

JANUARY 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

Overall Sales

Skagway - 5 Points, Grand Island
 Corner Stop, Columbus
 Gas 'N Snaks, Seward
 Save-Mart, Lincoln
 No Frills Supermarket #03, Bellevue
 No Frills Supermarket #19, Omaha
 Hy-Vee Food Store #1465, Omaha
 Pump & Pantry #16, York
 Hy-Vee Food Store #1467, Omaha
 No Frills Supermarket #18, Omaha
 Super Store, Bellevue
 Time Saver #03, North Platte
 Baker's #300, Bellevue
 Quik Pik #07, Valley
 Coffin's Corner, Grand Island

Top Retailers: Scratch

Skagway - 5 Points, Grand Island
 Uncle Neal's #03, Lexington
 Corner Stop, Columbus
 Coffin's Corner, Grand Island
 Pump & Pantry #16, York
 Gas 'N Snaks, Seward
 Express Mart #1, Scottsbluff
 Time Saver #03, North Platte
 Pump & Pantry #23, Holdrege
 Git 'N Split #77, Alliance
 Merchant's C-Store (Omaha Ave.), Norfolk
 Sinclair Super Shop, Scottsbluff
 U-Save Mart, Morrill
 Save-Mart, Lincoln
 Trotter's Whoa & Go Express, Loup City

Top Retailers: Lotto

Hy-Vee Food Store #1465, Omaha
 No Frills Supermarket #03, Bellevue
 Hy-Vee Food Store #1467, Omaha
 No Frills Supermarket #19, Omaha
 Corner Stop, Columbus
 Hy-Vee Food Store #1469, Omaha
 Hy-Vee Food Store #1470, Omaha
 Baker's #300, Bellevue
 Super Store, Bellevue
 Skagway - 5 Points, Grand Island
 Quik Trip #586, Bellevue



Bakers #311, Omaha
 Save-Mart, Lincoln
 No Frills Supermarket #18, Omaha
 Baker's #302, Omaha

Top Retailers by Region

Region 1

U-Save Mart, Morrill
 Git 'N Split #77, Alliance
 Sinclair Super Shop, Scottsbluff
 Express Mart #1, Scottsbluff
 Kwik Stop #18, Morrill

Region 2

Time Saver #03, North Platte
 Uncle Neal's #03, Lexington
 Sun Mart #762, North Platte
 Kwik Stop #01, North Platte
 Kwik Stop #05, North Platte

Region 3

Trotter's Whoa & Go Express, Loup City
 Pump & Pantry #13, St. Paul
 Pump & Pantry #20, O'Neill
 Pump & Pantry #17, Ord
 Pump & Pantry #22, Burwell

Region 4

Skagway - 5 Points, Grand Island
 Coffin's Corner, Grand Island
 Pump & Pantry #23, Holdrege
 Skagway - South Locust, Grand Island
 Pumpers, Grand Island

Region 5

Corner Stop, Columbus
 Joe & Al's Grocery, Columbus
 Fast Mart, Columbus
 Cuzzin's Corner, Columbus
 Stop Inn Liquor & Food Mart, David City

Region 6

Merchant's C-Store (Omaha Ave.), Norfolk
 Hy-Vee #1620, South Sioux City
 Hy-Vee #1460, Norfolk
 Holiday #115, Norfolk
 Hy-Vee #1 Gas/Wine & Spirits, Norfolk

Region 7

Save-Mart, Lincoln
 Russ's Market #14, Lincoln
 Russ's Market #21, Lincoln
 Russ's Market #02, Lincoln
 Handy Shop, Lincoln

Region 8

Gas 'N Snaks, Seward
 Pump & Pantry #16, York
 Stop 'N Shop #2, Crete
 Rays Apple Market, Fairbury
 Super C #5, Lincoln

Region 9

No Frills Supermarket #03, Bellevue
 Super Store, Bellevue
 Baker's #300, Bellevue
 Quik Trip #586, Bellevue
 Speedee Mart #2727, Nebraska City

Region 10

No Frills Supermarket #19, Omaha
 Hy-Vee Food Store #1465, Omaha
 No Frills Supermarket #18, Omaha
 Bucky's Express #42, Omaha
 Speedee Mart #2760, Papillion

Region 11

Hy-Vee Food Store #1467, Omaha
 Quik Pik #07, Valley
 Kwik Shop #653, Omaha
 Hy-Vee Food Store #1469, Omaha
 Hy-Vee Food Store #1470, Omaha

Coming Soon!

price: \$2
 top prize: \$15,000



New for 2010

by Jim Haynes, Lottery Director

The New Year has started, and I want to extend best wishes to everyone on behalf of us at the Nebraska Lottery. There are a number of exciting things planned in 2010, and I'd like to note some of them here.

The multi-state Mega Millions® lotto game is coming to Nebraska in March. Mega Millions is similar to Powerball in that both games feature large jackpot prizes, but in the past the games have been sold in separate jurisdictions. An agreement in October 2009 between the Multi-state Lottery Association (MUSL), which operates the Powerball® game, and Mega Millions member lotteries provided the opportunity for lotteries to offer both games. Mega Millions is drawn on Tuesday and Friday nights, and we feel our customers will appreciate having two more chances a week to win a jackpot prize.

The Nebraska Pick 5 Jackpot Doubler promotion returns on February 1. The Doubler promotion is a player favorite, and last year five double jackpots were won during the month of February. Also coming back for 2010 is the Power Play 10X promotion, which will occur in May.

On the Scratch side, we have several new products that will be appearing in your stores soon. Scratch game turnover is always high after the holidays, as our holiday games sell out and other games take their places. Additionally, a newspaper coupon insert was recently distributed in weekly newspapers across Nebraska along with an in-store coupon. We expect that these coupon offers will help to maintain sales in the first quarter of the year.

In partnership with over 1,200 Nebraska Lottery retailers, we will continue to fulfill our mission of supporting good causes in our state in 2010. To recognize the efforts of our retail partners, a listing of top retailers from Fiscal Year 2008-2009 can be found on the back of this issue of Ticket Talk. The Nebraska Lottery truly appreciates the support of our lottery retailers, and together we are truly Helping to Build a Better Nebraska.



Nebraska Pick 5 Jackpot Doubler

Back by popular demand, the Nebraska Pick 5 Jackpot Doubler promotion begins on February 1, 2010.

The Jackpot Doubler promotion doubles the Nebraska Pick 5 jackpot each time it is won during the month of February. If a player correctly picks all 5 out of 5 numbers for a draw during the promotion, the winner would receive double the amount of the advertised jackpot. For example, if the advertised jackpot is \$90,000 and all five numbers for that draw are correctly chosen, the winner would be entitled to \$180,000.

Though the 'doubler' aspect of the promotion only applies to the jackpot amount, the promotion will continue to apply to all drawings throughout the month regardless of how many times the jackpot is won. If a Nebraska Pick 5 jackpot is never won during the month of February, then the first jackpot won after February will double. For example, if no jackpot is won in February, but a Nebraska Pick 5 jackpot is next won on March 5, 2010, that jackpot will be doubled.

Nebraska Pick 5 Doubler

ticket talk

Lottery Director
 James M. Haynes
 Editors
 Brian Rockey
 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



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
 lottery retailer hotline
 877-651-6296
 800-352-6510
 compulsive gambling help line
 800-522-4700

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Holiday Bonuses

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

Tom's Midwest Liquor, Lexington, Big Beautiful Balloon Bucks, \$1,000

Uncle Neal's, Minden, Gem 7's, \$17,000

Stop 'N Shop, Weeping Water, Spicy Hot 3's, \$33,333

Sinclair Station #2616, Omaha, \$150,000 High Stakes, \$150,000

Pump & Pantry #13, St. Paul, MyDaY, \$5,000

Russ's Market #01, Lincoln, Nebraska Pick 5, \$86,000

Trails West, Trenton, 2by2, \$22,000

Rath's Mini Mart, Laurel, MyDaY, \$5,000

Pump & Pantry #26, Ainsworth, Powerball, \$10,000

Super C #3, Lincoln, Powerball, \$10,000

No Frills Supermarket, Omaha, Powerball, \$200,000

Pump & Pantry #15, Grand Island, 4 Seasons, \$10,000

Mac's Short Stop, Lexington, Quick 7's, \$7,000

My T-Mart, Omaha, Caesars High Roller, \$80,000

Git 'N Split #35, Lincoln, 2by2, \$22,000

Common Cents Food Store, Chadron, Pick 5, \$78,000

Bronco Spur, Utica, Diamond Mine 9x, \$1,000

Yankton Shop EZ, South Yankton, The Dog, \$1,000

No Frills Supermarket, Omaha, MyDaY, \$5,000

A.J.'s of Genoa, Genoa, Golden Riches, \$100,000

Casey's General Store #2734, Cozad, Peppermint Twist Big Bingo, \$1,200

Jack & Jill, Hickman, MyDaY, \$5,000

Kwik Shop #635, Lincoln, Quick 7's, \$7,000

Beaver Lake BP, Plattsmouth, Bonus Crossword, \$35,000

Russ's Market #14, Lincoln, 2by2, \$22,000

Hy-Vee Drug Store, Omaha, Powerball, \$10,000

Kwik Shop #563, Omaha, MyDaY, \$5,000

Cubby's, Wakefield, 2by2, \$22,000

Nebraskaland Tire Truck Center, Lexington, \$3,000,000 Cash Bonanza, \$75,000

Stop Inn Liquor & Food, David City, 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.

December Crossword Answers

Across: 1. Weeks; 4. Horn; 5. Friday;

6. Peppermint; 7. Retailers

Down: 2. Straight; 3. Poinsettia

Nebraska Lottery Retailer Advisory Board

The Nebraska Lottery Retailer Advisory Board consists of 12 members who are appointed to two-year terms. The Nebraska Lottery utilizes 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.

Nominations for board membership are made to the Nebraska Lottery Key Accounts Manager, then forwarded to the Nebraska Lottery Director for appointment. Currently there are five board memberships open for nomination.



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 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 December edition of the contest:

Julie Loberg, Casey's #2675, North Bend

Emelea Shively, Chubb's Finer Foods, Omaha

Brad Jenkins, Git 'N Split #33, Wood River

Cindy Schulte, Farmer's Coop Country Store, Gresham

Gary Dolezal, Dolezal Motor Co., Pender

Terrie Jackson, Country Store, Franklin

Karen Jaeke, Merchant's 3, Norfolk

Sherri Andelt, Cubby's, Columbus

Dawn Peetz, Casey's # 2723, Lincoln

Trotter's Whoa & Go, Loup City

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.



Accounting Tips & Tricks

A new year signals a time for new beginnings and starting new routines. Here are some accounting tips and tricks from the Nebraska Lottery to start 2010 off right.

- To avoid confusion, do not return validated Scratch or Lotto tickets to players unless the ticket has not been paid. If you encounter a problem validating a ticket and have not paid, give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center.
- If you have scanned a winning Scratch ticket and don't have enough cash on hand to pay, please call Lottery Accounting at 800-587-5200. Mark the back of the ticket as "not paid" along with your name and date. Give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center.
- If a communication error occurs on your Lotto terminal during a transaction, you can touch the "Utilities" button, then touch "Last Transaction" to check if the transaction was successfully completed and the value of the last validation.
- Activated, settled and returned Scratch ticket reports are available for one week after a new Weekly Settlement Report has printed.
- Prizes from closed Scratch games or expired Lotto tickets cannot be claimed at a Nebraska Lottery retailer or Claim Center. If a customer tries to redeem a ticket from a closed or expired ticket, remind them that prizes can be redeemed up to 180 days after the closing date (for Scratch tickets) or 180 days after the drawing date (for Lotto tickets). Prizes from these tickets cannot be claimed by mailing them to the Nebraska Lottery.
- If the three-digit box code on the front of a Scratch ticket is unreadable, instruct the player to mail the ticket to the Nebraska Lottery at the prize claim P.O. Box on the back of the ticket to claim their prize.

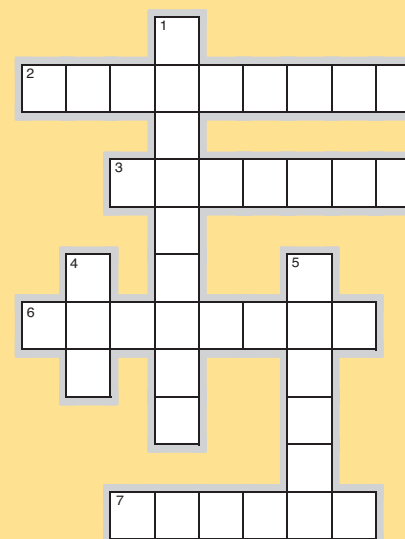


Starting in March, Nebraska Lottery players will be able to play Mega Millions, a multi-state jackpot game currently offered by 12 lotteries across the United States.

Each Mega Millions play costs \$1. The Mega Millions jackpot starts at \$12 million; other prizes in the game range from \$2 to \$250,000. Players who choose to add the \$1 Megaplier option have the chance to multiply their non-jackpot prizes as many as two, three, or four times. Drawings for Mega Millions are held every Tuesday and Friday, giving players four chances a week to win a multi-million dollar jackpot by purchasing both Powerball and Mega Millions.

More information about the launch of Mega Millions will be provided to retailers in the coming weeks.

Loyal Readers Contest



Across

- The highest recorded _____ jackpot was \$365 million in February 2006.
- January is, on average, the _____ month of the year with in most of the Northern Hemisphere.
- The social network _____ is ranked as the most used social network by worldwide monthly active users.
- Holiday celebrated on the third Monday in January: Martin _____ King Day.

Down

- MVP Club members at _____ .com can enter their Palms entry tickets for a chance to win a trip to Las Vegas.
- New \$1 Scratch game: Money _____.
- Nebraska Pick 5 players have the chance to win a _____ jackpot during the month of February.

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 (February 19). 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.