the retailer may print a report from the terminal. The report is updated nightly and may be accessed on the terminal by selecting:

Instant Menu:
(2) Inventory Reports
(5) Top Prizes Unclaimed

For more information, you may visit our Web site at www.txlottery.org. You may also contact Texas Lottery Retailer Services at 1-800-375-6886.

Retailer Bonuses



Draw Date	Retailer	Location	Bonus
10/1/09	Rudy's	Nacogdoches	\$6,500
10/26/09	Valero Corner Store #2375	The Colony	\$3,750



Game	Retailer	Location	Bonus
Monthly Bonus #1062	Kroger #521	Bedford	\$10,000

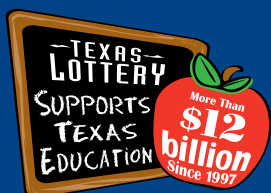


Draw Date	Retailer	Location	Bonus
10/21/09	H-E-B Pantry Foods #288 SST	Alvin	\$500,000

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 March 31, 2010.



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