

—TEXAS LOTTERY— Round Up

News and Ideas for Texas Lottery Retailers

Amber Food Mart Receives a Whopping \$300,000 Bonus!

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Amber Food Mart Owner Frank Thobani (left) and On-line Product Coordinator Julie Terrell.

June/July 2011

RoundUp

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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

Drawing Results:

512-344-5010

(For winning number results only.)

Website:

www.txlottery.org

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REMEMBER!

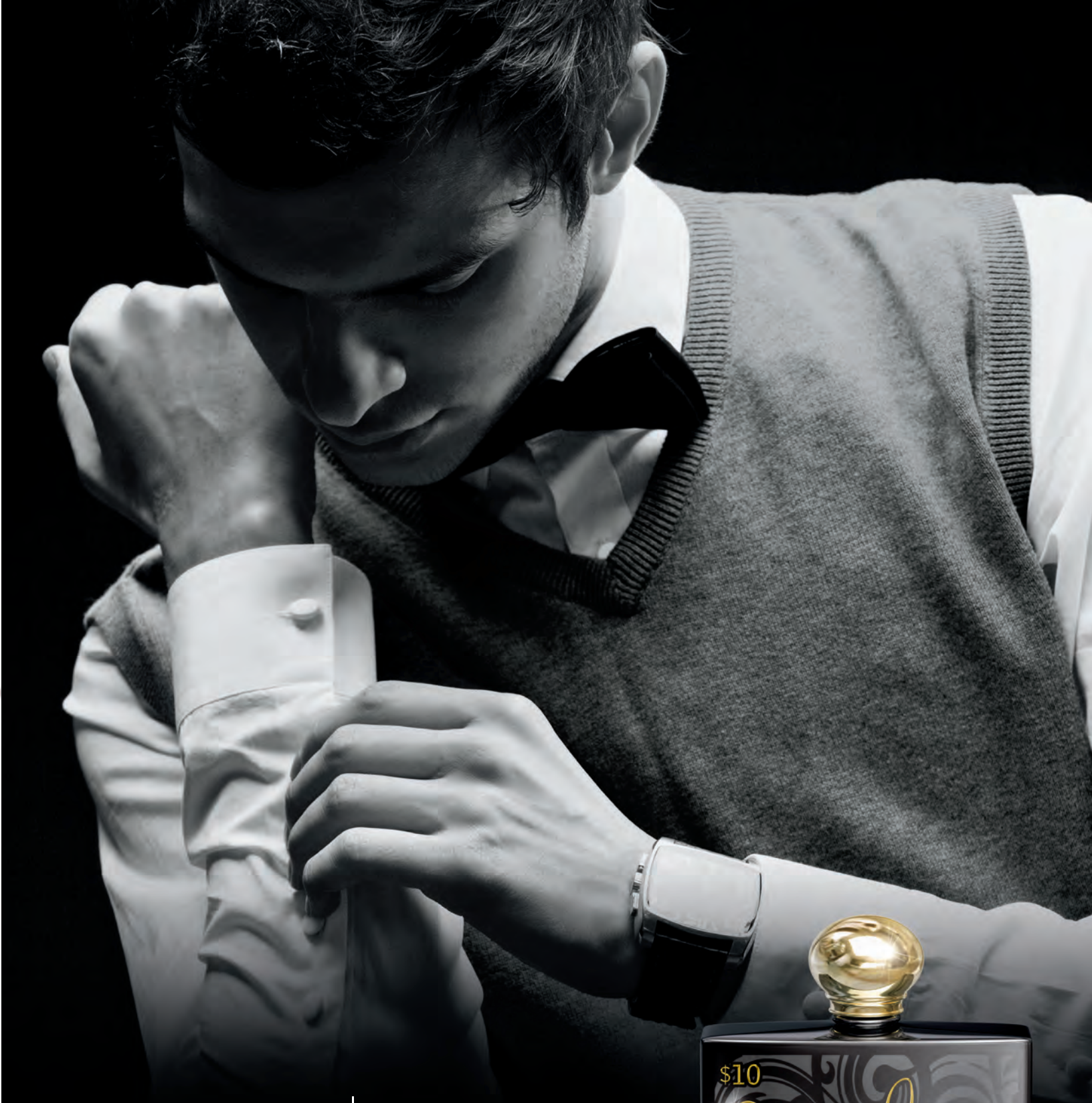
If you find your retailer ID number hidden in
this issue of *RoundUp*, you can receive a prize
package of Texas Lottery promotional items!

To claim your prize, call 1-800-37-LOTTO.
You must call by July 29, 2011.

Promotions Calendar of Events

| Selling Events | Event Name | City | Districts |
|----------------------|-------------------------------------|----------------|--------------|
| June 11, 2011 | Texas Blueberry Festival | Nacogdoches | Tyler |
| June 11, 2011 | Tomato Fest | Jacksonville | Tyler |
| June 11, 2011 | Aransas Pass Shrimporee | Aransas Pass | Victoria |
| July 1 - 2, 2011 | El Paso Downtown Street Festival | El Paso | El Paso |
| July 8 - 9, 2011 | Spring Ho | Lampasas | Austin |
| July 9, 2011 | Hockley County Fair | Levelland | Lubbock |
| July 22 - 24, 2011 | Texas Hunters & Sportsman's Expo. | McAllen | McAllen |
| July 29 - 30, 2011 | Tall City Blues Festival | Abilene | Abilene |
| July 30 - 31, 2011 | Great Texas Mosquito Festival | Clute | Victoria |
| August 6 - 7, 2011 | Houston Jazz Festival | Houston | Houston |
| August 20, 2011 | BatFest | Austin | Austin |
| August 20, 2011 | Center City Block Party | Amarillo | Lubbock |
| August 28 - 29, 2011 | Visions Woman's Expo | Dallas | Irving |
| Non-Selling Events | Event Name | City | Districts |
| June 24, 2011 | Corpus Christi Hooks Baseball | Corpus Christi | Nacogdoches |
| July 29, 2011 | Round Rock Express Baseball | Round Rock | Jacksonville |
| August 6, 2011 | San Antonio Silver Stars Basketball | San Antonio | Aransas Pass |

Mention of specific dates does not constitute agreement of participation.



LUCK | XURY

BY TEXAS LOTTERY

for men and women.

The Texas Lottery Black ticket. Available at select Lottery retailers.

PLAY RESPONSIBLY. The overall odds of winning (including break-even prizes) are 1 in 3.32. Must be 18 or older to purchase a ticket. The Texas Lottery supports Texas education. © 2011 Texas Lottery Commission. All rights reserved.



Amber Food Mart Happy to Take a Break for a Bonus

With 12 gas pumps, an in-store taqueria and a wide range of food and other merchandise, lunch hour pretty much equates to rush hour at Amber Food Mart, located on the western edge of Houston. But on April 13, store owner Faisal “Frank” Thobani and his wife Samar were more than happy to set aside a little time for some visitors from Texas Lottery Commission Headquarters in Austin. [150761] And considering that those visitors came to celebrate a \$300,000 retailer bonus payment, who can blame them for taking a few minutes off?

Frank, who has owned **Amber Food Mart** since 2009, became eligible for the bonus when his store sold a single Quick Pick ticket that matched all six numbers drawn in the *Lotto Texas*® drawing held March 9, 2011. The estimated jackpot for that drawing was \$30 million. The retailer bonus for selling the ticket was 1 percent of the advertised jackpot, in this case \$300,000.



From left: GTECH District Sales Manager Chris Sweaks, Amber Food Mart Owner Frank Thobani, GTECH LSR Ron Goodwin and TLC On-line Product Coordinator Julie Terrell

With his wife Samar and the youngest of their three children looking on, Frank was presented his ceremonial check (he received his real check via mail) by Texas Lottery On-line Product Coordinator Julie Terrell. [219711] In addition to the check presentation, store activities included GTECH representatives conducting a Lone Star Spin to give Amber Food Mart lottery customers a chance to spin and win Texas Lottery merchandise.





After learning that his store had sold the winning ticket, Frank was glad to find out that he would not have to wait for the jackpot prize to be claimed to receive his bonus (as of April 21, [152737] the prize remains unclaimed). Frank said he was also pleasantly surprised at what a quick and easy process collecting his bonus turned out to be.

“I didn’t even have to make a call, they called me,” Frank recalled. “After I talked to the lady at the lottery and they made sure we were in good standing, I received the check within a couple of weeks.”

Frank didn’t reveal all of his plans for his bonus, but he promised to do something special for the clerk who sold the ticket [109347] and the rest of the hard-working Amber Food Mart team.

“I want to congratulate Frank and his family for their good fortune,” said Gary Grief, executive director of the Texas Lottery Commission. “In fiscal year 2010, we paid out a record \$8.86 million in retailer bonuses and sales incentive payments, and we have a pretty good chance to surpass that amount in 2011. It really does pay to be a Texas Lottery retailer!”

Retailer bonuses are paid for selling the top-prize or jackpot winning ticket for all of the on-line games listed on this page, as well as any scratch-off prize of \$1 million or more. To receive a bonus, a retailer must be in good standing with the Texas Lottery Commission and the state of Texas. Bonuses apply to all tickets purchased at the retail location, whether sold at the counter or through self-service machines. (Note: The following information is not comprehensive. All Texas Lottery directives, policies, procedures, rules and regulations apply.)

- **Mega Millions®** – 1 percent of advertised grand/jackpot portion won in Texas, capped at total of \$1 million for any single drawing. Bonus is pari-mutuel.
- **Powerball®** – 1 percent of grand/jackpot portion won in Texas, capped at total of \$1 million for any single drawing. Bonus is pari-mutuel.
- **Lotto Texas** – 1 percent of advertised jackpot or jackpot based on sales (whichever is greater), capped at \$500,000 for any drawing. Bonus is pari-mutuel.
- **Texas Two Step®** – 1 percent of advertised jackpot, capped at total of \$10,000 for any drawing. Bonus is pari-mutuel.
- **Cash Five®** – 1 percent of the top-prize winning ticket, no cap. Bonus is pari-mutuel.
- **Scratch-Offs** – \$10,000 on prize-winning tickets of \$1 million or more.

Since the Texas Lottery began in 1992, retailers have received more than \$88 million in bonuses and sales incentive payments, and that’s on top of more than \$3 billion paid out in sales commissions during the same time period.

“Big retailer bonuses, incentive payments and commissions are a result of big sales for the Texas Lottery,” said Executive Director Grief. “And big sales for the Texas Lottery mean everybody wins —players, retailers and, most importantly, Texas education through our transfers to the Foundation School Fund.”

New Texas Lottery Equipment Update

As the installation of the new Altura® touch-screen terminals and ESMM flat panel monitors progresses, your lottery sales representative (LSR) may have discussed another phase of new equipment deployment. Through the summer GTECH will be deploying Gemini® self-service vending machines, new playstations and enhanced illuminated jackpot signs across the state.

Gemini

The Gemini is a full-service terminal that provides the player-activated sale of both scratch-off and on-line games, and will be replacing GamePoint, SST and ITVM machines. This machine features large, brightly-lit buttons for scratch-off games and Quick Pick buttons for on-line games. The Gemini even features a 15-inch monitor built into the top of the machine to display jackpot amounts, winner awareness information and other product messaging. If your store currently has a self-service machine your LSR will discuss with you the opportunity to convert to Gemini.



Low-Profile Playstation

Retailers will be offered the choice of two different brand new playstations; the Low-Profile Playstation and the Next Generation (Next Gen) Playstation. Both playstations have a more modern and inviting design for players.

The Low Profile was specially designed with a smaller footprint for retail environments with limited space near the point of sale. It also features three merchandise shelves beneath the countertop to place newspapers or other approved merchandise.



Next Gen Playstation

The Next Gen is similar in size to current playstations but has been completely reengineered. To keep your players informed of Texas Lottery games and promotions, the Next Gen model has 15 total slots for playslips, how-to-play brochures and promotional brochures.

One of the best enhancements to the new playstations is the ability to attach a Check-a-Ticket to the playstation. With this feature, players are able to check their tickets as they are scratching while not blocking the point of sale. The height of the counter on each model is also ADA compliant.



Jackpot Signs

The three-panel illuminated jackpot signs will display jackpot amounts for *Mega Millions* and *Power Ball* with the Texas Lottery logo prominently displayed in the center. The signs are lit with LEDs so not only are they bright but the LED lamp life is 11 years. Also, the sign requires one-tenth the electricity of fluorescent, neon or incandescent signs. Priority in placement will be given to those retailers willing to display the sign in a window with exterior visibility.

Deployment of Gemini, playstations and jackpot signs will be complete by the end of August. [496313]

The goal of providing this new equipment to your stores is to maximize returns to increase sales to benefit both the Foundation School Fund and the commissions you earn from Texas Lottery sales. Much research and development has been done in order to ensure this equipment is user friendly to you and your customers. [128717] Your acceptance of this new equipment will benefit your lottery business!

Retailer Spotlight

Nick's Mart *Uses Simple, Successful Ways to Sell*

Texas Lottery®
—BLACK—

Located in southeast San Antonio, **Nick's Mart** has a reputation of being a destination spot for avid Texas Lottery players. Owners Nick Linga and Munira Charania pride themselves on superior customer service and knowing their players by name. They have owned and operated their neighborhood store since 2006 and are consistently among the San Antonio district's Top 10 Texas Lottery retailers. Averaging more than \$29,000 in total weekly sales, Nick and Munira recognize that Texas Lottery commissions make up a large portion of their business's revenue. So when a game like the \$10 scratch-off

Texas Lottery Black is launched, they take the opportunity to increase excitement and sales.



Nick and Munira utilize all of their 52 instant-ticket bins, multi-facing their new and high-selling games like the *Texas Lottery Black* ticket. POS is prominently [517802] displayed and Nick and Munira always ask for the sale of the "Black" ticket to increase awareness of the game. Their efforts seem to be working— Nick's Mart is among the highest selling retailers of *Texas Lottery Black*.

Nick and Munira work diligently to know how to play all the games they carry and which games are their best sellers. [458521] The "New Games of the Week" are

Owners Nick Linga and Munira Charania



prominently displayed and they take the time to talk to players about the latest games hitting the streets and how many winners they have sold. [507362] Their two new Altura terminals with 22-inch monitors help promote jackpot amounts, promotion details and other lottery information.

A large, colorful banner hangs high above the entrance on the outside of their store proclaiming Nick's as the luckiest store in town. [143356] They update jackpot signs for *Powerball*, *Lotto Texas* and *Mega Millions* promptly after each drawing.

Nick and Munira know the value of promoting winner awareness. In the middle of their store they started a "winners' tree" where they display properly defaced winning tickets for their customers to see. They pay all prizes up to \$599 and know that this customer service keeps their players coming back to their neighborhood store again and again.



Nick's Mart
Winners' Tree

June/July 2011 Retailer Survey

1. Have you received information about your new lottery sales terminal(s)?

☐ Yes ☐ No ☐ Don't Know

If yes, how were you informed (check all that apply)? ☐ Sales Rep ☐ Letter

☐ Postcard ☐ Phone Call ☐ Other (Please specify) _____

2. Have you received information about training for your new terminal?

☐ Yes ☐ No ☐ Don't Know

If yes, how were you informed (check all that apply)? ☐ Sales Rep ☐ Letter

☐ Postcard ☐ Phone Call ☐ Other (Please specify) _____

3. Would you like more information about the changes to your equipment?

☐ Yes ☐ No ☐ Don't Know

If yes, how would you like to receive information (check all that apply)?

☐ Sales Rep ☐ Phone Call ☐ Email ☐ Retailer Newsletter

☐ TLC Website ☐ Other (Please specify) _____

Email Address _____

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

Remind Players to Sign Their Tickets!

Providing great service helps Texas Lottery 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 lottery ticket, [458707] 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. Here are some tips to share with customers:

- Sign the back of the ticket using their legal name. [141209] The name should match the name on a valid ID.
- Provide only one signature, name, address and phone number. This information should be current and match a valid ID.
- Scribbles, correction fluid [143380] 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.

Don't forget to

**SIGN
YOUR
TICKET**

upon receipt!



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.



Frequently Asked Questions

Q. Where can a player claim a big winner?

A. It's exciting when players discover a large prize on their lottery ticket and you see that terminal message, "Claim at Lottery." Before you send them to Austin, let them know that any prize up to \$1 million may be claimed at a local lottery claim center using a Texas Lottery claim form. Prizes over \$1 million, all *Lotto Texas*, *Powerball* and *Mega Millions* jackpot prizes, merchandise prizes and all prizes that are paid out in annuity payments must be claimed at the Texas Lottery Commission Headquarters in Austin. [125833] **Please have the player call the Customer Service Hotline 1-800-375-6886 before they travel to Austin if they believe they hold such a ticket.**

Q. What are the Texas Lottery GTECH Retailer Hotline hours?

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

Q. May I relocate the lottery equipment?

A. Please do not move lottery equipment yourself. Contact the Texas Lottery Retailer Services Department at 1-800-375-6886 and a communications specialist will arrange for a GTECH technician to safely move the equipment for you.

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

A. State law (Texas Lottery Act) requires that you renew your Texas Lottery license every two years. The renewal application and \$15 fee must be submitted before your license expiration date. [252847] The easiest and quickest way to renew your license is as a Retailer Services Center user online at www.txlottery.org. Your other option is to complete a license renewal application and send it to the Texas Lottery Retailer Services Department. License renewal notices appear online 120 days prior to expiration and applications are mailed to

retailers 90 days prior to the expiration date of each license. To request a replacement copy, please contact the **Retailer Services Department** at 1-800-375-6886.

Q. What do I tell a customer who can't find their favorite scratch-off game?

A. The Texas Lottery now has a Scratch-Off and Store Locator feature online (www.txlottery.org). The feature allows searches for retailers by city, zip code, smoking policy and scratch-off game. This tool makes it easy for players to find a specific scratch-off game in their area. Search results include contact information and a map for each location. Players may also request assistance by contacting the Texas Lottery Customer Service Hotline at 1-800-375-6886..

Q. How Many Tickets Are In Each Pack of Scratch-Offs?

A. See pack sizes below:

| | |
|------------|---------------------------------|
| \$1 games | 150 tickets = \$150 pack value |
| \$2 games | 125 tickets = \$250 pack value |
| \$3 games | 125 tickets = \$375 pack value |
| \$5 games | 75 tickets = \$375 pack value |
| \$7 games | 75 tickets = \$525 pack value |
| \$10 games | 50 tickets = \$500 pack value |
| \$20 games | 25 tickets = \$500 pack value |
| \$50 games | 20 tickets = \$1,000 pack value |

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

Retailer Bonuses



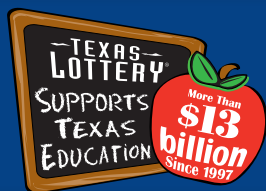
| Game | Retailer | Location | Bonus |
|---------------------------------|----------------------|-----------------|----------|
| Texas Lottery Black #1276 | DD's Express Mart | College Station | \$10,000 |
| Texas Lottery Black #1276 | Euless Corner Store | Euless | \$10,000 |
| \$500,000,000 Blockbuster #1114 | Bargain Food Mart | Houston | \$10,000 |
| Super Set For Life #1028 | Cefco Food Store #83 | Waco | \$10,000 |
| Texas Lottery Black #1276 | I-35 Texaco | Dallas | \$10,000 |
| Texas Lottery Black #1276 | Rite Track #8 | Troup | \$10,000 |
| Monthly Bonus #1164 | Fiesta Mart #5 | Houston | \$10,000 |
| Platinum Present #1285 | 1 Stop Food Store | McKinney | \$10,000 |
| \$500 Million Frenzy #1354 | First Minit Markit | Garland | \$10,000 |
| Texas Lottery Black #1276 | Walter's Quik Stop | Tomball | \$10,000 |
| Texas Lottery Black #1324 | My Store #1 | Dallas | \$10,000 |



| Draw Date | Retailer | Location | Bonus |
|-----------|----------------------------|----------------|---------|
| 1/20/11 | Kroger #320 | Sugar Land | \$4,000 |
| 1/24/11 | East Texas Fuels #205 | Marshall | \$2,000 |
| 1/27/11 | 7-Eleven Conv Store #12202 | Dallas | \$2,000 |
| 2/14/11 | Avenue F Beer Stop | Del Rio | \$2,625 |
| 2/14/11 | T & J Conoco | Crowley | \$2,625 |
| 2/17/11 | Timewise Food Store #114 | Pflugerville | \$2,000 |
| 3/3/11 | Expressway Food Store | Farmers Branch | \$4,000 |
| 3/14/11 | Allsup's #129 | Abilene | \$3,000 |
| 3/31/11 | MOAZ LLC | Pearland | \$5,250 |



| Draw Date | Retailer | Location | Bonus |
|-----------|-----------------|----------|-----------|
| 12/1/10 | Discount Center | Jewett | \$120,000 |
| 3/9/11 | Amber Food Mart | Houston | \$300,000 |



PLAY RESPONSIBLY.

Visit us online at:

www.txlottery.org

Maybe It's Your Lucky Day★

Mon

Tue

Wed

Thu

Fri

Sat



Day/Night

Day/Night

Day/Night

Day/Night

Day/Night

Day/Night



Day/Night

Day/Night

Day/Night

Day/Night

Day/Night

Day/Night

