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**SUPPORTING TEXAS EDUCATION
AND VETERANS**

TEXAS LOTTERY SMASHES ALL-TIME SALES RECORDS WITH NEW \$6.25 BILLION MARK IN FY 2019

New records established for scratch ticket and draw games sales; Record revenue transferred to Texas public schools and Texas veterans

(AUSTIN) – Innovative approaches to scratch tickets, new features for draw games and growing anticipation over large national jackpots led the Texas Lottery to achieve **\$6.25 billion in sales** during its ninth-consecutive record-breaking year – resulting in a record **total contribution of \$1.637 billion for Texas education and veterans**. The lottery’s new record sales total, a \$625 million increase (11.1%) over FY 2018, was driven by a pair of independent records, as the Texas Lottery achieved its **highest scratch ticket and draw game sales’ totals** in its 27-year history.

“The Texas Lottery is very pleased to report it has achieved its top-selling year of all-time,” said Gary Grief, executive director of the Texas Lottery. “We are even more thrilled to announce the Texas Lottery once again generated record revenue for Texas education and veterans during the last fiscal year. With the latest figures included, the Texas Lottery has seen sales growth of more than \$1.8 billion – or more than 42 percent – over the last five years, making it one of the most successful in the nation over that time span. These accomplishments are due to the great dedication, attention to detail and hard work of our employees, retailers and vendor partners.”

This year’s revenue transfer included **\$1.617 billion to the Foundation School Fund, equaling more than 7% of the state’s [budgeted share](#) of public education spending for FY 2019, and \$19.4 million to the Fund for Veterans’ Assistance, the Texas Lottery’s largest contributions to Texas education and Texas veterans**. The Texas Lottery has now contributed more than **\$24 billion to Texas public education** and more than **\$120 million to Texas veterans** since the dedication of such funds by the Texas Legislature.

Record Scratch Ticket Sales

Scratch ticket sales for FY 2019 totaled **\$4.846 billion, the highest scratch ticket sales mark in Texas Lottery history**. Scratch ticket sales accounted for 77.5% of the portfolio’s total sales

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and saw a 9.7% increase over FY 2018. Sales in this category were driven by the continued growth of high price point games, the lottery's focus to be culturally relevant to Texans through different scratch ticket products and new innovative second-chance promotional drawing concepts.

Games within the \$10-\$50 price points accounted for 59.3% of total scratch ticket game sales. During FY 2019, the Texas Lottery expanded its family of Loteria scratch ticket products to appeal to the Texas Lottery consumer by adding Million Dollar Loteria at the \$20 price point. Since launching in November 2018, the game totaled \$194.4 million in sales during FY 2019 and was one of the top 10 selling games each week.

The Multiplier and Gem 7s families of games were critical to the Texas Lottery's FY 2019 gains, with the Gem 7s family introducing the pooling of second-chance drawing entries across all the games in the family. Gem 7s players also received a number of entries based on the price point of the entered ticket— e.g., a \$20 ticket gave the player 20 entries in the drawing. Multiplier scratch ticket players were able to enter their non-winning tickets into the [\\$5 Million Vegas Challenge™](#), while Gem 7s scratch ticket players could enter their non-winning tickets into the [Big Cedar® Lodge Cash Adventure](#).

Record Draw Games Sales

In addition to record scratch ticket sales, strong performance for draw games generated a record sales total of **\$1.406 billion in sales for the Texas Lottery – a \$197.4 million increase over FY 2018, breaking the former record mark of \$1.388 billion set during FY 1997.**

Multi-state games (Powerball and Mega Millions) in Texas combined for a record amount of \$750.1 million in FY 2019, the highest amount since the previous record set in FY 2016.

Fueled by a record \$1.537 billion jackpot in October 2018, Mega Millions sales generated \$407.5 million, marking its highest amount since the game was introduced in Texas in FY 2004.

In April 2019, the new FIREBALL add-on feature for Pick 3 and Daily 4 replaced Sum It Up!, providing players with the ability to create additional winning combinations in the Pick 3 and Daily 4 games. The new feature led Pick 3 and Daily 4 to a **record combined sales total of \$380.2 million**, or more than 27% of the Texas Lottery's draw game sales for FY 2019. For the second consecutive year, Daily 4 set an all-time sales record for the game, with \$121.1 million in sales.

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Lotto Extra!, the add-on feature for Lotto Texas®, also contributed to the agency's draw games sales record with \$26.8 million in total sales during FY 2019.

Record Year for Retailers

FY 2019 was also a record year for the Texas Lottery's nearly 18,500 retailers across the state. Retailer commissions and incentives totaled **\$335.9 million combined, the highest payment to retailers** in Texas Lottery history and amounting to an average of \$18,402 for the Texas Lottery's retail partners.

Record Year for Players

FY 2019 was also a big year for Texas Lottery players. Players collected **\$4.132 billion in prizes, the highest prize payment** in Texas Lottery history. This total was a \$394.2 million increase over the previous prize payout record amount of \$3.737 billion set during FY 2018. The Texas Lottery paid an average of more than \$11.3 million a day in prizes to players during FY 2019.

Careful Spending

The Texas Lottery continued to adhere to its conservative spending approach in FY 2019, as it reduced its FY 2018 administrative costs rate of 3.99% – one of the lowest administrative expenditure rates in the country – to just 3.97%.

“By the virtue of establishing another record sales year, the Texas Lottery continues to provide substantial support for Texas education and veterans,” said J. Winston Krause, chairman of the Texas Lottery Commission. “I want to thank our players for continuing to play the games of Texas, and want to also commend the employees for upholding the integrity and security of the Texas Lottery – both play a significant role in the Texas Lottery's ability to achieve that feat for our beneficiaries.”

FY 19 by the Numbers

- If it was a publicly traded company, **\$6.251 billion in annual sales would place the Texas Lottery at No. 472 on the [2019 Fortune 500 list](#)**, right behind Post Holdings and ahead of other well-known brands including Ralph Lauren, Clorox, Intuit, and Harley-Davidson.
- This is the **16th consecutive year** that the Texas Lottery generated more than \$1 billion in revenue for Texas.

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- **97.6% of Texas Lottery sales are returned** in the form of contributions to the Foundation School Fund, the Fund for Veterans' Assistance and other state programs, and through prizes, retailer commissions, and incentives.

The Beneficiaries: Texas Education and Texas Veterans

The Foundation School Fund, administered by the Texas Education Agency, funds the operational needs and special program services for Texas school districts including teacher salaries, utilities, equipment, bilingual education, special education, gifted and talented education, and career and technical education.

[The Texas Veterans Commission Fund for Veterans' Assistance](#) makes grants available to eligible charitable organizations, local government agencies, and Veterans Service Organizations that provide direct services to Texas veterans and their families. With 1.7 million veterans spread across the state, these programs provide financial assistance, transportation services, Post-Traumatic Stress Disorder counseling and housing assistance.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$29 billion in revenue for the state and distributed \$61 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$24 billion to the Foundation School Fund, which supports public education in Texas. As authorized by the Texas Legislature, certain Texas Lottery revenues benefit state programs including the Fund for Veterans' Assistance. Since the first veterans' themed scratch ticket game was launched in 2009, the Texas Lottery has contributed more than \$120 million for programs supporting Texas veterans.

The Texas Lottery provides several entertaining games for lottery players including Powerball[®], Mega Millions[®], Lotto Texas[®], All or Nothing[™], Texas Two Step[®], Pick 3[™], Daily 4[™], Cash Five[®] and scratch ticket games. For more information visit us on Facebook, Twitter, Instagram, YouTube or at www.txlottery.org. PLAY RESPONSIBLY.

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