

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery® Retailers

April / May 2007

On January 24, Curtis Wayne Hanson of Gallatin, trustee for the Hanson Family Trust, came to Texas Lottery headquarters to collect a top prize of \$2.4 million—\$10,000 a month for 20 years—in the *Monthly Bonus* scratch-off game. At the ceremonial check presentation, Mr. Hanson, an amateur magician, entertained lottery staff with a variety of tricks. The real trick is how so many Texas Lottery employees pull together to ensure that top-prize claimants—*your* winners—have a positive experience when they collect their top prize.

“We’re here to walk them through the whole process, which can be a life-changing one for the claimant,” said On-line Product Specialist René McCoy. “They’re almost always excited and/or nervous, but we stick with them, and obviously there’s a pretty good payoff at the end!”

The next step is to schedule a time for the claimant to come to Austin to have the ticket validated and claim their prize. Sometimes that means the next day, or the claimant may wait weeks. Many claimants use this time to seek legal and/or financial advice, and many form a legal entity rather than claim the prize as an individual.

Collecting Top Prizes Can Be a

Magical Experience

for Texas Lottery Claimants



Typically, the first step in the top-prize claim process occurs when a claimant calls in and speaks with a Claim Center Specialist or a Product Specialist in order to conduct an “initial inquiry” on the ticket. From this point on, the Product Specialist will be the claimant’s primary point of contact.

Left: Curtis Wayne Hanson, trustee for the Hanson Family Trust, performs a few magic tricks for Texas Lottery employees after claiming a \$2.4 million prize in the Monthly Bonus scratch-off game. Right: Texas Lottery Executive Director Anthony J. Sadberry presenting Curtis Hanson with a ceremonial check.

Another decision claimants have to make is what level of publicity they’re willing to do. It’s the commission’s policy to release the name of the claimant, their hometown, the amount of the prize, the name of the game and retailer information. It’s up to the claimant to decide if they want to provide the public with more information. Some choose to offer a quote, or a quote and a photo, while others, like the Hanson Family Trust, agree to full publicity, including a news conference for the presentation of their ceremonial check.

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RoundUp

April/May 2007

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(Select Option 2, then Option 3 for
licensing or accounting questions.)

Available 7 a.m. - 5:30 p.m. CST
Monday - Friday.

GTECH Hotline:

1-800-458-0884

(For equipment problems
or to order tickets.)

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

Web site:

www.txlottery.org

Collecting Top Prizes - (Cont'd)

"It's important that all Texans know that real people really do win the games," said Media Relations Director Bobby Heith. "That's why it's our policy to release at least the name and hometown, but any time they choose to do more publicity, it's great for the Texas Lottery and our retailers and hopefully fun for them."

The actual processing takes about half a day. [136939] The claimants, who often bring family or other guests, first meet with their Product Specialist, who then explains what the claimant can expect for the rest of the day.

"After talking with them so many times on the phone before they come in, it's always exciting to finally meet them face-to-face," said Instant Product Specialist Jessica Burrola. "As fun as it is though, it's really important for all of us to stay focused on the task at hand."

This is when all the preparatory work finally pays off as the claimant meets with staff from all over the agency to discuss options, go over paperwork and have their ticket validated. After all of these steps are completed, the claimant may be called a winner!

"This is a day that the winner will remember for the rest of their life, so we want to make the experience as fun and exciting as possible," said Instant Product Specialist Fran Edwards. "And that goes double when they agree to a news conference like the Hanson group did."

The winner then meets with the executive director or another Texas Lottery representative to receive their ceremonial check. If, however, the winner has agreed to a news conference, like the Hanson Family Trust, there is one more task to complete.

At the scheduled time, [241513] staff is invited down to watch the check presentation/news conference. Not every claimant puts on a magic show like Curtis Wayne Hanson, but it's always exciting to meet Texas' newest millionaire.

"One of the best parts of my job is the opportunity to meet with our top-prize winners and give them their money," said Executive Director Anthony J. Sadberry. "I want all of our retailers to rest assured with the knowledge that we're taking good care of your players."

*Instant Product Specialists
Fran Edwards and Jessica
Burrola, and On-line Product
Specialist René McCoy.*



RETAILER Frequently Asked Questions- Software Updates

Q. Are There Any Recent Changes to Reports or Messages That May Affect Retailers?

A. There are several software updates that were implemented in early 2007 to provide retailers and players new information. Highlights of key changes are provided below.

Mega Millions® Winning Numbers Report – When the *Mega Millions* winning numbers are requested and the information is unavailable or cannot be generated by the system, the screen will display “Information Currently Not Available.” This message will appear from the draw break until midnight. [134512] All terminals will report complete winner information at sign-on (6 a.m.) when it is available. “CA Winner Information Not Included” will be printed at the bottom of all *Mega Millions* Winning Numbers by Date reports.

Retailer Number On Terminal Reports – All terminal reports, including Deferred News Messages and Regular News Messages, will include the message, “Printed at Retailer #nnnnnn.”

Two Validation Receipts – Players often request confirmation of the prize amount of an apparent winning ticket. Now retailers can provide a printed receipt. Each time a winning ticket is validated the terminal will print two receipts – one “Retailer Copy” and one “Player Copy.” Retailers should keep their copy and always provide customers their copy as a way to confirm the prize amount. **A validated ticket should not be returned to the customer.**

Megaplier® Sales Prompt – Megaplier is unique to Texas and provides players a great way to increase their winnings. Any time the Megaplier option is not selected by a player, the terminal screen will display a sales prompt to remind customers about the option. The message will apply to manual entry, playslip and SST plays.

ISYS message: ASK CUSTOMER: WOULD YOU LIKE TO MEGAPLY?
PRESS SEND FOR NO OR PRESS MEGAPLIER FOR YES

SST message: WOULD YOU LIKE TO MEGAPLY?
YES MEGAPLY NO MEGAPLY

Draw Numbers Printed on On-line Game Tickets – To assist players in looking up winning numbers, the draw number(s) will print below the draw date on on-line tickets. For multi-draw tickets, only the first and last draw numbers will appear. *Pick 3*™ multi-draw tickets will display DAY DRAWS, NIGHT DRAWS or CONSECUTIVE (day and night) directly above the draw date(s). [495547]

4-Digit Game Numbers – As the Texas Lottery Commission continues to introduce a wide variety of scratch-off games, the number of games released since 1992 will soon top 1,000. To support 4-digit game numbers, a leading zero will be added to existing 3-digit game numbers. When validating tickets, retailers must enter the leading zero to provide four digits. All reports will include the leading zero on 3-digit game numbers (e.g., game #123 would be entered #0123).

Order Confirmation – When confirming ticket orders by manually entering Instant Ticket Packing Slip information, the terminal will now display “Scan or enter the last 8 digits of the tracking number.”

Top Prizes Claimed Report – For players who want the most current information for prizes claimed on scratch-offs, retailers will be able to print reports from the terminal. The report will include game number, name, top prize amount, number of top prizes ordered and number of top prizes claimed to date (as of the night before).

(FAQ's continued on Page 13)

FAQ

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FAQ

TylerSpotlight

The Tyler District shares borders with three neighboring states (Oklahoma, Arkansas and Louisiana) and includes more than 1,081 retailers within 35 counties.

Lottery Sales Reps, with the help of ITS Specialist Dana Fowler, focus on improving retailers' sales by providing exceptional support and services, including customized instant-ticket plans for each and every retailer.

Stateline Citgo in Texarkana is the top-ranked account in the state in combined sales volume (instant and on-line).

An energetic, enthusiastic team spirit contributes greatly to the Tyler District's success. Lottery players from all over the district enjoy Texas Lottery events throughout the year including Mardi Gras in Jefferson, the Quadrangle Festival in Texarkana, the Tomato Fest in Jacksonville, and AlleyFest in Longview.



Gilliam's Grocery, Buffalo

by Nikki Lafitte, LSR

When traveling south of Dallas or north of Houston on I-45, you'll find a modern-day step back in time at **Gilliam's Grocery**. Gilliam's, owned by Lauri Davis, is located in Buffalo, approximately two miles east of I-45 on Hwy 79. Gilliam's services their hometown, along with a multitude of travelers passing through. When they moved their old store into their brand-new building in March 2006, they included many big-town [227404] conveniences in their one-stop shop.



Left to right: Gilliam's Flash Floor manager/cashiers Kathy Griego and Debra Allbritton, and Deli Manager Tammy Bowden.

Customers can stop in for cell phone service, grab a sandwich or donut, or just stop by to socialize while they sit in their deli area and scratch lottery tickets to their heart's content. Gilliam's carries a wide variety of scratch-off games in their two in-counter dispensers for a total of 40 games. Their sales are steadily increasing with the opening of the new store. How do they do it? The Gilliam's crew keeps all slots filled, reminds players of new games, and always, always asks for the sale.

Tyler District Team



Front Row (kneeling) L to R: Michael Skinner, Chris Sweaks, Stephen Bentley, Richard Gonzalez. Back Row - L to R: Tanja Wright, Gayle Strickland, Helen Rockwell, Carol Gable, Nikki Lafitte, Shirley Brister, Pat Phillips. NOT PICTURED: Stephen McCurley.

Corsicana Mini Mart, Corsicana

by Richard Gonzalez, LSR

Kevin Mazrooee took ownership of the **Corsicana Mini Mart** approximately two years ago. His store is located about 55 miles south of Dallas. Mazrooee had plans to develop his store into a thriving business and asked how he could maximize Texas Lottery sales.



Owner Kevin Mazrooee (rear left), his wife Julie (center) and the rest of the Corsicana Mini Mart crew.

We looked at all of the options with him and he ultimately agreed that one way to increase sales was to offer a wide range of instant games, ranging from big dollar denominations to smaller \$1 games. We put 32 dispensers on the counter at eye level to create a better visual for impulse sales. All employees were trained to “ask for the sale,” and push promotions like Lone Star Spins and 2nd Chance Drawings, but one of the most important ways to increase sales was to cash all winners up to the retailer limit of \$599.

Jessie Myers, manager of Kidd Jones #10.



The ability to collect winnings on the spot just makes customers feel good and want to spend more money, [145506] and also helps build a customer-friendly reputation that brings repeat customers.

Mazrooee has a great staff and a well managed store with excellent overall sales. [146283] Mazrooee has had lots of big winners and has increased weekly scratch-off sales from \$4,500 to more than \$15,000. He is now averaging more than \$2,800 a month in commissions.

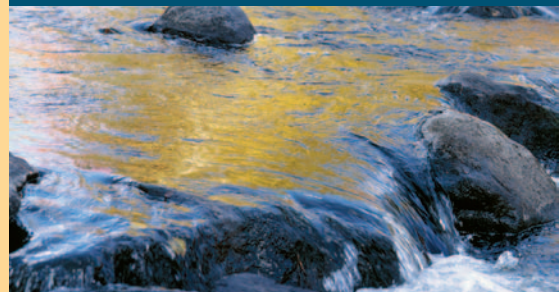
Kidd Jones #10, Lindale

by Chris Sweaks, LSR

It was just another day for Jessie Myers, manager of **Kidd Jones #10** in Lindale, but her luck was about to change. After her work day is over, Jessie loves to play *Pick 3* and Texas Lottery scratch-off games. She has had luck in the past, but on October 11, 2006, she really hit it big. Jessie scratched a *Set for Life* ticket worth \$2,500. Her day had just gotten a lot better! After running around the store several times, she went straight to the claim center to get her money. With the cash she won, Jessie and her husband Ed went on the [142195] honeymoon they never had after 26 years of marriage. They had a wonderful time.

Tyler

District Highlight
as of 2/17/07



DSM: Carol Gable

LSRs: 10 — Stephen Bentley, Shirley Brister, Richard Gonzalez, Nikki Lafitte, Stephen McCurley, Pat Phillips, Helen Rockwell, Michael Skinner, Chris Sweaks and Tanja Wright

FSTs: 4 — Roger Jekot, Wayne Eddins, James Williams and Larry Sullivan

Support Staff: Gayle Strickland, Administrative Assistant

Claim Center Location & Phone:

Tyler Claim Center

3800 Paluxy Dr., Ste 330

Tyler, TX 75701

(903) 509-9008

WINNERS SINCE START-UP

of Lotto Texas Jackpot Winners:31

of Texas Two Step Jackpot Winners:11

of Cash Five Top-Prize Winners:212

Total Sales Since Start-up:\$3,260,008,998.50

% of Sales:7.19%

Retailer Commissions Since Start-up:\$163,000,449.93

No. of ISYS Retailers:1,036

No. of GVT Extra Retailers:9

No. of SST Retailers:23

No. of ITVM Retailers:41

Spring Mar Grocery, Crockett

by Shirley Brister, LSR

Found between two cities—Crockett to the North and Trinity to the South—are the friendly folks at **Spring Mar Grocery**. [143564] Recently, owner Mardell White contacted local radio station KIVY and told them that her store had sold a matching *Cash Five*® ticket worth \$29,126.



Mardell White, owner of Spring Mar Grocery.

People started dropping in to see if the winner had come forward and about four days later, Ruby Knapp stopped in. White told her about the winning ticket sold at her store. Knapp said, "Well, check mine." White was pretty sure from looking at the numbers that Knapp had the matching ticket, but she felt more certain when the terminal read "Claim at Lottery."

White was thrilled, but not nearly as much as Ruby Knapp! Word spread pretty quickly, especially after White called the radio station back and shared the good news with all of East Texas. White continues to remind all of her players that *Cash Five* is played six nights a week and they could be a winner too!

See the
Handi Plus Check Presentation
photo on page 14!

BJ's Quickie Food, Longview

by Tanja Wright, LSR

Store Manager Steve Panta has a goal of making **BJ's Quickie Food** the top-selling Texas Lottery retailer in Longview. He keeps his players coming back and increasing his instant-ticket sales by keeping his dispensers full and offering a wide variety of games. He pays all winners up to \$599 and offers excellent customer service. Panta also is extremely creative when it comes to displaying his store's winning tickets. Next time you're in the neighborhood, stop by BJ's Quickie Food and check out his creations. [139013]



BJ's Quickie Food clerk Maria Lupe shows off some of Manager Steve Panta's handiwork.

Cowboy's, Longview

by Michael Skinner, LSR

Two *Texas Two Step*® jackpot tickets for the April 27, 2006, drawing were purchased at **Cowboy's** in Longview. That record-high *Texas Two Step* jackpot was \$2.9 million. Owner Gary Singh was excited about having the jackpot tickets sold at his store and even more excited about the two \$3,333.33 retailer bonuses for selling the winning tickets.



SukhJeet Singh, brother of Cowboy's owner Gary Singh.

A relative of his was one of the jackpot winners. Singh and his brother SukhJeet have operated the store for over two years.

Food Fast/Short Stop 21, Mount Pleasant

by Helen Rockwell, LSR

"A picture is worth a thousand words," is what Phyllis Pierce, manager of **Food Fast/Short Stop 21** in Mount Pleasant, and her staff tell all their customers when they complain that they don't think anyone really wins when they play the *Games of Texas*. And then they point out the prominently displayed photos of past winners. Pierce and her clerks believe a positive attitude, game knowledge, availability and most of all—winner awareness—are what have helped them maintain an overall weekly average of over \$18,000 in Texas Lottery sales.



Food Fast/Short Stop Manager Phyllis Pierce and Clerk Samantha Sparks.

Scotties, Whitehouse

by Stephen McCurley, LSR

It's all about winner awareness at Scotties in Whitehouse. Scotties has devoted an entire wall in the store to show off its many winners! Scotties has been owned and operated by Pete and Pam Patel for the last four years. Average Texas Lottery sales at Scotties exceed \$7,800 per week. The Patels' [141845] enthusiasm has helped them more than double their lottery sales since taking over four years ago. And the winners keep on coming: Scotties recently sold a *Mega Millions* ticket worth \$20,000!



Pete Patel, co-owner/operator of Scotties.

Stateline Citgo, Texarkana

by Pat Phillips, LSR



Stateline Citgo in Texarkana, owned by Sang and En Jung Kim, recently qualified for a third ISYS terminal. Stateline Citgo has the proud distinction of being the top retailer in the state for instant-ticket sales. This store is one of two locations in Texas owned by the Kims. Their other location, **Fast 'N Low**, is also a high-volume retailer in Texarkana. [138398]

The Kims credit their success to well trained and friendly personnel at both stores. They have developed a loyal player base that consistently stops in to purchase tickets when they are passing through Texarkana.

Stateline Citgo is located on I-30, right on the Arkansas/Texas border and is the first Texas Lottery retailer travelers come to as they enter the state. [145193]

The store has lots of winners and Mr. Kim prominently posts their pictures and winning tickets throughout the store. He pays all winners up to \$599.

The Kims have a total of 176 dispensers that are kept full at all times. POS material for new games is displayed, as well as contests. Mr. Kim looks forward to the con-tests and encourages his clerks to sell.

The store also has an electronic sign above their building that displays the current *Lotto Texas*® jackpot amount. Even with all of their Texas Lottery success, the Kims are still looking forward to selling a winning jackpot ticket.

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 May 31, 2007.

TOP 10 Retailers in Texas

TOTAL SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	143380	STATELINE CITGO	TEXARKANA	\$3,634,058
2	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$2,801,594
3	120083	UNITED DRIVE INN #1	MISSION	\$2,667,993
4	130091	SPEEDY BEE'S	DESOTO	\$2,582,353
5	134090	RUDY'S STOP & SHOP	ROSENBERG	\$2,515,459
6	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$2,244,144
7	131019	MR T'S MARKET	MIDLAND	\$2,046,051
8	141623	E Z WAY	KILLEEN	\$1,953,072
9	100522	LAS GUERAS, INC.	BROWNSVILLE	\$1,818,086
10	210518	FIESTA MART #7	HOUSTON	\$1,810,410

WINNING TICKETS PAID

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	143380	STATELINE CITGO	TEXARKANA	\$1,855,948
2	210506	FIESTA MART #17	HOUSTON	\$1,680,070
3	130091	SPEEDY BEE'S	DESOTO	\$1,556,819
4	134090	RUDY'S STOP & SHOP	ROSENBERG	\$1,545,318
5	120083	UNITED DRIVE INN #1	MISSION	\$1,514,170
6	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$1,452,169
7	210518	FIESTA MART #7	HOUSTON	\$1,372,089
8	210522	FIESTA MART #11	HOUSTON	\$1,371,835
9	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$1,313,934
10	131019	MR T'S MARKET	MIDLAND	\$1,304,237

CASH FIVE SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$118,563
2	136262	X-PRESS STOP	HOUSTON	\$88,854
3	134090	RUDY'S STOP & SHOP	ROSENBERG	\$73,531
4	143380	STATELINE CITGO	TEXARKANA	\$62,059
5	210506	FIESTA MART #17	HOUSTON	\$59,855
6	142612	ED'S COUNTRY STORE	VAN VLECK	\$59,381
7	210507	FIESTA MART #18	HOUSTON	\$58,382
8	120083	UNITED DRIVE INN #1	MISSION	\$55,745
9	210505	FIESTA MART #14	HOUSTON	\$55,642
10	136459	ONE STOP FOOD STORE	DALLAS	\$55,081

LOTTO TEXAS SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	143380	STATELINE CITGO	TEXARKANA	\$359,045
2	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$340,582
3	120083	UNITED DRIVE INN #1	MISSION	\$154,006
4	101248	DAVES SKI & TACKLE	DENISON	\$146,845
5	107105	MR DOLLAR	EL PASO	\$133,393
6	210505	FIESTA MART #14	HOUSTON	\$117,907
7	118476	JACKIE'S EXXON	SEMINOLE	\$111,078
8	101024	SNAPPY STOP INC	BURKBURNETT	\$109,202
9	122256	HILLTOP SERVICE	GAINESVILLE	\$108,529
10	102904	PITTMANS QWIK MART	CORPUS CHRISTI	\$106,476

CALENDAR YEAR 2006

MEGA MILLIONS SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$376,328
2	143380	STATELINE CITGO	TEXARKANA	\$289,792
3	103657	CHARLIE'S DRIVE IN	DE SOTO	\$164,364
4	120083	UNITED DRIVE INN #1	MISSION	\$148,147
5	122946	A & B CORNER FOODMART	ROUND ROCK	\$135,015
6	100522	LAS GUERAS, INC.	BROWNSVILLE	\$128,427
7	121174	MY HOA FOOD MARKET	HOUSTON	\$121,765
8	130379	JOHNSON-WHITE & ASSOCIATES	WASKOM	\$119,982
9	101248	DAVES SKI & TACKLE	DENISON	\$111,830
10	210505	FIESTA MART #14	HOUSTON	\$109,019

PICK 3 SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	231324	7-ELEVEN #1611-25567	DALLAS	\$492,468
2	125433	T AND H FOOD STORE	HOUSTON	\$465,938
3	101110	SHOP N GO	DALLAS	\$419,871
4	136459	ONE STOP FOOD STORE	DALLAS	\$413,593
5	210506	FIESTA MART #17	HOUSTON	\$383,787
6	130091	SPEEDY BEE'S	DESOTO	\$381,205
7	141049	SOUTHLAND MARKET	HOUSTON	\$362,411
8	143380	STATELINE CITGO	TEXARKANA	\$350,948
9	106246	HAMPTON TEXACO	DALLAS	\$337,698
10	107727	MAY FOOD STORE	HOUSTON	\$313,932

TEXAS TWO STEP SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	143380	STATELINE CITGO	TEXARKANA	\$111,564
2	142391	SHORTS GROCERY	BYERS	\$62,311
3	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$59,648
4	453802	LONGHORN CONVENIENCE STORE	DENISON	\$54,169
5	122946	A & B CORNER FOOD MART	ROUND ROCK	\$47,745
6	230006	J & W #25	SHERMAN	\$36,979
7	102904	PITTMANS QWIK MART	CORPUS CHRISTI	\$33,619
8	210505	FIESTA MART #14	HOUSTON	\$30,414
9	210518	FIESTA MART #7	HOUSTON	\$30,018
10	100925	SUNDOWN MARKET	MIDLAND	\$29,344

SCRATCH-OFF SALES

RANK	RETAIL #	NAME	CITY	TOTAL 2006
1	143380	STATELINE CITGO	TEXARKANA	\$2,460,650
2	120083	UNITED DRIVE INN #1	MISSION	\$2,082,770
3	130091	SPEEDY BEE'S	DESOTO	\$2,005,200
4	134090	RUDY'S STOP & SHOP	ROSENBERG	\$1,994,576
5	104833	ADRIAN'S DRIVE IN GROCERY	ALICE	\$1,990,115
6	134220	TOWN & COUNTRY CS, INC.	McALLEN	\$1,700,725
7	131019	MR. T'S MARKET	MIDLAND	\$1,693,031
8	144564	QUICK SHOP #1	DALLAS	\$1,571,775
9	141623	EZ WAY	KILLEEN	\$1,526,950
10	100522	LAS GUERAS, INC.	BROWNSVILLE	\$1,476,510

TOP 10 Retailers by District

CALENDAR YEAR 2006



McALLEN

Rank	Retail #	Name	City
1	134220	TOWN & COUNTRY CS, INC	McALLEN
2	120083	UNITED DRIVE INN #1	MISSION
3	100522	LAS GUERAS, INC.	BROWNSVILLE
4	131964	MID VALLEY EXPRESS	WESLACO
5	120084	UNITED DRIVE INN	MISSION
6	431293	CIRCLE K #9110	EDINBURG
7	130363	UNITED DRIVE IN NO 4 INC	MISSION
8	138683	UNITED DRIVE IN #6 INC	PHARR
9	118518	KRAMERS KWIK STOP #2	RIO GRANDE CITY
10	132437	UNITED DRIVE IN #5	McALLEN

ABILENE

Rank	Retail #	Name	City
1	131019	MR T'S MARKET	MIDLAND
2	311869	7-ELEVEN #125	ODESSA
3	132520	BOWENS GROCERY	MIDLAND
4	250214	WES-TO-GO #1	ABILENE
5	100925	SUNDOWN MARKET	MIDLAND
6	142462	ONE STOP FOOD SHOP	ANDREWS
7	101235	WESTERN FOOD STORE	ODESSA
8	100009	COYS DISCOUNT FOODS	VERNON
9	127115	N-N- OUT CONVENIENCE STORE	ODESSA
10	104027	COUNTRY STORE	ODESSA

HOUSTON

Rank	Retail #	Name	City
1	134090	RUDY'S STOP & SHOP	ROSENBERG
2	210518	FIESTA MART #7	HOUSTON
3	124442	PEARLAND FOOD	PEARLAND
4	135421	MERCURY DRIVE-IN GROCERY	JACINTO CITY
5	210506	FIESTA MART #17	HOUSTON
6	139232	QUICK WAY GROC. & WASH.	HOUSTON
7	210522	FIESTA MART #11	HOUSTON
8	141049	SOUTHLAND MARKET	HOUSTON
9	134573	JASPER CONOCO	JASPER
10	210505	FIESTA MART #14	HOUSTON

SAN ANTONIO

Rank	Retail #	Name	City
1	106772	LUCKY'S	SAN ANTONIO
2	114212	STOP N DRIVE	SAN ANTONIO
3	111582	E-Z STOP CONVENIENCE	DEL RIO
4	122563	FAST TRAC	SAN ANTONIO
5	141125	MIDCROWN FOOD MART	SAN ANTONIO
6	271308	MINI MART 66	KERRVILLE
7	139507	THE RIGHT CHOICE FOOD MART	BALCONES HEIGHTS
8	139249	STEP N GO	SAN ANTONIO
9	126336	MOBIL MART	CONVERSE
10	138992	THE RIGHT CHOICE FOOD MART #5	SAN ANTONIO

AUSTIN

Rank	Retail #	Name	City
1	141623	E Z WAY	KILLEEN
2	122946	A & B CORNER FOODMART	ROUND ROCK
3	140289	SIDRA FOOD MART	GATESVILLE
4	107634	THE OAKS FOOD MART	BRYAN
5	113598	YOUR C STORE	LA GRANGE
6	112619	A STOP	COPPERAS COVE
7	118962	E Z SHOP	WACO
8	124796	FELDER'S TEXACO	HEARNE
9	125385	DK'S QUICK STOP	CALDWELL
10	133581	SOEU CORP.	KILLEEN

IRVING

Rank	Retail #	Name	City
1	130091	SPEEDY BEE'S	DESOTO
2	144564	QUICK SHOP #1	DALLAS
3	101110	SHOP N GO	DALLAS
4	141964	HAMPTON FOOD MART	DALLAS
5	136459	ONE STOP FOOD STORE	DALLAS
6	142846	CHUCKS GROCERY	ARLINGTON
7	141005	SPEEDY B #1	CEDAR HILL
8	106246	HAMPTON TEXACO	DALLAS
9	126965	SWIFT #24	GARLAND
10	139906	SUNNY'S FOOD MART #4	DALLAS

TYLER

Rank	Retail #	Name	City
1	143380	STATELINE CITGO	TEXARKANA
2	121728	JJ'S #211	PALESTINE
3	144024	FAST & LOW	TEXARKANA
4	460901	JNJ'S FOOD MART #1	JACKSONVILLE
5	126735	WIL-MAX	GILMER
6	105033	MR. KWIK #1	LONGVIEW
7	114169	SOUTH-END GROCERY	MOUNT PLEASANT
8	104821	LANE'S	HEMPHILL
9	488821	FOOD FAST/SHORT STOP 21	MOUNT PLEASANT
10	118131	PASCO'S OIL CO. #4	TEXARKANA

EL PASO

Rank	Retail #	Name	City
1	222901	MELEK SERVICE CENTER	EL PASO
2	107105	MR DOLLAR	EL PASO
3	229421	KENT KWIK # 262	MONAHANS
4	134068	PRESIDIO 66/SILVER STREAK	PRESIDIO
5	229414	KENT KWIK # 272	KERMIT
6	203542	CIRCLE K #8775	EL PASO
7	232205	TOWN & COUNTRY #100	PECOS
8	258131	ALLSUP'S #283	WICKETT
9	457902	KINGS COURT #2	MONAHANS
10	225495	BIG DIAMOND # 1369	EL PASO

LUBBOCK

Rank	Retail #	Name	City
1	141916	CCNC	BORGER
2	135696	SWAMI FOOD AND GAS # 1	LUBBOCK
3	425714	TAYLOR PETROLEUM COMPANIES INC	BORGER
4	113159	KINGS FOOD & GAS	LUBBOCK
5	131571	ZACKS TARGET	MULESHOE
6	118476	JACKIE'S EXXON	SEMINOLE
7	425738	TAYLOR PETROLEUM CO #12	PERRYTON
8	128753	WHEELER SHELL	WHEELER
9	298202	STATE LINE OIL CO INC	SEMINOLE
10	236906	EZ MART #241	LUBBOCK

VICTORIA

Rank	Retail #	Name	City
1	104833	ADRIAN'S DRIVE IN GROCERY	ALICE
2	123565	L STOP	EL CAMPO
3	127111	JIMBO'S DRIVE INN	KENEDY
4	141691	USA FOOD MART #24	CORPUS CHRISTI
5	102904	PITTMANS QWIK MART	CORPUS CHRISTI
6	141441	EAGLE LAKE FOOD MART	EAGLE LAKE
7	219605	FASTOP FOOD STORE #4	VICTORIA
8	141028	BAY CITY FOOD MART	BAY CITY
9	104934	STOP & SAVE	WEST COLUMBIA
10	137897	YU MI'S	ALICE

VictoriaSpotlight

Our highlights and accomplishments are all due to you—the retailers in our district. The Victoria staff extends a warm thank you to each owner, manager and clerk. Thank you for your willingness to work with us during promotions, new games, and for being so very gracious to all of us as we visit your store day in and day out. Thank you again. We wish you much continued success!



Pittman's Qwik Mart, Corpus Christi

by Terri Crosswhite, LSR

With a top 100 statewide ranking for Texas Lottery sales, one wonders what in the world **Pittman's Qwik Mart** owners Austin and Linda Pittman have done to make them so successful at their Corpus Christi store. This year, they celebrated 21 years in business and recently took time to divulge some of their secrets for lottery success. Here are a few of their tips: display all available games, place ticket dispensers on the counter so players can easily make a selection, cash winning tickets, explain how to play on-line and instant games to new players, greet your customer with enthusiasm, let them know when a new game comes out and, most of all, thank them and wish them luck on their purchase! The Pittman's have sold a \$50 million *Lotto Texas* ticket and a \$65,000 *Cash Five* ticket, along with hundreds of thousands of dollars in other winners. The Victoria District wishes you well and is proud to have been a part of your success since 1992.

L Stop, El Campo

by LeeRoy Campos, LSR

Nicknamed "Pearl of the Prairie," the bustling little city of El Campo is home to a gem of a retailer known to locals as **L Stop**. With Texas Lottery sales in excess of \$1 million, L Stop finished the calendar year 2006 ranked second in overall sales for the Victoria District.



Pictured, left to right: L Stop Clerk Maria Villarreal, Co-owner Lisa Graham and Clerk Inez Arismendez.

The store offers more than 50 scratch-off games at all times, sports a play area, participates in all Texas Lottery promotions, and devotes one entire "wall of fame" to photographs of lottery winners. [421643] With a knowledgeable and attentive staff on hand, owners Lisa Graham and Gail Ritz insist, "It is still good old fashioned customer service that keeps our players loyal." [138215] Coming from a retailer whose current sales are on track to move even further up in the overall rankings, you can bet that advice is good as gold! Hats off to L Stop on another superb year!

Victoria

District Highlight
as of 12/09/06



DSM: Brian Finnigan

LSRs: 6 – LeeRoy Campos, Eric Moreno, Johnny Villarreal, Pam Knebel, Terri Crosswhite, Brenda Boucher

CSRs: 2 – Floyd Srubar and Rick Garcia

Support Staff: Betty Sutton

Claim Center Location & Phone:

Victoria Claim Center

2601 Azalea, Suite 16
Victoria, TX 77901
(361) 573-4185

Corpus Christi Claim Center

4639 Corona, Suite 19
Corpus Christi, TX 78411
(361) 853-4793

WINNERS SINCE START-UP

of Lotto Texas Jackpot Winners:30
of Texas Two Step Jackpot Winners:13
of Cash Five Top-Prize Winners:223

Total Sales Since Start-up:\$2,710,713,553.00
% of Sales:5.98%
Retailer Commissions Since Start-up:\$135,535,677.65
No. of ISYS Retailers:835
No. of GVT Extra Retailers:1
No. of SST Retailers:44
No. of ITVM Retailers:69

Wolff's Travel Stop, Three Rivers

by Johnny Villarreal, LSR

Each year, **Wolff's Travel Stop** in Three Rivers hosts a Customer Appreciation Day with the Texas Lottery as their main attraction. This year, lottery sales hit \$1,000 during the three-hour event. Folks were lined up at the Texas Lottery trailer and had tremendous fun spinning the wheel. We thank owners Mr. and Mrs. Wolff for their kindness and hard work to make this a successful promotion! [120083]



*Wolff's Travel Stop owners
Mr. and Mrs. Wolff with the
Lone Star Spin Wheel.*

Main Package Store, Weimar

by Pam Knebel, LSR



*Main Package Store Clerks Carrie Pesak (left)
and Stacy Rosas staff the Texas Lottery trailer.*

\$1,600 in just three hours! Customers were lined around the Texas Lottery trailer just itching to buy tickets and spin the wheel at the latest Customer Appreciation Day celebration held at **Main Package Store** in Weimar. Door prizes, free hot dogs, sodas and a bucket drawing were also part of the activities. Main Package Store has been part of the Texas Lottery family since 1992, and we give a special thanks to owners Gary and Janelle Helmcamp and manager Missy Guenther for their consistent enthusiasm in promoting lottery sales. We also want to thank the 400-plus customers who packed the parking lot for three hours, not only buying tickets, but sharing stories of big winners as well!

RETAILER Frequently Asked Questions- Policies and Practices

Q. A Player Presented a Lotto Texas Ticket Which Appears to be a Winner, But the Terminal Says, “Sorry, Not A Winner.” Why Won’t It Validate?

A. There are instances when a scanned on-line ticket (*Lotto Texas, Pick 3, Cash Five, Texas Two Step* and *Mega Millions*) that appears to be a winner results in a message other than prize amount. The following messages may be displayed when validation is attempted for on-line tickets that appear to be winners:

- Sorry, Not A Winner
- Claim at Lottery
- Call Hotline
- Previously Paid by You
- Results Not In
- Previously Paid by Other
- Exceeds Cashing Authority

Currently, 72 hours after a ticket is validated the system will no longer recognize the ticket in the validation table due to computer limitations, and the message will change to “Sorry, Not A Winner.” The time limitation will increase to 14 days in May 2007.

- Re-scanning a ticket before the first scan produces a terminal validation receipt may result in the message “Previously Paid by You.” Waiting a few seconds before scanning ticket a second time may prevent confusion.
- If a retailer validates a ticket and the ticket is scanned again during the first 72 hours after validation, the attempt will generate the message “Previously Paid by You” or “Previously Paid by Other,” depending on which retailer tries to validate the ticket.
- If a player submits a winning multi-draw ticket for validation and the original ticket is returned to player rather than the “Exchange Ticket,” future validation attempts may result in “Sorry, Not a Winner.”

The terminal message “Call Hotline” will appear when validation is attempted for inactive tickets and “Claim at Lottery” if validation is attempted for instant tickets in a status requiring agency action.

It is important to deface the barcode on all tickets—instant and on-line—to prevent further validation attempts. The barcode should be defaced top-to-bottom. [263001]

After a prize has been paid, the retailer should never return the ticket to a player. The terminal will produce two (2) validation receipts, one retailer copy and one customer copy which should be given to player after validation has occurred. [135409] This receipt will confirm to the player the prize amount to be awarded.

Retailer Bonuses

Retailer Bonus Check Presentation at Handi Plus #45

Texas Lottery Commission Media Relations Director Bobby Heith presents Shuju Feng of Handi Plus #45 in Angleton with a bonus check for selling the jackpot-winning ticket for the November 11, 2006, Lotto Texas drawing.



Draw Date	Retailer	Location	Bonus
10/30/06	Kwik Mart/Churchs	Dallas	\$1,000
11/2/06	Kroger #824	Sherman	\$2,000
12/18/06	Toot 'N Totum No. 14	Amarillo	\$1,375
1/31/07	Kwik Stop Cut Rate	Dallas	\$2,250
1/31/07	Kroger #568 SST	Allen	\$2,000
1/4/07	Big Diamond #1028	San Antonio	\$1,125



Game	Retailer	Location	Bonus
Weekly Grand #699	Speedy Stop #219	Austin	\$10,000
Deal or No Deal #661	Ramy's Mart	Allen	\$10,000
Set For Life #723	Tetco #459	San Antonio	\$10,000
Run The Table #733	Kwick Pick Grocery	Ennis	\$10,000
Monthly Bonus #604	Thompson Oil/Fas-Fil #1	Jacksonville	\$10,000



Draw Date	Retailer	Location	Bonus
6/28/06	Express Lane	Dallas	\$261,076.81
2/16/07	Handi Plus #45	Angleton	\$181,122.69

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 May 31, 2007.



Retailer Survey

1. Would you like your lottery sales representative to spend more time explaining any of the following?
(Check all that apply)

_____ Contests and promotions
_____ Lottery procedures
_____ Terminal functions
_____ How to play games
_____ Other (describe) _____

2. Are any of the following methods used in your store to promote winners? (Check all that apply)

_____ Posting defaced winning tickets
_____ Displaying pictures of winning players
_____ Posting store paid-out information, example:
"We paid out \$_____ in winnings last week."
_____ Offering winning number and game results reports from terminal
_____ Word of mouth
_____ Other (describe) _____

3. Please describe what the Texas Lottery could do or provide to help promote winners
in your store area or throughout Texas. _____

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: David Sizemore, Research Coordinator
Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5242





Scratch-Off Update

Upcoming Games

GAME #	AMT.	GAME #	AMT.
653 BONUS BLACKJACK	\$2	745 7-11-21®	\$1
Top Prize: \$25,000		Top Prize: \$1,000	
671 SCRATCH HAPPY	\$1	757 MEGA SLOTS	\$5
Top Prize: \$1,000		Top Prize: \$50,000	
694 DOUBLE DOUBLER	\$1	782 THE GAME OF LIFE™	\$3
Top Prize: \$1,000		Top Prize: \$35,000	
826 \$250,000 BINGO	\$10	792 PLATINUM PAYOUT	\$5
Top Prize: \$250,000		Top Prize: \$50,000	

DO YOU THINK YOU WON?

If you believe you are holding any of the following:

- a possible winning *Lotto Texas* or *Mega Millions* jackpot ticket
 - a possible winning on-line ticket valued at \$1 million or above
 - a possible winning instant ticket to be paid as an annuity
 - a possible winning instant ticket valued at \$1 million or above
- please call 1-800-37-LOTTO prior to traveling to Austin for processing.

Games Closing

CALL DATE: 2/1/07 CLOSE DATE: 4/2/07 END VALIDATIONS: 9/29/07

GAME #	GAME #
633 BONUS CASHWORD	687 \$50,000 PAYDAY
Overall Odds are 1 in 3.20	Overall Odds are 1 in 3.41
670 COOL MILLIONS	691 STAR OF TEXAS
Overall Odds are 1 in 2.45	Overall Odds are 1 in 3.21
680 LUCK OF THE DRAW	740 WILD DOUBLER
Overall Odds are 1 in 3.71	Overall Odds are 1 in 4.72
682 TWO FOR \$1	
Overall Odds are 1 in 4.76	

CALL DATE: 3/1/07 CLOSE DATE: 4/30/07 END VALIDATIONS: 10/27/07

GAME #	GAME #
602 BONUS BREAK THE BANK	668 CLUB CASINO
Overall Odds are 1 in 3.23	Overall Odds are 1 in 3.59
604 MONTHLY BONUS	672 SIZZLIN' SEVENS
Overall Odds are 1 in 3.61	Overall Odds are 1 in 3.40
605 BREAK THE BANK	684 ICY CASH
Overall Odds are 1 in 4.94	Overall Odds are 1 in 4.86
655 PAYDAY	699 WEEKLY GRAND
Overall Odds are 1 in 4.35	Overall Odds are 1 in 4.56
663 SUPER BINGO	755 HOLIDAY TREASURES
Overall Odds are 1 in 3.61	Overall Odds are 1 in 2.72
665 \$250,000 BONUS	
Overall Odds are 1 in 2.96	

Call Date: Sales reps have 60 days to bring in all remaining tickets for these games. A physical inventory must be conducted at each store to make sure all packs are picked up. Partial packs may not be returned prior to this date.

Close Date: Games have ended. No tickets may be distributed to, or sold by, retailers after this date. An auto settle will be run on this date to ensure that all prizes are accounted for.

End Validations: The last date that players can redeem any prizes for these games.

NOTICE: A scratch-off game may continue to be sold even when all the top prizes have been claimed. For more information on prizes remaining in a scratch-off game, call the TLC Customer Service Line at 1-800-37-LOTTO.

Visit us online at:
www.txlottery.org

PLAY RESPONSIBLY.



Your chance to win every day!

MON



Day/Night



TUE



Day/Night



WED



Day/Night



THU



Day/Night



FRI



Day/Night



SAT



Day/Night

