



July 2015

Round★Up

SCRATCH-OFF FOCUS



When You Settle
(with validations)
13 packs of
\$500,000,000 CASH



RETAILER PROMOTION

JULY 5 - AUGUST 15, 2015



**Receive a Free Pack* of
10X THE CASH**

*The Texas Lottery may substitute other scratch-off games of equal value for the game listed.

Ask your sales rep for details or visit txlottery.org.

DRAW GAME FOCUS

Play Your Lucky Numbers with *Pick 3*!

Be Strategic and Pick Your Play Style!



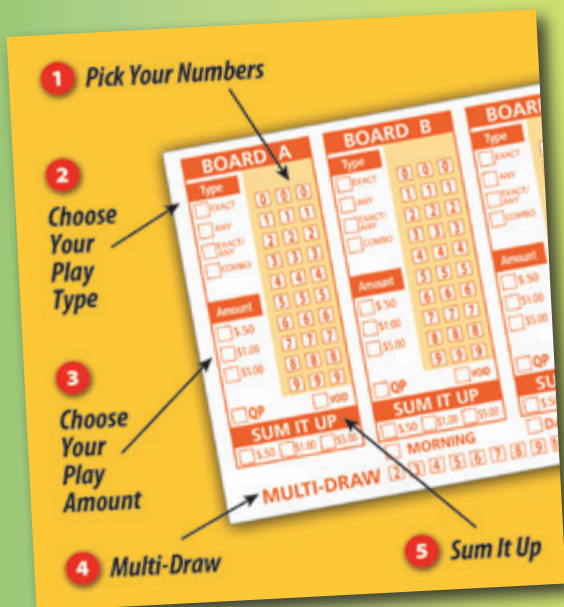
Encourage customers to try *Pick 3*. This game gives players lots of choices on how to play. They can:

- 1) Pick their favorite three numbers from 0 to 9 or just ask for a Quick Pick.
- 2) Pick their favorite play style: Exact, Any, Exact/Any or Combo.
- 3) Pick the amount they want to wager, from only \$.50 up to \$5.00 per play.
- 4) For as little as \$.50 extra per play, play *Sum It Up!*® for another way to win when the sum of their three numbers matches the sum of the three numbers drawn.

Drawings are held four times a day, Monday – Saturday.

Remind players they can pick their way to play every day!

Players can visit txlottery.org to find a draw time for their schedule!



RETAIL POS EXECUTION GUIDE



GEMINI TOPPER



BEGIN POST: 4/27
END POST: 5/11

BEGIN PULL: 7/20
END PULL: 8/3

CLING



BEGIN POST: 4/27
END POST: 5/11

BEGIN PULL: 7/20
END PULL: 8/3

ENGLISH AND
SPANISH VERSIONS

GEMINI PLAYSIP HOLDER



Updated with new draw break times

COROPLAST



BEGIN POST: 4/27
END POST: 5/11

ENGLISH AND SPANISH VERSIONS

PLAYSTATION INSERT



BEGIN POST: 4/27 BEGIN PULL: 7/20
END POST: 5/11 END PULL: 8/3

ENGLISH/SPANISH REVERSIBLE

MINI BILLBOARD



BEGIN POST: 4/27 BEGIN PULL: 7/20
END POST: 5/11 END PULL: 8/3

BIN TOPPER



BEGIN POST: 4/27
END POST: 5/11

BEGIN PULL: 7/20
END PULL: 8/3

MINI LUGON



BEGIN POST: 5/18
END POST: 6/1

CHANGE MAT



BEGIN POST: 4/27
END POST: 5/11

BEGIN PULL: 7/20
END PULL: 8/3

ENGLISH AND
SPANISH VERSIONS

TOWER TOPPER



BEGIN POST: 4/20
END POST: 5/4

THESE DATES ARE PROVIDED FOR RETAILER INFORMATION ONLY, NOT ACTION.
PLEASE ALLOW YOUR LSR TO POST AND PULL ALL THE ELEMENTS.

RETAILER CASH INCENTIVE INFORMATION



**PICK 3
PAYS OUT
FOR RETAILERS**

The Texas Lottery's first product-specific Retailer Cash Incentive Promotion ran 6 weeks March 8 – April 18, 2015. You could earn 10% on every *Pick 3* sale over your Target sales plus 5% commission.

- Retailers who Earned Incentive Payment - 7,149
- Total Incentive Payments - \$356,409
- Transfer to Foundation School Fund - \$997,903
- **Next Pick 3 Cash Incentive - July 5 – Aug. 15, 2015**

In addition to the *Pick 3* Retailer Cash Incentive Promotion this summer, you also can earn payments in the **Retailer Cash Incentive Program 17** that includes sales of scratch-offs, *Lotto Texas*®, *Texas Two Step*® and the daily games *Cash Five*®, *Daily 4*™, *Pick 3* and *All or Nothing*™.

- **May 3 – Aug. 1, 2015**
- 13 weeks
- Sales Goal Based on Your Sales Same Time Last Year
- Chance to Win up to \$50,000!

RETAILER BONUSES



Game	Retailer	Location	Bonus
\$500,000,000 Extreme Cash Blast #1387	Taylor Mart #2004	Vernon	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Quick N Easy #1	El Campo	\$10,000
50X The Cash #1663	H&M Snacks & Suds Inc.	Waco	\$10,000
100X The Cash #1666	Kim's #4	Palestine	\$10,000



Draw Date	Retailer	Location	Bonus
3/16/15	Kocks Liquor Beer Wine	Wichita Falls	\$2,250
3/16/15	Stripes #2166	Brownsville	\$2,250
3/19/15	7-Eleven Store #34251	Austin	\$2,000
3/26/15	J & C's Stop & Serve	Trinity	\$2,250
4/13/15	Petro Pantry #30	San Antonio	\$6,000



Draw Date	Retailer	Location	Bonus
3/25/15	Allsup's #230	Abilene	\$81,779.02
3/25/15	Super S Foods #133	Junction	\$81,779.02

FREQUENTLY ASKED QUESTIONS

Q. The screen at my store shows a lot of prizes sold. What does this mean?

A. The ESMM winner awareness slide shows the prize-winning draw game tickets that were sold for the previous week, plus the value of scratch-off ticket prizes that were claimed the previous week that have been validated. The information will be specific to your store, city, county or state.

Q. May I relocate the lottery equipment?

A. Never move the equipment yourself. Please contact Texas Lottery Retailer Services at 800-375-6886

and our specialists will arrange to have a technician visit your retail location to move the equipment.

Q. How do I order scratch-off tickets?

A. You may order scratch-off tickets through your Lottery Sales Representative (LSR) or by calling the IGT Hotline at 800-458-0884. Both your LSR and hotline staff will assist you with inventory review and merchandising support, as well as, ticket ordering and processing.

PLAY
RESPONSIBLY.



SUPPORTING TEXAS EDUCATION
AND VETERANS

Visit us online at:
txlottery.org