

Store Modifications

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.

A majority of retailers use satellite communications for the Altura lottery terminal. 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 Lottery Terminal Hotline (800-560-2919) at least one week in advance to ensure that Field Service Technicians will be available to temporarily remove or relocate equipment.

Headquarters Construction



Access to Nebraska Lottery headquarters at 1800 "O" Street in Lincoln has changed due to road construction. "O" Street will be closed from 17th to 21st Streets until July 10, but pedestrian access to businesses will be maintained at all times. A map is posted at nelottery.com on the Claiming Prizes page that provides details about accessing the Lincoln office. We apologize for any inconvenience.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

MAY 2012



A Record-Breaking Spring

by Jim Haynes,
Lottery Director

Jim Haynes is saying that "records were made to be broken." This spring has seen some longstanding records broken for the Nebraska Lottery.

The enhanced Powerball game got off to a great start with a jackpot run that resulted in our first \$1 million Powerball winner. The \$336 million Powerball jackpot drove purchases of Nebraska Lottery tickets and set a new sales record of \$4.5 million for the week of Feb. 12. This record was short-lived, as another multi-state game stepped into the national spotlight.

March was quite a busy month for the Nebraska Lottery and the other lotteries that offer the Mega Millions game. I don't think anyone predicted that the jackpot would eventually reach a world record of \$640 million, sending players streaming into retailers to purchase tickets for the big draw. We understand that that this recent jackpot run presented challenges for our retailers, and I want to thank you for your outstanding efforts.

While the historic jackpot was split by players in Kansas, Illinois, and Maryland, our state did get some significant benefits from the Mega Millions jackpot run. Ticket sales set a new weekly record, and retailer commissions and proceeds for our beneficiaries were significantly increased. See the article inside this edition of Ticket Talk for more information.

The Nebraska Lottery looks forward to setting new records in the future. Our retailer partners will continue to play a significant role in our record of success. This fall, we'll be travelling around the state gathering your input in a series of Retailer Roundtables. These sessions are your chance to share your ideas with us, and we look forward to hearing your ideas about how to improve the overall Nebraska Lottery experience. Together, we are Helping to Build a Better Nebraska.

Coming Soon!



price: \$5
top prize: \$50,000

THE BEAST IS BACK!

The Nebraska Lottery has released the 17th edition of its popular \$2 Scratch game Truck\$ & Buck\$. For its 17th year, the Nebraska Lottery has made some exciting changes to Truck\$ & Buck\$ that players are sure to notice: new trucks; more cash prizes; and a bigger second-chance prize.

The "Truck\$" in this year's Truck\$ & Buck\$ game are three 2012 Ford F-150 XLT 4x4 SuperCrew Flex Fuel trucks with a total prize value of \$47,000. For the "Buck\$" portion of the game, there are three new second-tier prizes of \$10,000. Players can also win one of three \$1,000 Ethanol-enriched fuel prizes or \$791,247 in total cash prizes. Additionally, the Truck\$ & Buck\$ Second-Chance Giveaway will give players another chance to win a Ford F-150 along with a tailgate grill package.

For more information about Truck\$ & Buck\$ and the Truck\$ & Buck\$ Second-Chance Giveaway, refer to game and promotion sales sheets.



ticket talk

Lottery Director
James M. Haynes
Editors
Jill Marshall
Neil Watson
Designer
Tom Bash

Published by the Nebraska
Lottery, a Division of the
Nebraska Department of
Revenue, P.O. Box 98901,
Lincoln, NE 68509-8901



P.O. Box 98901
Lincoln, NE 68509-8901
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 osr 877-651-6296
lottery retailer hotline 800-560-2919
compulsive gambling help line 800-GAMBLER

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
STATE OF
NEBRASKA



Spring Bonuses

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

- Hy-Vee Gas #2**, Lincoln, Extreme Cash Blast, \$1,000
- Reynoldson's Shell**, Norfolk, \$100,000 Crossword Doubler, \$1,000
- Sinclair Super Shop**, Scottsbluff, \$100,000 Crossword Doubler, \$1,000
- Bucky's Express #40**, Omaha, The Big \$10 Ticket, \$1,000
- Baker's #301**, Omaha, MyDaY, \$5,000
- Kwik Shop #657**, Omaha, Powerball, \$1,000,000
- Speedee Mart #2760**, Papillion, Powerball, \$10,000
- Russ's Market #7**, Hastings, Nebraska Lottery Limited, \$200,000
- Quik Trip #597**, Omaha, Nebraska Lottery Limited, \$1,000
- Cubby's, Bennington**, Quick 7's, \$7,000
- Petromart**, West Point, Mega Millions, \$10,000
- Quik Pik #7**, Valley, Powerball, \$10,000
- Quik Trip #587**, Omaha, Powerball, \$10,000
- Bag 'N Save**, Omaha, Powerball, \$10,000
- Roadrunner**, Ainsworth, Precious Jewels, \$1,000
- Castle Drive In Liquor**, Lincoln, Fun 5's, \$1,000
- No Frills Supermarket #3**, Bellevue, KISS, \$1,000
- TR Unadilla Mart**, Unadilla, Mega Millions, \$10,000
- Sun Mart #762**, North Platte, Match & Win, \$35,000
- Anderson Food Shop #120**, Omaha, Diamond Mine 9x, \$32,000
- Roc's Stop & Shop**, Lincoln, Money Multiplier, \$15,000
- Food 4 Less #323**, Fremont, MyDaY, \$5,000
- Casey's General Store #1182**, Plattsmouth, The Big \$10 Tickets, \$1,000
- The Buss Stop**, Beatrice, \$100,000 Crossword Doubler, \$100,000
- BG's Corner**, Sutton, MyDaY, \$5,000
- Casey's General Store #2744**, Lincoln, Larry the Cable Guy, \$1,000
- Ampride**, Clay Center, Larry the Cable Guy, \$36,000
- Super Saver #11**, Lincoln, Crazy 8's, \$35,000
- Cozad Cenex**, Cozad, Bonus Crossword, \$1,000
- Casey's General Store #2734**, Cozad, Crazy 8's, \$1,000
- Kwik Stop #20**, Clarks, Chocolate, \$50,000
- Kwik Shop #654**, Fremont, \$100,000 Crossword Doubler, \$1,000
- Hy-Vee Gas #8**, Omaha, Quick 7's Deluxe, \$1,000
- Bucky's Express #84**, Omaha, Chocolate, \$1,000
- Merchant's C-Stores**, Norfolk, Quick 7's Deluxe, \$15,000
- Western Convenience Store #132**, Sidney, The Big \$10 Ticket, \$1,000
- Sun Mart #737**, Beatrice, 2by2, \$22,000
- Ampride**, Scottsbluff, Blackjack, \$3,000
- U-Stop #03**, Lincoln, Red Hot 3's Tripler, \$3,333

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.

Recent Winners

\$50,000 Chocolate Prize for Columbus Woman

Calan Reppert of Columbus won \$50,000 playing the \$5 Scratch game Chocolate from the Nebraska Lottery.

Reppert purchased her winning Chocolate ticket at Cubby's, 1303 Tahazouka Drive in Norfolk. Scratching the ticket, she revealed matching numbers with a corresponding prize of \$50,000.



There are three \$50,000 top prizes in Chocolate. Reppert is the second person to claim a top prize in the game.

While claiming her prize on March 12, Reppert told Nebraska Lottery officials that this was the first time she had purchased a Scratch ticket. "I was shocked when I scratched it off," said Reppert. "It was unreal." She plans to start a college fund for her daughter using her winnings.

The odds of winning the \$50,000 top prize in Chocolate were 1 in 120,000, while the overall odds of winning any prize were 1 in 3.46.

\$40,000 Mega Millions® with Megaplier® Prize for Valley Man

Ronald Kellams of Valley recently won \$40,000 playing Mega Millions with Megaplier from the Nebraska Lottery.

There were more than 10,000 Nebraska Lottery winners in the Tuesday, March 20th drawings. Among these winners was Kellams, who purchased a three-play Mega Millions with Megaplier ticket at Quik Pik, 230 East Highway 275 in Valley. One play on the ticket contained four of the five winning white ball numbers (1, 4, 6, 11, 14) and the Mega Ball® number (30) for a \$10,000 prize.

Because Kellams added the \$1 Megaplier option to his purchase, his \$10,000 prize was multiplied by the 4X multiplier for \$40,000.

The odds of winning \$10,000 playing Mega Millions are 1 in 689,065. Adding the \$1 Megaplier option, which does not affect the odds of winning, gives players a chance at multiplying their non-jackpot prizes two, three, or four times.



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 edition of the contest:

- Janelle Mueller, Lake Stop, Columbus**
- Janice Hodges, Hodges Conoco, Thedford**
- Carla Roberts, Sonny's Super Foods, Cozad**
- Janelle, K & B Tobacco Outlet, Beatrice**
- Vanessa, Wahoo One Stop, Wahoo**
- Ramona Colvin, Avanza Grocery, Omaha**
- Cathy Scott, Yankton Shop EZ, South Yankton**
- Sherri Anderson, Casey's #1576, Hebron**
- Deb Roberts, Buggy Bath West, Lincoln**
- Lois Kaup, Southside Mini Mart, Stuart**

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.

March Answers, Across: 3. Memorial; 6. Spring; 7. Gambling
Down: 1. Megaplier; 2. Jackpot; 4. Combo; 5. Bonus

Mega Jackpot Generates Mega Sales, Proceeds

At the end of March, lottery players across the country were lining up for a chance to win a record-setting Mega Millions jackpot.

A total of 18 consecutive drawings without a winner drove the Mega Millions jackpot to \$640 million for the March 30 drawing. This world record jackpot spurred sales of Nebraska Lottery tickets, as well as the sales of additional items players bought along with their tickets.

Total sales of all Nebraska Lottery games during the final week of the jackpot run set a new record of \$5.8 million. Lottery retailers also received over \$200,000 in commissions during the week. Mega Millions sales during the jackpot run, along with implementation of new Powerball features and strong Scratch sales, drove overall sales for the third quarter of the fiscal year to over \$44 million. These are figures to be proud of, and indicate the strong support the Nebraska Lottery receives from its retail partners.

Another figure of note was the \$10 million quarterly transfer to our beneficiary funds made at the end of March. This was the largest beneficiary transfer in the history of the Nebraska Lottery. Lottery proceeds benefit the environment, education, the Nebraska State Fair, and compulsive gambler's assistance. Over \$439 million has been raised for good causes across Nebraska since 1993.

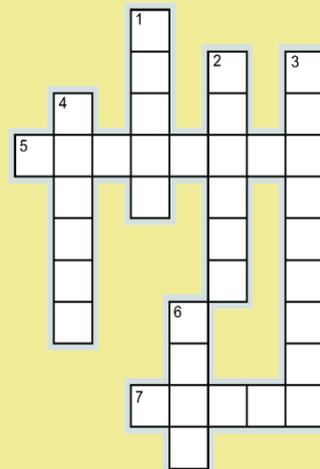
Ticket Confirmation and Activation

As a reminder, please remember to confirm your tickets shipments when they arrive and activate packs before selling tickets.

Upon receipt of a package of tickets, verify that the shipment agrees with the Ticket Delivery Form, then immediately confirm the receipt of the order on the terminal by touching "Scratch Functions," selecting "Confirm," and scanning the packing slip barcode. This notifies us of the receipt of the delivery, and is a necessary step or the tickets can't be activated.

Activation must take place before placing the tickets in the dispenser for sale. If an inactive ticket is sold and taken to another retailer, the player can't redeem their ticket. This ends with unhappy players, and clerks have to use their valuable time calling the hotline to correct the issue. Thank you for your assistance in following the steps necessary in this process.

Loyal Readers Contest



Across

- New \$15 Scratch game; _____ Card 9x.
- The first _____ Day was held on April 10, 1872, and an estimated 1 million trees were planted that day.

Down

- You can purchase the same numbers for up to 24 consecutive drawings when you buy a _____-draw ticket.
- Winning tickets for the \$640 million Mega Millions jackpot were sold in _____, Illinois, and Maryland.
- First appearing in the 19th or early 20th centuries, the modern _____ was a product of the culinary needs of a society rapidly changing due to industrialization.
- A Nebraska Lottery Scratch game is _____ when the last top prize in the game is claimed.
- Truck\$ & Buck\$ features three _____ F-150 trucks as top prizes.

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 ten entries from among retailer entries received by the designated deadline (May 23). 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.