

couponing efforts

Three coupon offers will be available in selected newspapers and placed in retail locations starting February 28. These coupon offers are:

Lotto: Buy one Powerball quick pick play with Power Play® and get one free MyDaY quick pick play.

Scratch: Buy any three \$1 Scratch tickets, get one free \$1 Scratch ticket.

Combo Offer: Buy five \$1 Scratch tickets, get three free Powerball quick pick plays.

Three additional coupon offers will be sent via USPS to specific households. These coupon offers are:

Lotto: Buy five Powerball quick pick plays with Power Play® for two draws for \$15 (\$5 savings).

Scratch: Make a \$20 total Scratch purchase, get one free \$5 Scratch ticket.

Combo Offer: Buy five \$1 Scratch tickets, get three free Powerball quick pick plays.

Refer to the coupon sales sheet for information on how to redeem these coupons.

equipment tips

With summer coming up, many retailers may be planning some remodeling projects. If you are planning some changes to your store that might affect your terminal setup, please be sure to notify the Nebraska Lottery of your plans.

Communication for the Coronis terminal is satellite-based. Modifications, such as roof work, that will require the satellite dish to be relocated will involve some downtime. To shorten or avoid this downtime, please contact the Nebraska Lottery retailer hotline (800-352-6510) at least one week in advance to ensure that Customer Service Technicians will be available to temporarily remove or relocate equipment.

If you have any questions about your lottery equipment, contact the retailer hotline or talk to your LSR.

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Main Number 402-471-6100 and 800-587-5200
Internet Address nelottery.com

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Lottery Director
James M. Haynes
Editors
Brian Rokey
Neil Watson
Designer
Tom Bash

FEBRUARY 2009

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



new for 2009

by Jim Haynes, Lottery Director

The New Year is well underway, and I want to extend best wishes to everyone on behalf of everyone at the Nebraska Lottery. There are a number of exciting things planned in 2009, and I'd like to note some of them here.

The January 2009 changes to the Powerball game have been well received by Nebraska Lottery players. With the addition of the guaranteed 5X multiplier for the Match 5 prize, over 100 prizes of \$1 million are projected to be won each year, nationally, in the new version of the game. For reference, 24 cash prizes of \$1 million were won in 2008.

For racing fans, the \$2 NASCAR® Scratch game was launched on February 10. The game features two trip prizes to any NASCAR sanctioned race in the 2009-2010 season. Radio advertising to support the game is running in February and March, as well as banner advertising on the *Lincoln Journal Star* and *Omaha World-Herald*, and other newspaper web sites.

The Nebraska Pick 5 Jackpot Doubler promotion continues through the end of February. To date, four double jackpots have been won during the promotion. Because a double jackpot was won during the month of February, the promotion will end on February 28.

Plans are being finalized for the launch of the thirteenth edition of the \$2 Truck\$ & Buck\$ Scratch game. The game should launch in May, along with a second chance contest, culminating in a grand prize drawing at the 2009 Nebraska State Fair. Additionally, a new Lotto promotion is in development to replace the April Power Play 10X promotion, which has been cancelled by the Multi-state Lottery Association for this year.

These are just a few examples of the great products and promotions in store, as we continue to work together generating money for our beneficiary programs - **Helping to Build a Better Nebraska.**



Coming Soon!



NASCAR® scratch game

Based on the #1 spectator sport in the United States, the new \$2 NASCAR Scratch game offers players the chance to win one of two trips to a NASCAR sanctioned race, a total prize value of over \$7,000. Additionally, there are \$297,600 in cash prizes from \$2 to \$1,000 available in the game.

The trip prize is a four-day, three-night trip for two to the winner's choice of any NASCAR sanctioned race in the 2009-2010 season. Each trip includes coach airfare on a major airline for two from any U.S. continental airport, first-class hotel room or best accommodations, all ground transfers from the hotel and race track, reserved seating for two race days, a VIP package, and five hundred dollars in spending money.

The odds of winning the trip prize are 1 in 120,000, while the overall odds of winning any prize in the game are 1 in 3.78.



winter bonuses

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

Merchants C-Stores, Norfolk, \$35,000 Bingo, \$1,000

Merchants C-Stores, Norfolk, Naughty or Nice Crossword, \$1,000

Snac Shac, Grand Island, Fabulous Fortune, \$50,000

Weaver Discount Liquor, Norfolk, 15th Anniversary Spectacular, \$1,500

Weston 92 BP, Weston, Holiday Cash, \$3,000

Omaha 66, Omaha, Fabulous Fortune, \$50,000

Tobacco & Phones 4 Less, Omaha, 2by2, \$22,000

Short Stop, Plattsmouth, MyDaY, \$5,000

Pump & Pantry #17, Ord, Powerball, \$20,000

Buchanan BP, Omaha, Powerball, \$10,006

Thirsty's, Kearney, Powerball, \$10,000

Bucky's BP, Omaha, Powerball, \$10,000

Fantasy's Food & Fuel, Omaha, Powerball, \$200,000

Holiday #115, Norfolk, 2by2, \$22,000

Tobacco & Phones 4 Less, Omaha, Powerball, \$10,000

Smacks Convenience, Omaha, Pick 5, \$82,000

M Mart, Monroe, 15th Anniversary Spectacular, \$150,000

U-Save Mart, Morrill, Mega Cash, \$100,000

Short Stop, Plattsmouth, 2by2, \$22,000

Speedee Mart #2727, Nebraska City, MyDaY, \$5,004

U-Stop #14, Lincoln, Powerball, \$10,000

Uncle Neal's #2, Hastings, Bonus Crossword, \$1,000

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.

December Crossword Answers

Across: 5. Universal 7. Line
Down: 1. Luther 2. Double 3. Education
4. Nineteen 6. Simon

recent winners

Gering Man Wins \$40,000 Playing Holiday Grab Bag

Travis Arraj of Gering won \$40,000 playing the \$5 Scratch game Holiday Grab Bag from the Nebraska Lottery.

Arraj purchased his winning Holiday Grab Bag ticket at Plaza Foods, 401 South Beltline Highway West in Scottsbluff. Scratching the ticket, he revealed two matching numbers in Game 5 for the \$40,000 prize.

There were two \$40,000 top prizes available in Holiday Grab Bag. Arraj was the second person to claim a Holiday Grab Bag top prize. He plans to purchase a new car using his winnings.

The odds of winning \$40,000 playing Holiday Grab Bag were 1 in 120,000, while the overall odds of winning any prize were 1 in 3.24.



\$2,500 Mocha Moolah Prize for Fremont Woman

Sandra Wiedeman of Fremont won \$2,500 playing the \$1 Scratch game Mocha Moolah from the Nebraska Lottery.

Wiedeman purchased her winning Mocha Moolah ticket at Hy-Vee, 840 East 23rd Street in Fremont. The ticket contained one winning "dollar bill" symbol with a corresponding prize of \$2,500.



There were four \$2,500 top prizes available in Mocha Moolah. Wiedeman was the fourth person to claim a Mocha Moolah top prize.

While claiming her prize on February 3, Wiedeman told Nebraska Lottery officials that at first she thought she had won \$250. After checking her ticket again, she realized she had won the \$2,500 top prize. Wiedeman has no plans for her prize at this time.

The odds of winning the \$2,500 top prize in Mocha Moolah were 1 in 210,000, while the overall odds of winning any prize were 1 in 3.84.

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 January edition of the contest:

Amanda Boss, Henderson's IGA, Valentine

Brian Bruggeman, CVS (N. 66th), Lincoln

Tracy Buck, Cubby's, Norfolk

Devin Anderson/Glenwood Gang, Glenwood Corners, Kearney

Jody Turner, Jack & Jill, Plattsmouth

James Morris, Anderson Food Shop (S. 72nd), Omaha

Peggy Veeder, Skagway Five Points, Grand Island

Georgia Rasmussen, Lloyd's Drug Mart, Norfolk

Pam, Wahoo One Stop, Wahoo

Lois Schmidt, Jet Stop, Sterling

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.

nebraska lottery retailer advisory board

BE A MEMBER



the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues.

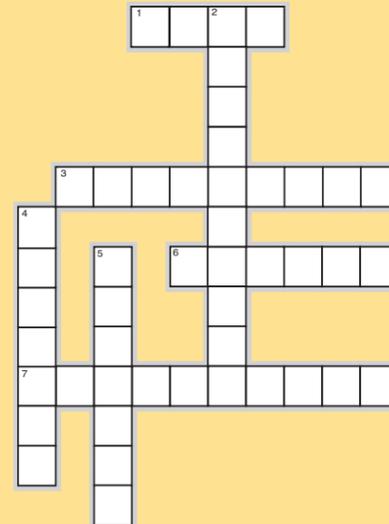
Board members work for or own businesses that are Lottery retailers and come from a variety of retail types including convenience stores, grocery stores, liquor stores, and other businesses. Board members may be involved with only one store/location or they may supervise/own numerous locations. We try to have a balance of members from varying business types and locations throughout the state.

Retailer Advisory Board meetings are held quarterly; currently in May, August, November, and February in Lincoln. Members receive mileage reimbursement, but otherwise are not paid.

Two new members were recently appointed to serve on the Retailer Advisory Board. The new board members are Paul Mueller from Pac N Save in Seward, and Tony Didier from Didier's Grocery in David City. Both board members will serve from February 2009 to November 2010.

Nominations for board membership are made to the Nebraska Lottery Key Accounts Manager, then forwarded to the Nebraska Lottery Director for appointment. If you would be interested in serving on the Advisory Board, ask your Lottery Sales Representative for more information or contact Jill Marshall, Key Accounts Manager, at 402-471-6122.

loyal readers contest



Across

- The top prize in the MyDaY Lotto game is _____ thousand dollars.
- A well-known _____, Punxsutawney Phil, predicts the weather each year on February 2.
- Get the latest lottery information on your computer using the Nebraska Lottery _____.
- _____ 80 is the second-longest coast-to-coast highway in the United States.

Down

- The U.S. Greeting Card Association estimates that approximately one billion _____ are sent each February.
- New \$5 Scratch ticket; _____ Cash.
- The first race of the 2009 NASCAR season was the _____ 500 on February 15.

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 (March 20) deadline. 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 98905, Lincoln, NE 68509.

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



Get the latest winning numbers and news from the Nebraska Lottery delivered to your computer desktop with the Nebraska Lottery widget.

The Nebraska Lottery widget is a free program that runs on both Windows and Mac platforms. Using an internet connection, the widget displays the latest winning numbers for all Nebraska Lottery Lotto games as well as current jackpot amounts for Powerball and Nebraska Pick 5. The widget also highlights winner stories, Scratch game information, and promotions, and provides access to the Nebraska Lottery's online MVP Club.

Visit the Nebraska Lottery web site, nelottery.com, to download and install the Nebraska Lottery widget.