~TEXAS LOTTERY -- 🤇

News and Ideas for Texas Lottery Retailers

Texas Lottery Players Have a Chance to "Come on Down!"

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RoundUp

February/March 2011

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Published by the Texas Lottery Commission

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GTECH Hotline:

1-800-458-0884

(For equipment problems or to order tickets.)

Available 4 a.m. - midnight, 7 days a week

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	If you find your retailer ID number hidden in

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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, 2011.



RETAILER SALES INCENTIVE PROGRAM FEBRUARY 6 – MAY 7, 2011

2 WAYS TO WIN! Base Program + Drawing

Program details are available on the Texas Lottery website at **www.txlottery.org**. Just select Retailers and then Retailer Promotions.

2

Texas Lottery Players Have a Chance to "Come on Down!"



Imagine the excitement of actually being a contestant on The Price Is Right[®]. Now, Texas Lottery players have a chance to "Come on Down!" and win a chance to play The Price Is Right[®] Live! stage show in Las Vegas. By mailing in a non-winning *The Price Is Right*[®] Texas Lottery scratch-off game ticket, 24

lucky players could be the next contestants with a chance to win up to \$1 million!

Viva Las Vegas!

Each of the 24 Trip Prize drawing winners will be rewarded with an incredible Las Vegas trip, including: round-trip airfare for the Prizewinner and one guest, four days/three nights hotel accommodations and roundtrip ground transfers at destination between the hotel, airport and The Price Is Right[®] Live! stage show theater. In addition, all Trip Prize winners are guaranteed to win a cash prize of \$4,000!

Play "The Price Is Right" Live!" Stage Show in Las Vegas!

On the assigned show day, Trip Prize winners will be escorted to The Price Is Right[®] Live! stage show theater, where they'll get a chance to win big!*

The Big Money Wheel Bonus Spin!

As if the chance to win a trip to Las Vegas and an opportunity to take part in The Price Is Right[®] Live! stage show weren't enough, some lucky Texas Lottery Prizewinners may also [143519] be selected to take part in the Big Money Wheel Bonus Spin for a chance to qualify to win up to \$1 million!

How To Enter the Second-Chance Drawing



2. Sign the back of the ticket and legibly print your name, address, city, state, zip and phone number.

(Only Texas addresses will be eligible. Only one name may appear on the ticket.)

3. Affix proper first-class postage and mail it in.

(All entries must be mailed from within Texas.) [150390]

4. Must be 18 years of age or older to enter the secondchance drawings.

Picking the Winners

Four second-chance drawings will be conducted for the Texas Lottery *The Price Is Right*[®] scratch-off game. In each of the four drawings, six Trip Prize winners will be selected for a total of 24 Prizewinners.

[l4l242] Dates for the trip are tentatively scheduled for early summer and late fall 2011. Actual dates will be posted at **www.txlottery.org** when they become available.



The Price is Right® (Continued)

tes	DRAWING #	Entry Deadline	Drawing Date
	1	Fri. 3/18/11	Tue. 3/22/11
	2	Fri. 4/29/11	Tue. 5/3/11
	3	Fri. 6/10/11	Tue. 6/14/11
	4**		TBD

* If the prizewinner is under the age of 21, he or she may pre-designate an eligible proxy to play The Price Is Right[®] Live! Experience Game on his or her behalf. [202626]

**The fourth and final drawing will be conducted approximately two weeks after the end-of-game date for the game.

Winners will be contacted by the Texas Lottery or their representatives to arrange details for their exciting trip to Las Vegas. Note: The Price Is Right[®] Live! stage shows are not scheduled for television broadcast.

FREMANTLEMEDIA

Drawing



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Donft Forget to Offer Multi-Drawl

Multi-Draw is the convenient way for your players to stay in the game. There are lots of reasons your customers may choose this play option, including saving time and making sure they don't miss a drawing.

Whatever their reason, Multi-Draw players are taking advantage of the option to purchase their numbers for more than one drawing at a time. Here are a few reminders to help you keep these repeat customers coming back:

- Customers can select Multi-Draw option on all Texas Lottery on-line games: Lotto Texas[®], Pick 3[™], Daily 4[™], Cash Five[®], Texas Two Step[®], Mega Mil*lions[®]* and *Powerball[®]*.
- Retailers can increase their dollar spend per customer.
- Players do not have to wait until all purchased drawings are completed to redeem a [137176] prize on a Multi-Draw ticket. Prizes must be claimed no later than 180 days after the draw date.
- When a player redeems a prize on a Multi-Draw ticket that includes drawings which have not yet occurred, scan the ticket and validate as usual. After the validation receipt is produced, the terminal will generate an Ex-



change Ticket. [142583] Give the player the Exchange Ticket and keep the original ticket with validation receipt for your records.

Provide great customer service to your players and keep them in their favorite games by asking them to make a Multi-Draw purchase! Your players can also learn about Multi-Draw by visiting **www.txlottery.org.**

Top 50 Powerball® Retailers in Texas



Name	City	Name	City
Town & Country CS	McAllen	Swif-T #24	Garland
Rudy's Stop & Shop	Rosenberg	Save One Stop	Houston
A & B Corner Food Mart	Round Rock	Kroger #320	Sugar Land
Pittmans Qwik Mart	Corpus Christi	Westchester Food Mart	Grand Prairie
Fiesta Mart #14	Houston	Food Town #207	Houston
Johnson-White & Associates	Waskom	Clark Mart Corporation	Duncanville
Quick Way Food Store #5	Fort Worth	QuikTrip #868	Haltom City
Fiesta Mart #18	Houston	Exxon #60482	Dallas
Quickway #2	Arlington	Hampton Texaco - 1st Term	Dallas
Stateline Citgo	Texarkana	Tiger Tote #17	Schertz
Quick Shop #1	Dallas	Kroger #546	Frisco
Viet Hoa International Foods	Houston	QuikTrip #893	Plano
P&P Mart N Grill	Kennedale	Big Diamond #1350	El Paso
Garrison Food Mart	Shamrock	Pearland Food	Pearland
Albertsons #999	El Paso	Shop N Go	Dallas
H-E-B Food Store #108	San Antonio	Potranco Food Mart	San Antonio
United Drive Inn #1	Mission	Cypress Exxon Food Mart	Cypress
My Hoa Food Market	Houston	Stop N Joy	Missouri City
Howdy's Food Mart #9	El Paso	Rice Epicurean #202	Houston
Adrian's Drive In Grocery	Alice	7-Eleven #33066B	Frisco
Super K-F Store	Houston	Wag A Bag #2	Lake Jackson
Fiesta Mart #20	Houston	C-Store #15	Dallas
Chuck's Grocery	Arlington	Glamour's Cards & Gifts	Houston
Albertsons #1016	El Paso	Timewise Food Store #3301	Richmond
Country Place Country Store	Pearland	QuikTrip #862	Keller

*Through week ending 10/30/2010

Retailer Spotlight

Texas Lottery Co-op Promos Boost Brookshire Brothers Sales



the exclusive offer on the homepage of their website and check-out lane register messaging. [148807] In addition to electronic POS, Brookshire Brothers also produced multiple curb sign messages for the Tobacco Barn locations, flyers throughout the stores and window signs at the front of every location.

When asked about the most recent exclusive Texas Lottery promotion, Phil Metzinger, a Brookshire Brothers vice president, stated, "We (Brookshire Brothers) have experienced

BackoneB

very good increases

Since the first two-week **Texas Lottery/Brookshire Brothers** exclusive promotion* was conducted in July 2009, the chain has conducted three co-op promotions resulting in sales increases ranging from 24 to 55 percent. For each co-op promotion Brookshire Brothers leadership worked hard to produce highly-effective POS and media support. The first two promotions featured prominently placed, front-page ads in their weekly circular; in-store radio spots; flyers posted around the stores and large entrance/exit lobby signs highlighting the exclusive player offering. []47931]

With the October 2010 promotion featuring "Buy \$5 of *Lotto Texas* on one ticket, Get \$1 FREE *Powerball* Quick Pick," Brookshire Brothers branched out via social media advertising to reach customers with the promotional message. Electronic advertisements included email blasts to all customers who subscribe to the BBrosConnects loyalty program, placement of in lottery sales with the introduction of the co-op promotions. I am very pleased with all of the Texas Lottery promotions and partnering with them on the exclusive promos has really helped to drive sales."

FREE \$

1000 Second and 155 or more 1000 Second and ticket 1000 Second 100

POWERS

Along with their co-op promotions, the Brookshire Brothers website homepage features a link to Texas Lottery drawing results. They also drive sales by placing curb signs at the entrance of each store and conduct ongoing "ask-for-the-sale" initiatives at certain other stores. By creating exciting

promotional lottery offers, Brookshire Brothers continues to foster customer loyalty that results in yearly increases in their Texas Lottery sales as well as customer satisfaction!

Stoolastone By

The driving mission at Brookshire Brothers is [258012] "to create a satisfied customer!" This goal is accomplished not only through the variety of products and services offered, but also by providing unique and impactful offerings like the Texas Lottery/ Brookshire Brothers exclusive co-op promotions.

The first Brookshire Brothers store was opened in 1921 in Lufkin, by siblings Austin and Tom Brookshire and within eight years there were 33 Brookshire Brothers



food stores. Over the last 89 years, Brookshire Brothers has grown from a family-owned organization that recently evolved into a 100 percent employee-owned company featuring 72 Brookshire Brothers Food & Pharmacy Stores and 40 Tobacco Barns across east Texas.

^{*} Texas Lottery exclusive co-op promotions are designed as "destination-buys" for customers playing lottery games at the selected chain/retail group locations only. These promotions reward only the participating chain's customers with incentives to buy Texas Lottery games at their stores and result in capturing new players as well as promoting return purchases from existing players. Exclusive co-op promotions usually offer "Buy \$X of one Texas Lottery on-line game, Get \$X of another Texas Lottery on-line game." A chain/retail group must submit a formal proposal committing substantial media/POS presence to support the exclusive offer while the Texas Lottery provides the FREE ticket value specified in the promotional offer.

Retailer Spotlight

McAllen's Town & Country Food Store Lives up to its Reputation

McAllen is the proud home of **Town & Country Food Store**. Located on one of the busiest streets in town, it has become *the* place to buy Texas Lottery products for many locals. Players also come from a few miles away in Mexico to try their luck at the self-proclaimed "luckiest lotto store in Texas." With sales beginning in 1992, Town & Country got off to a hot start by selling two jackpot-winning *Lotto Texas* tickets in 1994. They have consistently been one of the top Texas Lottery retailers in the state and have only improved on that tradition since the [507623] introduction of *Powerball*! Through October 2010, Town and County was far and away the highest selling *Powerball* retailer in the state, with sales approaching \$150,000.

Town & Country offers their players two ways to play. The traditional way—get out of the car and come on in—or, customers can stay in their car and place their order from there. It's not exactly an ordinary drive-thru window though. Town & Country customers can actually be sitting in the middle of the intersection when they buy their Texas Lottery tickets! No high heels for employees here; tennis shoes and lots of exercise are the order of the day!

None of this comes as a surprise to Alma. [131248] She has a reputation for taking care of her customers in a friendly and courteous manner. She also has an incredibly loyal base of customers that defend the "luckiness" of that store passionately.

At the time of the Texas Powerball launch in February 2010, Town & Country held a customer appreciation day that got things kicked off right away. In the weeks prior to the game's start, Store Manager Alma Caballero and the rest of the Town & Country crew were hard at work handing out how-to-play brochures and educating players on what was coming. This preparation ensured that Town & Country got off to a hot *Powerball* start, and their sales haven't cooled off yet.





Of course, along with the on-line games like *Lotto Texas* and *Powerball*, Town & Country [507529] also offers every Texas Lottery scratch-off available every day, and they boast an impressive "wall of winners" to show how well all of their games can pay off. Town & Country has been one of the top instant ticket and on-line retailers in the state since the Texas Lottery began, and as long as they strive to be the best, they will continue to be known as the "luckiest lotto store in Texas."







Everyone deserves a second chance, and over the years the Texas Lottery has offered a variety of scratch-off games featuring second-chance drawings in which players can enter their non-winning tickets for a chance to win great prizes. [520730] Don't forget to remind your players to hang onto their non-winning second-chance drawing tickets and mail them in!

Recently, players of the Texas Lottery's *Dallas Cowboys* and *Houston Texans* football-themed scratch-offs were able to enter these tickets into drawings for a chance to win prizes ranging from autographed jerseys to season tickets. And players of the *Jumbo Bucks* suite of games also had a second-chance opportunity to win cash prizes from \$1,000 to \$1 million!

Soon, players will have the opportunity to win terrific second-chance prizes on the new *The Price Is Right*[®] scratch-off. If they don't win instantly, they can enter their tickets into second-chance drawings for a chance to win a Trip Prize to Las Vegas to play The Price Is Right[®] Live! stage show! (See details on pg. 3.)

Here are the stories of just a few recent second-chance drawing winners:



Sandra E. Guzman of El Paso won a pair of 2011 season tickets to the Dallas Cowboys home games through a Texas Lottery second-chance drawing.

"The Dallas Cowboys have always been a part of my Sunday since I can remember," Guzman said. [153603] "I entered the *Dallas Cowboys* tickets that didn't win hoping I might get a jersey or just anything from the second-chance drawing. I had to try. Then I got the letter from the lottery. I couldn't believe it."

Guzman said she hasn't gotten past being excited and thrilled. "To think that I'm going to be in the new stadium next year watching 'my' team play really is a dream that came true for me. Now I can hardly wait for next season."



Hector Gil of Houston was en route to work when he got the phone call that thrilled him. [143116] A Texas Lottery official informed him that one of the non-winning *Houston Texans* tickets he had entered in a secondchance drawing won him tickets to see the Houston Texans play during their 2011 and 2012 seasons.

"This is very exciting," Gil said. "I called my wife right away and the first thing she said was, 'You're kidding, right?' We're both very happy about this. I'm already making a list of who will be going with me to the games to sit between the 30-yard lines. Besides my wife, my sons, my godson and a few friends will also enjoy these tickets with me."

Frequently Asked Questions

Q

A

Q. How can a customer play the same numbers for several draws?

A

A

Texas Lottery players can use the Multi-Draw feature when playing on-line games (*Lotto Texas, Mega Millions, Powerball, Cash Five, Pick 3, Daily 4* and *Texas Two Step*). This feature is located on the left side of any playslip and allows players to purchase their numbers for several consecutive drawings at a time.

If you validate a Multi-Draw ticket, keep the original ticket and hand the EXCHANGE ticket to the player. The EXCHANGE ticket will have the same numbers as the original ticket and is good for any remaining draws. This process may be repeated as necessary.

Q. What does the message "Validation Not Accepted: Call Hotline" mean?

This message will appear when a validation is attempted for inactive tickets. Always remember to activate before you sell. Failure to do so takes away from the winning experiences and is a violation of Texas Lottery rules. When you see this message, please call the GTECH Retailer Hotline at 1-800-458-0884 for assistance.

Q. What forms of payment are acceptable to purchase lottery tickets?

Retailers can accept U.S. currency, [128746] checks, debit cards (**not** credit cards), or a coupon or voucher issued by the Texas Lottery.

Q. Howlong is a winning ticket valid?

Con-line (*Lotto Texas, Mega Millions, Powerball, Cash Five, Pick 3, Daily 4* and *Texas Two Step*) winning tickets are valid for 180 days from the date of the drawing. [133770] Winning scratch-off tickets must be claimed no later than 180 days from the game close date set by the Texas Lottery. These deadlines may be extended for a period of time for certain eligible military personnel.

Howold do you have to be to purchase a Texas Lottery ticket?

A person must be 18 years or older to purchase a TexasLottery ticket. A person 18 or older may purchase a ticketto give as a gift to a person younger than 18 years of age.

"I'm so grateful to be going to the games next season," Gil said. "The Texans are my team, win or lose. My advice to other players is to keep trying. Look at me, I won."

Last August, Gene Spradlin of Longview bought five nonwinning *Jumbo Bucks III* tickets. [212015] He entered them into a second-chance drawing and won \$100,000 in the first of four such drawings.

"I have always sent tickets in," explained Spradlin. In fact, he won a second-chance prize in a previous game, *World Poker Tour*[®] *\$100,000 Texas Hold 'Em*[™].

"I like to buy those scratch-offs because they give me a second chance," added Spradlin.



Need we say more?

RetailerBonuses

SCRATCH-OFFS

<u>Game</u>	<u>Retailer</u>	Location	<u>Bonus</u>
\$500,000,000 Blockbuster #1114	E Z For U	Houston	\$10,000
\$500,000,000 Blockbuster #1114	Western Hills Mini Mart	Nacogdoches	\$10,000
Ultimate Casino Jackpot #1214	Rattler's Country Store #7	College Station	\$10,000
\$500,000,000 Blockbuster #1114	Jack's Grocery	Dallas	\$10,000
Set For Life #1197	Shayam Food Mart Inc.	Waco	\$10,000
\$500,000,000 Blockbuster #1114	Boney Joes	Rio Vista	\$10,000





<u>ate</u>	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
	Ann's All Season Food Store	Humble	\$80,000
)	Stripes #9793	Brownsville	\$160,000



PLAY **RESPONSIBLY**.



Ann's All Season Food Store Cets \$80,000 Bonus Check

Texas Lottery Commission Southern Regional Supervisor Frank Koska (left) presents a retailer bonus check for \$80,000 to Ann's All Season Food Store owner Byung Kang and wife Lucia for selling an \$8 million Lotto Texas jackpot ticket!

TEXAS LOTTERY Ann's All Season Food Store \$80,000