

—TEXAS LOTTERY—

Round Up

News and Ideas for Texas Lottery Retailers

Gifts made
from scratch.



New Retailer
Incentive Program
October 10, 2010 - January 8, 2011

Pg. 3

See more on
Holiday Games

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RoundUp

October/November 2010

Email questions or comments about

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

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 November 30, 2010.

get more green

WITH **PICK 3**™ GREEN BALL.™

Player Promotion

October 4 – 30, 2010

Ask your customers to play **Pick 3**
for a chance to win approximately
20% more on their winning tickets
when the green ball is drawn!

PLAY TYPE	FOR	PICK 3 PRIZE	GREEN BALL PRIZE	TOTAL
Exact	\$0.50	\$250	\$49	\$299
Exact	\$1	\$500	\$98	\$598
Exact/Any (3 Different Numbers)	\$1	\$290 (Exact Order)	\$58	\$348
Exact/Any (2 Like Numbers)	\$1	\$330 (Exact Order)	\$66	\$396
Any (3 Different Numbers)	\$1	\$80	\$16	\$96

The odds of selecting the green ball range from 1:1 to 1:6 and depend on the total number of white balls in the drawing machine for a given drawing. The Texas Lottery reserves the right to discontinue this promotion at any time. Must be 18 years of age or older to purchase a Texas Lottery ticket. Copyright © 2010 Texas Lottery Commission. All rights reserved. The Texas Lottery supports Texas education. PLAY RESPONSIBLY. Visit www.txlottery.org or call 1-800-37-LOTTO.

Increased Sales Can Add Up to Cash Incentive Payments

With the October launch of the fourth retailer cash incentive program, the Texas Lottery looks forward to rewarding the exceptional sales efforts of many [232299] retailers. Using the same simple format as the summer incentive program, the fall program provides participants two opportunities to earn cash—including a drawing top prize of \$50,000!

The 13-week program runs from the memorable start date of October 10, 2010 (10/10/10), through January 8, 2011. During this time, eligible retailers can earn \$100 for reaching your minimum sales goal as well as an extra \$100 for each additional \$1,000 in program sales over your goal. [500703] Program sales include all Texas Lottery games except *Mega Millions*,[®] *Megaplier*,[®] *Powerball*[®] and *Power Play*.[®]

This simple format means that as long as you keep increasing sales, there is no limit to what you can earn in the base program. Once you reach your minimum sales goal, you automatically earn an entry into the drawing for prizes ranging from \$500 to \$50,000. You continue earning an additional entry for each additional \$1,000 in program sales over your goal. With each additional [135475] entry you increase your chances of winning one of the 307 drawing prizes.

You can track your progress in several ways. First, by viewing reports online through the Texas Lottery Retailer Services Center or by using your lottery sales terminal and selecting #11 Retailer Incentive under Reports. You also may talk to your lottery sales representative (LSR) or contact Texas Lottery Retailer Services at 800-375-6886.

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

If you have questions about your eligibility for this or future incentive programs, talk to your LSR about how you qualify and ways to make your goal. Texas Lottery staff and your LSR are committed to helping you improve your sales. Remember, the Texas Lottery is all about winning. From player prizes to retailer incentive payments and contributions to beneficiary programs, we all win when you make our business a successful part of your business. Thanks for selling the *Games of Texas*!



YOU COULD WIN UP TO \$50,000

RETAILER SALES INCENTIVE PROGRAM
OCTOBER 10, 2010 – JANUARY 8, 2011

2 WAYS TO WIN! Base Program + Drawing

- Earn \$100 for reaching your **Minimum Sales Goal** plus an additional \$100 for each additional \$1,000 in sales* over your goal.
- 13-week program includes all retailers who were active at least **8 weeks from Jan. 31 to July 31, 2010.**
- Your **Minimum Sales Goal** is your Weekly Sales* Average (Jan. 31 to July 31, 2010) x 13 weeks + \$1,000.
- A location can win only one drawing prize.
- A chain with multiple locations may win at more than one location.

- Reach your **Minimum Sales Goal** and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales* over your goal.

# of Prizes	Prize Amount	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

* Incentive sales do not include *Mega Millions*,[®] *Megaplier*,[®] *Powerball*,[®] and *Power Play*[®] sales.

Retailer Spotlight

Great Ideas Make Adrian's Drive In Grocery a Big Success!



Who knows what will happen if you paint "The Luckiest Lotto Store in Town" in big, bright green letters on the side of your store? Arnold Salinas does, that's who. And Salinas, owner of **Adrian's Drive In Grocery** in **Alice**, [507972] can tell you that his

custom outdoor advertising must be working—just take a look at his Texas Lottery sales!

Since 1992—well before the eye-catching sign was painted—Adrian's Drive In Grocery has been the recipient of multiple awards for generating millions of dollars in sales each year for the Texas Lottery. [150648] Today, Texas Lottery tickets are the top-selling products in his store.

Adrian's was also the fifth highest-selling Texas Lottery retailer of the 2009 holiday games suite and is consistently one of the top-selling lottery retailers in the Victoria district. Folks come from all around to purchase their tickets from Mr. Salinas, his wife Lamar and their tenured staff.

Mr. Salinas is an expert in developing and executing his own in-store lottery promotions. One of his customers' favorites is the annual Holiday Second-Chance Drawing.

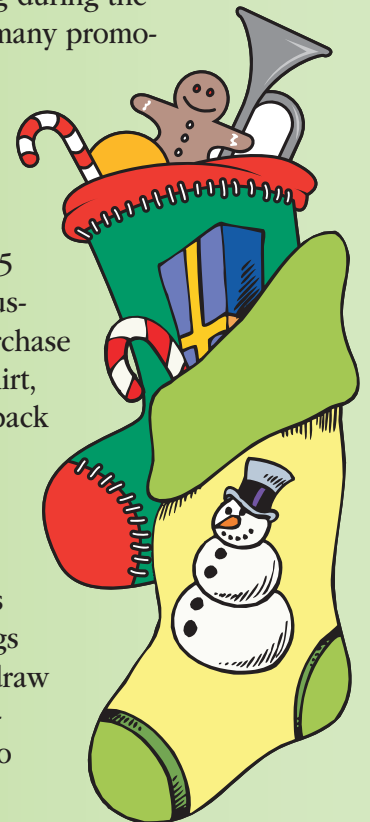
During the holiday season, two large stockings filled with merchandise and holiday scratch-offs are prominently displayed in Adrian's, and all customers are encouraged to enter the drawing, even if they didn't buy a lottery ticket, [519409] and try their luck.

The second-chance drawing during the holidays is just one of the many promotions Adrian's Drive In Grocery offers. Texas Lottery customers are rewarded with unique incentives throughout the rest of the year as well. A \$5 lottery purchase nets the customer a free pen, a \$10 purchase is rewarded with a free t-shirt, and the purchase of a full pack of scratch-offs earns a special Adrian's golf shirt!

As Mr. Salinas knows, offering unique promotions and second-chance drawings are great opportunities to draw awareness to Texas Lottery-themed products, while also



Arnold Salinas with his many Texas Lottery awards.





providing opportunities [101915] to reward loyal customers and attract new players.

Mr. Salinas promotes lottery products by selling bottled water labeled with his own slogan, "The Luckiest Lotto Store in Town," and donates cases to multiple organizations in the area. He also provides his water to a variety of golf tournaments along with free packages of golf tees.



in which it won \$5,000. The store's employees found a generous bonus in their paycheck thanks to their hard work and the generosity of Arnold and Lamar Salinas!

To promote winner awareness, each week Mr. Salinas publishes lottery drawing results and the store's lottery payouts from the previous week in the local newspaper and posts the information on the store's marquee.

Much of his success is due in part to the generosity he extends not only to his customers, but also his employees. Mr. Salinas and his wife celebrate the store's success by hosting pizza parties and distributing the earned promotional packs to their employees. Any winnings the clerks scratch, they get to keep.

retailers can put to work. Your LSR can provide other suggestions for inexpensive and player-friendly promotions you may wish to offer. [483561] Your sales rep will be in your store soon; don't wait to ask!



Adrian's Drive In Grocery successfully met its goal in the Spring 2010 Retailer Sales Incentive Program, qualifying the store for a special drawing



Twenty-year Adrian's veteran Nelda Diaz demonstrates the promotional board posted in the back room to communicate the sales focus to their employees.

Retailer Spotlight

Albertsons®

Continues Its Innovative Ways

With a history dating back to 1939, **Albertsons** has a long track record of supermarket innovation and success, and was an early forerunner of what we now call the “modern grocery store.” Decades ago, Albertsons helped introduce and popularize many of the conveniences grocery shoppers take for granted today, including in-store bakeries and magazine racks. [258157] Officially known today as Albertsons LLC, the chain consists of 245 stores across the country, with 85 stores right here in Texas. Albertsons has been a licensed Texas Lottery retailer since 1992.

Over the past five years Albertsons has taken innovative steps to help drive their Texas Lottery product sales. One of their biggest annual initiatives is their lottery sales push during the busy winter holiday season.

They manage their lottery ticket

inventory to ensure a large assortment of holiday-themed scratch-offs and merchandise in

a highly visible location at

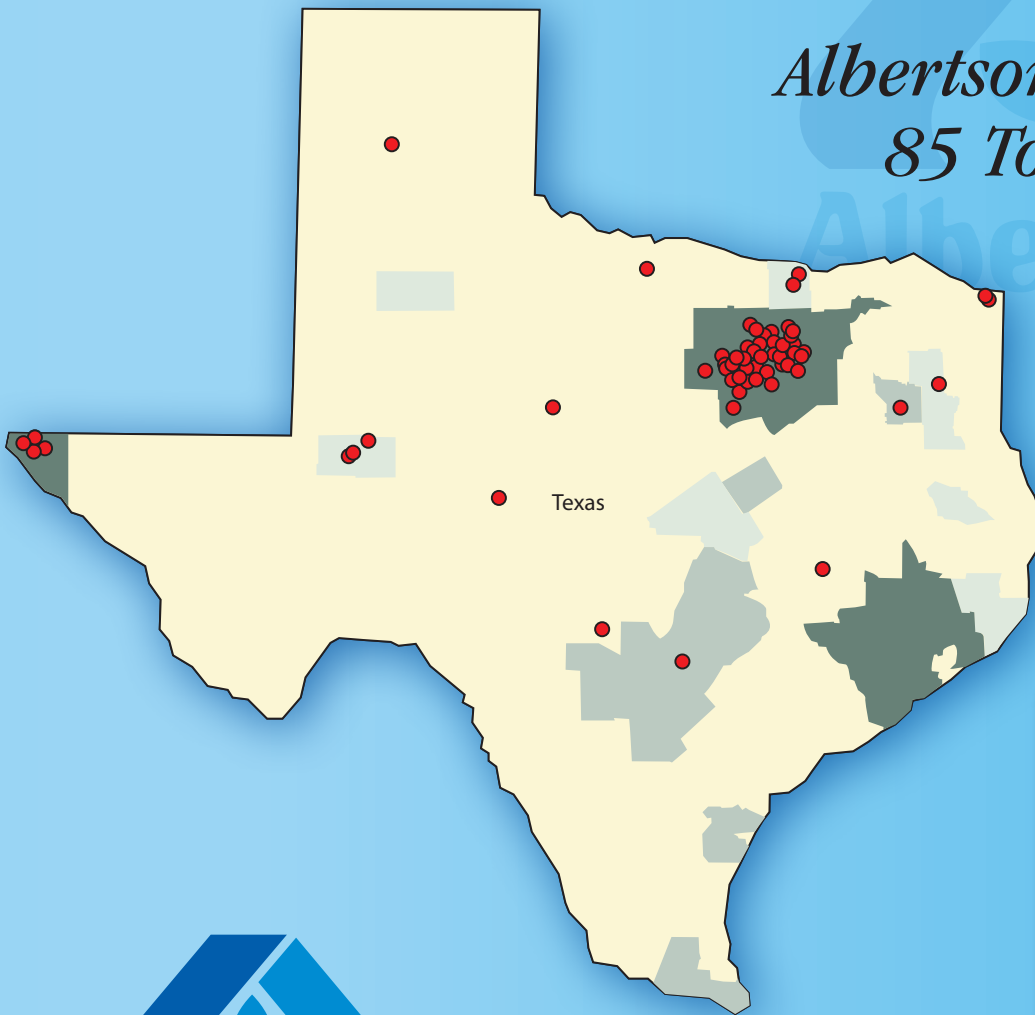
the point of purchase. [154283] Each year an additional six on-counter slots are placed at every Albertsons Customer Service Center featuring the latest holiday game suite, along with the special gift envelopes provided by the Texas Lottery. This business practice has proven to be [452802] a successful sales supplement to their self-service ITVM offerings which adds yet another convenient option for Albertsons customers to purchase that “perfect” gift.



In 2009, a total of 264 additional on-counter slots were added statewide. [153165] This resulted in a sales increase of 7 percent and an additional \$20,000 increase in their average weekly sales. Albertsons Division Service Manager Stan Nichols says the plan is to continue this successful sales strategy for years to come!

Albertsons has come a long way since Joe Albertson opened his first store in Boise, [498580] Idaho more than 60 years ago, but the company still shares Joe's original philosophy, especially when it comes to Texas Lottery sales—“Give the customer the merchandise they want, at a price they can afford, complete with lots of tender, loving care.”

Albertsons in Texas – 85 Total Stores



District	Stores	% of Total
Abilene	10	12%
Austin	1	1%
El Paso	8	9%
Irving	59	69%
Lubbock	1	1%
San Antonio	2	2%
Tyler	4	5%
Total Albertsons	85	



Happy Holidays Are Here Again!



The holiday season is fast approaching and the Texas Lottery has created an exciting suite of new holiday scratch-off games for our players this year. Most of these games are scheduled to deliver to retail locations in late October. To guarantee a strong holiday sales season and assist you in selling the seasonal games even earlier, the Texas Lottery will start running our holiday advertising campaign in mid-November. This year's holiday television ads will feature the new \$10 *Winter Bucks* game.

For the first time, [507518] the Texas Lottery is introducing a scented game, *Candy Cane Cash*. The scratch-off material on the ticket is mixed with a peppermint scent which should add to the fun of playing this unique \$3 holiday game. Ask your players to try this scented holiday game and buy it for their friends and family. It will certainly give them something to talk about!



The Texas Lottery is also bringing more winning [100523] experiences to players' stockings by introducing the \$1 holiday game, *Holiday Cheer*. [135338] The game features a significantly higher prize payout percentage, so your players should see more wins when they play this game!

With a total of eight different holiday games at price points [488860] ranging from \$1 to \$20, and prizes from \$1,000 to \$1 million, Texas Lottery scratch-offs are certain to be the perfect gift or stocking stuffer this season! The holiday games will be out soon, so get ready to ask for the holiday scratch-off sale!



Top Selling Retailers for Holiday Games in 2009

Rank	2009 Holiday Sales	Name	Address	City
1	\$133,050	RUDY'S STOP & SHOP	1018 DAMON ST	ROSENBERG
2	\$116,375	MR T'S MARKET	1100 N BIG SPRING ST	MIDLAND
3	\$90,275	7-ELEVEN #125	4525 E UNIVERSITY	ODESSA
4	\$85,175	WES-TO-GO #1	3901 SO 1ST	ABILENE
5	\$79,225	ADRIAN'S DRIVE IN GROCERY	601 SOUTH REYNOLDS STREET	ALICE
6	\$71,925	STATELINE CITGO	5023 N STATELINE AVE	TEXARKANA
7	\$71,725	CRESTWAY FOOD MART	7196 CRESTWAY	SAN ANTONIO
8	\$70,025	PITTMANS QWIK MART	4249 MCARDLE RD	CORPUS CHRISTI
9	\$69,375	CHUCKS GROCERY	700 SECRETARY DR	ARLINGTON
10	\$68,925	YU MI'S	1106 NORTH TEXAS BLVD	ALICE
11	\$68,775	ADAMS FOOD MART	3216 W. ADAMS AVE.	TEMPLE
12	\$68,075	HAMPTON TEXACO - 1ST TERM	5909 S. HAMPTON	DALLAS
13	\$63,525	FRANKY'S FOOD MART	2801 S TEXAS AVE	COLLEGE STATION
14	\$63,250	ZIP 'N	7845 SHOAL CREEK BLVD	AUSTIN
15	\$62,625	CHEVRON FOOD MART	3405 W LITTLE YORK RD	HOUSTON
16	\$61,875	QUICK SHOP #1	3128 FOREST LANE STE 100	DALLAS
17	\$61,675	E-Z STOP CONVENIENCE	200 WESTERN DRIVE	DEL RIO
18	\$60,950	HAMPTON FOOD MART	5707 MARVIN D LOVE FRWY	DALLAS
19	\$60,725	A & B CORNER FOODMART	1300 E PALM VLY	ROUND ROCK
20	\$60,625	L STOP	411 N WHARTON ST	EL CAMPO
21	\$59,575	SHOP & GO	406 W CAMP WISDOM RD	DUNCANVILLE
22	\$57,625	DONUT PLUS	4512 NORTH ST	NACOGDOCHES
21	\$57,475	BOWEN'S GROCERY	3400 THOMASON DR	MIDLAND
24	\$56,700	FOOD FAST/SHORT STOP #10	607 SAN AUGUSTINE	CENTER
25	\$54,000	YOUR C STORE	809 E TRAVIS	LA GRANGE

Holiday Suite Sales Last 3 Years

First 12 weeks of sales from first introduction in October

\$116,736,629



2007-2008

\$127,646,197



2008-2009

\$161,606,539



2009-2010

2007 - First week of sales 10-27

2008 - First week of sales 10-18

2009 - First week of sales 10-18

October/November Retailer Survey

1. Do you know your store's goal for the retailer cash incentive program that runs October 10 – January 8? Yes__ No__
2. Do you keep up with your progress in the cash incentive program by (check all that apply):
 - a. Terminal report __
 - b. Lottery Sales Representative __
 - c. Retailer Service Center on the Texas Lottery website __
3. Do you know that the cash incentive includes sales of all games except *Mega Millions* and *Powerball*? Yes__ No__
4. Do you know that, in addition to earning a cash incentive payment, you could be eligible to win up to \$50,000 in the special drawing? Yes__ No__

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

7-Eleven Store Receives \$500,000 Bonus!



7-Eleven Convenience #21972, located at 8902 Garland Rd. in Dallas, received a \$500,000 retailer bonus on June 28 for selling the \$97 million jackpot winning ticket in the May 29 Lotto Texas® drawing.

From L to R: Cheryl McCloud (GTECH), Randeep S. Kataria, Rajneesh Singh, Randy Quinn, Gina Easley (GTECH), and Deborah Graves (GTECH)

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 print a report that lists all the current jackpot amounts?

A. Yes, the *All Jackpot Report* provides the convenience of viewing, on one report, the current jackpot amount and draw date for *Lotto Texas*,[®] *Texas Two Step*,[®] *Powerball*[®] and *Mega Millions*[®]. [152032] The report is updated after each drawing and may be accessed on the terminal by selecting **Game Results**, then **#9-All Jackpot Report**.

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, you may print a report by selecting:

Instant Menu:

(2) Inventory Reports

(5) Top Prizes Unclaimed

The report is updated nightly. For more information, you may visit our website at www.txlottery.org or contact Texas Lottery Retailer Services at 1-800-375-6886.

Q. Is There a Way to Get Terminal Reports Through the Internet?

A. Yes, you may access the Retailer Services Center (RSC) at www.txlottery.org/retailers. Updates from the Texas Lottery accounting system are transferred to the RSC each night. The RSC is available 24 hours a day, seven days a week at no charge. [507442] License holders may enroll in the service by using their Lottery ID (the six-digit retailer number issued to you) and establishing a username and password. Once you have created your user ID, you may view your ticket inventory and accounting activity for the past eight weeks. For more information, contact Texas Lottery Retailer Services at 1-800-375-6886.

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

A. 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 [153790] weekly invoice available the upcoming Sunday.
2. **Manually** - After a pack is activated, you may choose to settle the pack and it will be charged to the current accounting week, which will be reflected on your 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. The charge to your account will be reflected in your weekly invoice available the following Sunday.
4. **Game Closing** - You will be charged for any tickets, not previously settled, in your possession after the official End of Game date.



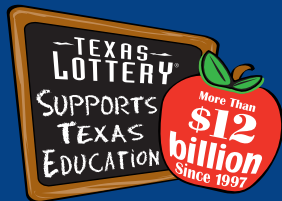
Retailer Bonuses



Game	Retailer	Location	Bonus
\$500,000,000 Blockbuster #1114	Sac-N-Pac #103	San Marcos	\$10,000
\$1,000,000 Gold Rush #1068	Smitty's Food Mart	Inez	\$10,000
\$140,000,000 Extreme Payout #1101	Times Market 2005	Bishop	\$10,000
\$500,000,000 Blockbuster #1114	Eagle Mart #3	Houston	\$10,000
\$500,000,000 Blockbuster #1114	Fort Sam Chevron	San Antonio	\$10,000
Weekly Grand #1153	Tyler Truck Stop	Tyler	\$10,000
Set For Life #1057	Chapmans Fruit Market	Waco	\$10,000
Weekly Grand #1270	7-Eleven #606	El Paso	\$10,000



Draw Date	Retailer	Location	Bonus
4/19/02	Texaco Food Mart #2	Beaumont	\$2,000
6/24/10	Independence Shell	Plano	\$10,000
7/15/10	Three Amigos	San Antonio	\$2,250
7/15/10	Redi-Go	Springtown	\$2,250
7/15/10	Medina Base Quick Mart	San Antonio	\$2,250



PLAY
RESPONSIBLY.

Visit us online at:
www.txlottery.org

Maybe It's Your Lucky Day★

Mon



Tue



Wed



Thu



Fri



Sat

