

Annual Report Highlights Achievements *(continued)*

During the fiscal year, visits to nelottery.com grew by 7 percent to more than 3 million.

Beyond these highlights, the 2009 Annual Report and Resource Guide contains information about developments in Scratch and Lotto games, special contests and promotions, and major winners claimed at Nebraska Lottery claim centers.

The Nebraska Lottery 2009 Annual Report and Resource Guide (41 pages, full-color) is available in PDF form on the Nebraska Lottery web site, nelottery.com. To request a full-color, bound copy of the Nebraska Lottery 2009 Annual Report and Resource Guide, email your name and mailing address to lottery@nelottery.com or write to Nebraska Lottery, P.O. Box 98901, Lincoln, NE 68509.

While the calendar year is ending, we are almost halfway through the fiscal year. Early indications show that we are on track for another successful year. As always, we will continue to provide new games, engaging promotions and fun events for our mutual customers. Together, we are Helping To Build A Better Nebraska.



Annual Report Highlights Achievements

by Jim Haynes, Lottery Director

As the end of the year approaches, I want to extend Season's Greetings from everyone at the Nebraska Lottery.

The end of the year is a perfect time to reflect on our accomplishments and look forward to the possibilities to come. Recently, the Nebraska Lottery published our 2009 Annual Report and Resource Guide (for the fiscal year that began on July 1, 2008, and ended on June 30, 2009), and I'd like to share a few highlights from the publication that may be of interest to our retail partners.

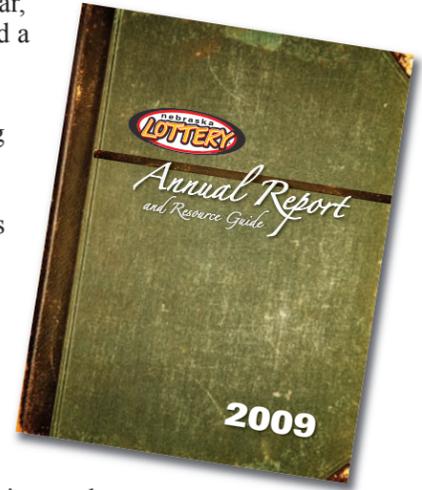
Sales of all Nebraska Lottery games (Scratch and Lotto) for the fiscal year totaled more than \$123 million. Total contributions to Nebraska Lottery beneficiary funds passed \$349 million with the June quarterly transfer. During the fiscal year, Nebraska Lottery beneficiary funds received a total of \$30 million.

There were several changes to the Nebraska Lottery's product offerings during the fiscal year. On October 1, 2008, the MyDaY on-line game was introduced. MyDaY produced nearly \$2 million in sales in its first nine months of operations. The Nebraska Lottery also participated in enhancements made to Powerball by the Multi-State Lottery Association. A partnership with the Nebraska Department of Economic Development Division of Travel and Tourism resulted in the Nebraska 101 \$2 Scratch game featuring Nebraska trivia and offering Nebraska vacation packages.

Nebraska Lottery retailers received more than \$7 million in commissions during the fiscal year.

Nebraska Lottery research found that 44 percent of the eligible population (age 19 or older) has played a Nebraska Lottery game in the past year.

(continued on back)



Coming Soon!



price: \$1
top prize: \$4,000

ticket talk

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16-30-00

nebraska lottery

Drawing Results, Winners and Scratch Game Information 402-471-6114
Players Hotline 402-471-6139 and 800-224-LUCK (NE & WY only)
Main Number 402-471-6100 and 800-587-5200
Internet Address nelottery.com

scratch tickets and or

877-651-6296

lottery retailer hotline
800-352-6510

800-522-4700

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Fall Bonuses

Here are the retailers who received High Prize Seller Bonuses for selling major winning tickets from mid-September through mid-October.

- Liquor Mart**, Columbus, \$150,000 High Stakes, \$15,000
- U-Stop**, Lincoln, Crown Jewels, \$1,000
- Roadrunner**, Norfolk, Super Crossword, \$50,000
- Big Red Mini Mart**, Omaha, \$150,000 High Stakes, \$1,500
- Time Saver #19**, Cozad, \$150,000 High Stakes, \$150,000
- Holiday #114**, Grand Island, Powerball, \$10,000
- Kwik Shop #622**, Omaha, Pick 5, \$74,001
- Mills Squeegee #1**, Lincoln, 2by2, \$22,000
- Petro Stopping Center**, York, Blazing Cash, \$50,000
- Steubes Thriftway**, Plattsmouth, Powerball, \$10,000
- Steubes Thriftway**, Plattsmouth, Powerball, \$10,000
- PDQ Shoppe**, Tilden, \$150,000 High Stakes, \$1,500
- Kwik Stop #9**, Central City, Bonus Crossword, \$1,000
- Super Store**, Bellevue, MyDaY, \$5,000
- Hy-Vee Drug Store**, Omaha, Pick 5, \$33,002
- Roadrunner**, Plainview, Pick 5, \$33,000
- Kabredlos #115**, Lincoln, Beginner's Luck, \$2,500
- Food 4 Less #323**, Fremont, MyDaY, \$5,000
- Black Bart's Shell**, York, Billboard, \$20,000
- Kwik Shop #681**, Lincoln, Solid Gold, \$2,400
- Casey's General Store #2742**, Grand Island, Quick 7's, \$7,000
- Roc's Stop & Shop**, Lincoln, MyDaY, \$5,000
- Quik Trip #597**, Omaha, MyDaY, \$5,000
- U-Stop #06**, Lincoln, Pick 5, \$74,000
- Stop 'N Shop #2**, Crete, Spicy Hot 3's, \$33,333
- Hy-Vee Food Store #1467**, Omaha, Pick 5, \$58,000
- Super C #2**, Lincoln, MyDaY, \$5,000
- Bucky's #71**, Omaha, Powerball, \$10,000

Please Note:

High Prize Seller Bonuses for Scratch games are credited to retailer accounts when the prize is claimed. High Prize Seller Bonuses for Lotto games are credited to retailer accounts after the drawing for which the ticket was sold.

October Crossword Answers

Across: 4. Vacation; 5. Riches; 6. Bonus;

7. Candy

Down: 1. Bugeaters; 2. MyDaY; 3. Diamond

Recent Winners

Bellevue Man Wins \$114,000 Nebraska Pick 5 Jackpot

Richard Briscoe of Bellevue recently won \$114,000 playing Nebraska Pick 5 from the Nebraska Lottery.

There were more than 7,000 Nebraska Lottery winners in the Tuesday, October 27 drawings. Among these winners was Briscoe, who purchased a three-play quick pick Nebraska Pick 5 ticket at Kwik Shop, 502 West Mission Street in Bellevue. One play on the ticket contained all five of the winning numbers (7, 8, 19, 21, 34) from the October 27 drawing for the \$114,000 jackpot.

Briscoe wasted no time in claiming his prize, arriving at Nebraska Lottery headquarters the day after the drawing. He told Nebraska Lottery officials that he learned he had won the \$114,000 jackpot after his wife told him that a winning Nebraska Pick 5 ticket had been sold at Kwik Shop. Briscoe then returned to the store to check his ticket. He plans to pay bills and purchase a new car using his winnings.



The odds of winning the Nebraska Pick 5 jackpot, which starts at \$50,000 and grows by \$4,000 each time it is not won, are 1 in 501,942, while the overall odds of winning a prize in the game are 1 in 8.

\$100,000 Platinum Payout Prize for Hastings Woman

Carolyn Brouillette of Hastings won \$100,000 playing the \$10 Scratch game Platinum Payout from the Nebraska Lottery.

Brouillette purchased her winning Platinum Payout ticket from the Nebraska Lottery event trailer on October 16. The trailer was located at Allen's of Hastings, 1115 West Second Street in Hastings for the store's October Jamboree event. After she returned to her car, Brouillette scratched the ticket and revealed matching numbers for a corresponding prize of \$100,000.

While claiming her prize on October 19, Brouillette told Nebraska Lottery officials that she "couldn't believe it" when she realized she had won the \$100,000 top prize. She plans to pay bills and purchase a new vehicle using her winnings.

Loyal Readers Contest Winners

Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the October edition of the contest:

- Brittney Sazama, Kwik Stop #15, Kearney**
- Tara Pfeiffer, Dolezal Motor, Pender**
- Georgia Rasmussen, Lloyd's Drug Mart, Norfolk**
- Janelle Mueller, Lake Stop, Columbus**
- Dawn Pavel, AJ's C-Store, Duncan**
- Sherri Andelt, Cubby's, Columbus**
- Heather Brand, Quik Pik #7, Valley**
- Kristine Lowery, C & M Supply, Deshler**
- Judy Halvorson, Beatrice Supermarket, Beatrice**
- Deborah Harimon, Route 26 Mart, Scottsbluff**

The above winners answered the questions to last month's crossword puzzle correctly.

The prize will be \$10 in Scratch ticket coupons for every employee who sells lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Ten winners are selected each month. Be sure your store is entered. See the crossword puzzle and entry form on the next page.



Holiday Home Theater Second Chance Giveaway

Turn your home into the place to be on game day by entering the Holiday Home Theater Second Chance Giveaway!

Starting November 15, players can enter a non-winning \$5 Scratch ticket for a chance to win a Nebraska-themed home theater package. All entries must be received no later than 5:00 p.m. (C.T.) on Friday, January 15, 2010.

How to Enter

1. Online Entries:

- Players may enter through their MVP Club membership at nelottery.com.
- One entry requires the serial number from a single non-winning eligible \$5 Nebraska Lottery Scratch ticket.
- Tickets may only be entered once, but players can enter as often as they like.
- Players must keep entered tickets for verification. See nelottery.com for more details.

2. Mail Entries:

- Players must completely fill out the back of the non-winning ticket, then mail the completed information to: **Holiday Home Theater Giveaway, Nebraska Lottery, P.O. Box 98924, Lincoln, NE 68509-8924.**

- Each entry of a single non-winning \$5 Scratch ticket must be in a separate sealed envelope.

- All entries with more than a single non-winning \$5 Scratch ticket will be considered as one entry.

- Multiple entries may be mailed together in a larger envelope provided that each individual entry envelope includes a single non-winning \$5 Scratch ticket. The larger envelope must be clearly marked "Multiple Entries Enclosed." Envelopes containing multiple entries, but not marked "Multiple Entries Enclosed," will not be opened so that their contents may be entered individually in the drawing.

Drawing Information

There will be one drawing held on Tuesday, January 19, 2010, in this Second-Chance Giveaway to select three winners.

First Prize – Home Theater Package from Schaefer's in Lincoln, including:

- 73" Mitsubishi HDTV
- TV Base
- Two Nebraska Chairs
- LG Blu-Ray Home Theater

Second Prize - \$2,000

Third Prize - \$1,000

For more information, refer to the promotion sales sheet or contact your LSR.



Contrary to popular opinion, the two best seats for a Nebraska game are not in the stadium.

Holiday Schedule

The holidays are quickly approaching, and the Nebraska Lottery asks retailers to be aware of the following information regarding ticket shipments during the holiday season.

Christmas

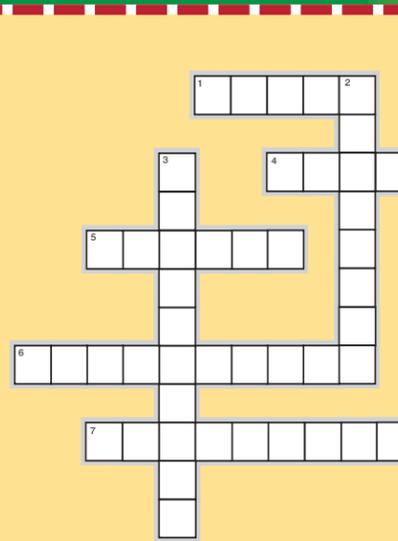
There will be no UPS deliveries on Christmas Eve (December 24) or Christmas Day (December 25).

New Year's

There will be no UPS deliveries on New Year's Eve (December 31) or New Year's Day (January 1).

Because of the holidays, please be aware that you may receive more packs of tickets than normal prior to Christmas and New Year's. Lotto drawings will not be affected by the holidays and will occur as normal.

Loyal Readers Contest



Across

1. Nebraska Lottery Lotto tickets can be purchased for up to 12 _____ of drawings.
4. The cornucopia, also referred to as _____ of plenty, is a symbol of food and abundance dating back to the 5th century BC.
5. The day after Thanksgiving, known as Black _____, is the beginning of the traditional Christmas shopping season.
6. New \$5 Scratch game; _____ Twist Big Bingo.
7. There are approximately 1,200 Nebraska Lottery _____ that sell tickets across the state.

Down

2. The \$600 top prize in Nebraska Pick 3 can be won if players choose the _____ bet type.
3. This flowering plant used for holiday decorating is named after Joel Roberts Poinsett, the first United States Minister to Mexico, who introduced the plant to the US in 1828.

Enter To Win

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Retailer: _____

The Nebraska Lottery likes to reward retailers who read Ticket Talk.

Each month, we will draw 10 entries from among retailer entries received by the designated deadline (December 21). Those entries that correctly answer the crossword puzzle will win.

The prize will be \$10 in Scratch ticket coupons for every employee who sells Lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Enter your store by completing and mailing this entry coupon today to:

Nebraska Lottery, P.O. Box 95105, Lincoln, NE 68509.

Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.