

truck\$ & buck\$ (continued)

During the months of May, June, July, and August, players who send in \$10 worth of non-winning \$2 Scratch tickets will be entered in the Truck\$ & Buck\$ Second Chance Tundra Giveaway for a chance to win a 2009 Toyota Tundra Rock Warrior Flex Fuel truck with the Nebraska-theme Blackshirt package. Three preliminary drawings will be held to select a total of 15 semi-finalists, who will compete for cash prizes and the Toyota Tundra Blackshirt Edition truck at the Grand Prize drawing event during the Nebraska State Fair.

For more information about the Truck\$ & Buck\$ Scratch game, visit nelottery.com/trucks

nebraska lottery a continuing success (continued)

The bill was passed by the Nebraska Legislature and signed into law by Governor Heineman on May 13.

For our retailers, the renewal of the hold harmless provision will allow us to continue to offer an additional 1% commission for Scratch ticket sales through our Retailer Merchandising Plan. If your store is currently signed up for this plan, your LSR will be contacting you soon to sign a new contract addendum to continue in the program.

With the hold harmless legislation, the Nebraska Lottery will continue to provide our customers with products they want to purchase while supporting good causes across Nebraska. Together with our retailers, we are truly Helping to Build a Better Nebraska.

MAY 2009

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



nebraska lottery a continuing success

by Jim Haynes, Lottery Director

As the seasons change from spring to summer and our fiscal year winds down, I think it's appropriate to look at some of the factors that have helped the Nebraska Lottery develop into a successful lottery over the past 16 years.

Since 1993, the Nebraska Lottery has striven to increase sales of our Lotto and Scratch products by providing quality entertainment options to Nebraskans. These increases have, in turn, allowed us to increase the support of our beneficiary funds working for the environment, education, the Nebraska State Fair, and Compulsive Gambler's Assistance.

A key factor in maintaining our sales figures has been the hold harmless legislation outlining the Nebraska Lottery's fiscal obligations to our beneficiary funds. The enabling legislation for the Nebraska Lottery specified that 25% of lottery proceeds were provided to our beneficiary funds. With the set percentage, we were unable to provide games with prize structures that our players prefer. Additionally, we were unable to expand our incentive programs for retailers.

The hold harmless legislation established in 2003 required the Nebraska Lottery to remit a minimum amount of \$20.2 million to the beneficiaries instead of 25% of lottery proceeds. This allowed us to use more of our revenue to grow sales while increasing our transfers to the beneficiary funds. Since the hold harmless legislation went into effect, yearly sales for the Nebraska Lottery have increased by almost \$30 million, and the average monetary transfer to the beneficiary funds has also increased.

A revision of the hold harmless legislation was needed this year because it was to sunset (expire) on June 30, 2009, causing us to revert back to a required 25% allocation. LB 286 was introduced during this year's legislative session to renew the hold harmless and make the provision permanent.

(continued on back)



Coming Soon!



price: \$2
top prize: \$10,000

Truck\$ & Buck\$

The Nebraska Lottery has released the 13th edition of its popular \$2 Scratch game Truck\$ & Buck\$. The Truck\$ & Buck\$ Scratch game features the 2009 Toyota Tundra Rock Warrior 4x4 Double Cab Flex Fuel truck as its top prize. Players have the opportunity to win one of four Toyota Tundras as well as \$96,000 in cash and Ethanol-enriched fuel prizes. The truck prize is valued at \$44,000, which includes \$1,227 for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$2,200 and \$11,000, respectively. The odds of winning the top prize in Truck\$ & Buck\$ are 1 in 150,000, while the overall odds of winning any prize are 1 in 3.61.



WIN ME!

ticket talk

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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
compulsive gambling help line
800-522-4700

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spring bonuses

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

- Snac Shac**, Grand Island, Pick 5, \$74,000
- DJ's, Omaha**, Powerball, \$10,000
- Russ's Market #2**, Lincoln, Mega Cash, \$100,000
- Shoppers Express**, Norfolk, Bonus Crossword, \$1,000
- Tobacco Shack #68**, Lincoln, 9 Ball, \$3,600
- Taylor Quik Pik #01**, Blair, \$150,000 High Stakes, \$1,500
- African Farms**, Omaha, Quick 7's, \$7,000
- Osmond Mini Mart**, Osmond, Big Dog Bucks, \$3,000
- Holiday #114**, Grand Island, NASCAR, Trip
- A's Stop & Shop**, Lincoln, Bonus Crossword, \$35,000
- Time Saver #3**, North Platte, Beat the House, \$50,000
- Midtown Amoco BP**, Wahoo, Pick 5, \$54,000
- Kwik Shop #667**, Omaha, MyDaY, \$5,000
- U-Stop #16**, Lincoln, MyDaY, \$5,000
- Kwik Stop #05**, North Platte, Pick 5, \$54,001
- Coffin's Corner**, Grand Island, American Idol, \$1,000
- Roc's Stop & Shop**, Lincoln, MyDaY, \$5,000
- BG's Corner**, Sutton, NASCAR, \$1,000
- Snac Shac**, Grand Island, Double Diamonds, \$4,000
- Sonny's Super Foods**, Cozad, Lucky Numbers, \$150,000
- Casey's General Store #2708**, Crete, Pick 5, \$86,000
- Super Store**, Bellevue, Powerball, \$200,000
- Main Street Market**, Kimball, 3x Diamond Dazzler, \$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.

March/April Crossword Answers

- Across: 3. Prius 4. Wildlife
5. Dog 7. O'Neill
Down: 1. Spring 2. Chicago 6. Web

recent winners

Lincoln Man Wins \$22,000 2by2 Prize

Lynwood White of Lincoln won \$22,000 playing 2by2 from the Nebraska Lottery.

There were more than 6,000 Nebraska Lottery winners in the Monday, April 13 drawings. Among these winners was White, who purchased a two-play quick pick 2by2 ticket at Gas & Plus, 1301 South Street in Lincoln. The ticket contained the winning red ball numbers (11, 17) and white ball numbers (2, 3) from the April 13 drawing for a corresponding prize of \$22,000.

While claiming his prize on April 14, White told Nebraska Lottery officials that he learned of his win after seeing the winning numbers on the WOWT Channel 6 News. He plans to save for retirement using his winnings.

The odds of winning the \$22,000 2by2 top prize are 1 in 105,625, while the overall odds are 1 in 3.59.



Grand Island Man Wins \$50,000 Playing \$50,000 Crossword

Larry Iversen of Grand Island won \$50,000 playing the \$5 Scratch game \$50,000 Crossword from the Nebraska Lottery.

Iversen purchased his winning \$50,000 Crossword ticket while cashing in some previously purchased tickets at Skagway - 5 Points, 620 West State Street in Grand Island. Scratching the ticket, he revealed ten complete words for a corresponding prize of \$50,000.



While claiming his prize on April 3, Iversen told Nebraska Lottery officials that he "couldn't believe it" after he scratched off the ticket and realized he had won the \$50,000 top prize. Iversen plans to pay for some home improvements using his winnings.

The odds of winning \$50,000 playing \$50,000 Crossword were 1 in 240,000, while the overall odds of winning any prize were 1 in 3.38.

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 March/April edition of the contest:

- Melissa Houseman, Casey's #1565, Wymore**
- Sandy Tranick, Pump & Pantry #33, Genoa**
- Stephanie Haussler, Ken & Al's Service, Lawrence**
- Carol Reynolds, No Frills Supermarket #17, Papillion**
- Tabitha Severin, Wahoo One Stop, Wahoo**
- Roxi Krahmer, Russ's Market #14, Lincoln**
- Brian Bruggeman, CVS Pharmacy #8626, Lincoln**
- Cathy Scott, Yankton Shop EZ, S. Yankton**
- Peggy Veeder, Skagway Five Points, Grand Island**
- Karen Meyer, Tom's Service, Pierce**

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.

AMBER ALERT

help recover missing children

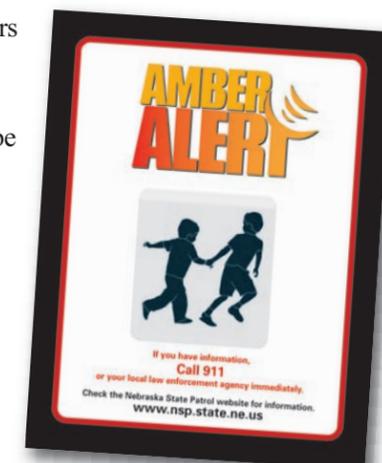
The Nebraska Lottery has assisted law enforcement agencies since 2002 as part of the AMBER Alert response network. Because time is critical in abduction cases, Nebraska Lottery retailers and players will be notified of AMBER Alerts through our statewide terminal network.

In the event of an AMBER Alert, the Nebraska Lottery will send a terminal message to all Nebraska Lottery retailers. This message is mandatory and must be read immediately in order to continue with normal terminal operations. Additionally, "AMBER ALERT" will flash on the Starlite electronic message sign located with Nebraska Lottery terminals to help call attention to the urgent situation.

The Nebraska Lottery has revised the retailer AMBER Alert poster to better inform customers at your store of a current alert. The poster has a sleeve to display the AMBER Alert terminal message, and outlines the procedure to follow in an AMBER Alert situation. If you would like a new poster, please contact your LSR.

AMBER Alert terminal messages will come every 30 minutes for the first three hours of the alert. We encourage you to print extra copies of the alert and place these copies in a prominent location for customers to pick up. Additional information or cancellations will be sent via terminal message within 24 hours.

As part of the AMBER Alert network, Nebraska Lottery retailers play an important role in the safe return of missing or abducted children. Providing this information to customers dramatically increases the number of people that are on the lookout for children in potentially dangerous situations, and is another example of how together we are Helping to Build A Better Nebraska.



NEBRASKA 101

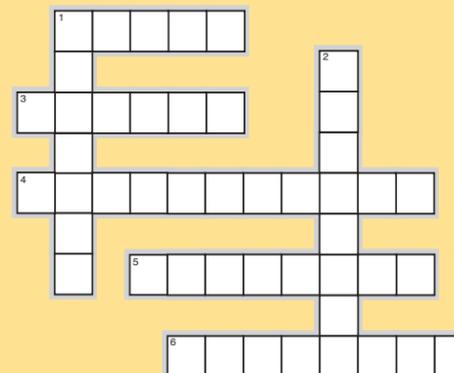
Nth Ticket Cross Promotion

The Nebraska Lottery is starting our new \$2 Nebraska 101 Scratch game off with an Nth ticket coupon promotion. Between June 15 and June 28, every 101st Lotto purchase across the state will trigger a trailer coupon good for a "Buy 1 \$2 Nebraska 101 Scratch ticket, Get 1 Free" purchase. The coupon will be redeemable until July 31, 2009.

The Nth ticket can be triggered by a purchase at any retailer statewide during the promotional period. If players receive a coupon with their Lotto purchase, please give the coupon to the player. Refer to the promotion sales sheet for information about redeeming the promotion coupons or contact your LSR.



loyal readers contest



Across

1. The Kentucky _____ is held annually on the first Saturday in May.
3. The thirteenth edition of Truck\$ & Buck\$ features four _____ Tundras as a top prizes.
4. The _____ is the nickname for the firststring defense of the Nebraska football team.
5. Public holiday on May 30, but observed on the last Monday in May; _____ Day.
6. Heavy-metal attraction near Alliance fashioned after England's Stonehenge; _____.

Down

1. _____ are sketches made while a person's attention is otherwise occupied, and also the name of a new \$1 Scratch game.
2. Whenever an Amber Alert is issued, the _____ electronic message sign will change to inform customers of the alert.

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 (June 19) 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.