



RETAILER RALLY

Exciting things are happening at the Nebraska Lottery, and there are many things to share. The Nebraska Lottery has planned a series of meetings for retailers across the state. These rallies will give our retail partners valuable information about the Nebraska Lottery in a relaxed and fun atmosphere. There will also be a chance to win great gifts and prizes!

OFFERING TRAINING AND FUN

- Tuesday, April 21 – Scottsbluff** – Hampton Inn (301 W. Hwy 26)
8:30 am – 10:00 am or 10:30 am – Noon
- Wednesday, April 22 – North Platte** – Quality Inn/Sandhills Convention Center (2102 S. Jeffers)
8:30 am – 10:00 am or 10:30 am – Noon
- Wednesday, April 22 – McCook** – Country Kitchen (612 West B St.)
3:00 pm – 4:30 pm
- Thursday, April 23 – Cozad** - Elks Lodge (820 Ave. J) 9:00 am – 10:30 am
- Thursday, April 23 – Kearney** – Ramada Inn (301 Second Ave.)
1:30 pm – 3:00 pm or 3:30 pm – 5:00 pm

Topics covered will include Scratch game development, terminal shortcuts, accounting tips for new and current employees, and security information for loss-prevention and overall store security. Each rally will last for 90 minutes. For locations with two sessions, you can attend either session. Additional rallies will be held in July and September 2009.

It takes many different people working together to make any team successful, and everyone who contributes to your store's success should attend a Nebraska Lottery Retailer Rally this year. For more information, refer to the invitation that was sent to your store, the Retailer Rally information sheet or contact your LSR.

MARCH-APRIL 2009

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



developing



by Jim Haynes,
Lottery Director

With the MyDaY Lotto game entering its seventh month on the market, I thought now might be a good time to look back at how MyDaY was developed. I'd also like to share with you some insights that have been gained in these past months regarding the game.

In December 2006, the Nebraska Lottery conducted an online simulator to test potential Lotto concepts. Visitors to nelottery.com were shown several potential games and asked their impressions of everything ranging from a game's matrix to its prize structure, and from a game's play style to drawing frequency. Based on the simulator results, the decision was made by the Nebraska Lottery to develop a new game with a calendar theme.

Following the simulator testing, the Nebraska Lottery and our online contractor, Intralot, worked to develop the game parameters and prize structure based on the simulator concept. Simultaneously, our advertising agency, Ayres Kahler, developed ideas to brand the new game. Some of these ideas were posted on nelottery.com for our players to vote on. Eventually, the new game was named MyDaY to emphasize the calendar play style. MyDaY was launched on October 1, 2008, and promoted via a pre-launch coupon promotion, and advertising on radio, television and outdoor billboards.

MyDaY has proven to be popular with our players, confirming the initial simulator testing. To date, a total of 45 Nebraska Lottery players have won the \$5,000 MyDaY top prize. An interesting aspect of the game has been the number of players that select their own numbers versus quick picks. Approximately 68% of players choose their own dates for MyDaY. It's clear that the majority of MyDaY players prefer to choose dates that are personally significant: many players tell us that they use birthdays to select their MyDaY numbers.

Successful Lotto games like MyDaY are a key part of the Nebraska Lottery's mission of supporting good causes by providing quality entertainment options to Nebraskans. We can all be proud of our mutual efforts to provide customers with quality entertainment and the opportunity to support Nebraska Lottery beneficiary programs. Together, we are **Helping to Build A Better Nebraska.**



Coming Soon!



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

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

scratch tickets and or
lottery retailer hotline
800-352-6510
800-352-6510
800-522-4700
compulsive gambling help line

winter bonuses

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

- Uncle Neal's #04**, Ravenna, Pick 5, \$70,000
Lucky's, Plattsmouth, 2by2, \$22,000
Cubby's, Wakefield, Mega Slots, \$1,000
Cubby's, Norfolk, \$150,000 High Stakes, \$1,500
Convenient Food Mart #1733, Omaha, Mega Cash, \$1,500
Fantasy's, Omaha, Holiday Cash, \$3,000
Blair Super Foods, Blair, Naughty or Nice, \$1,000
Tobacco & Phones 4 Less, Omaha, \$35,000 Bingo, \$1,000
Stop 'N Shop, Weeping Water, MyDaY, \$5,000 (x3)
CVS Pharmacy #8615, Lincoln, Pick 5, \$62,001
Super Store, La Vista, MyDaY, \$5,000
Sun Mart #727, Wahoo, MyDaY, \$5,000
Quik Trip #599, Omaha, Powerball, \$10,000
Park Avenue Grocery, Omaha, Deal or No Deal, \$1,000
Florence Food Mart, Omaha, Pick 5, \$58,000
Discount Depot, Lincoln, Naughty or Nice, \$35,000
No Frills Supermarket #14, Omaha, MyDaY, \$5,000
Xpress Shoppe, Papillion, Mega Slots, \$1,000
Custer's Last Stop, Ansley, \$50,000 Crossword, \$1,000
Denny's Liquor, Beatrice, Line 'Em Up, \$5,000
Ampride, Lexington, Powerball, \$10,000
Casey's General Store #1934, Lincoln, Powerball, \$10,000
Cubby's O'Neill, O'Neill, 2by2, \$22,000

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.

February Crossword Answers

- Across: 1. Five 3. Groundhog
 6. Widget 7. Interstate
 Down: 2. Valentines 4. Blazing 5. Daytona

recent winners

Lincoln Man Wins \$22,000 2by2 Prize

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

There were more than 8,000 Nebraska Lottery winners in the Monday, February 9 drawings. Among these winners was Schubert, who received a two-play quick pick 2by2 ticket from a previous play at Kabredlo's, 3560 North 48th Street in Lincoln. One play on the ticket contained the winning red ball numbers (10, 18) and white ball numbers (8, 14) from the February 9 drawing for a corresponding prize of \$22,000.

While claiming his prize on February 11, Schubert told Nebraska Lottery officials that he learned he had won after returning to Kabredlo's and getting a printout of the winning numbers. He plans to pay bills and purchase a new television 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.



Creighton Man Wins \$3,000 Playing Big Dog Bucks

Anthony Hasenpflug of Creighton won \$3,000 playing the \$1 Scratch game Big Dog Bucks from the Nebraska Lottery.

Hasenpflug purchased his winning Big Dog Bucks ticket at Osmond Mini Mart, 202 East Highway 20 in Osmond. Scratching the ticket, he revealed matching numbers for a corresponding prize of \$3,000.



While claiming his prize on March 13, Hasenpflug told Nebraska Lottery officials that he "had to look at the ticket a few times" before he realized he had won the \$3,000 top prize. Hasenpflug said it was "amazing" to win, and that he plans to purchase a new television using his winnings.

The odds of winning the \$3,000 top prize in Big Dog Bucks are 1 in 180,000, while the overall odds of winning any prize are 1 in 3.85.

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 February edition of the contest:

- Karen Long, Vince's Corner, Kimball**
Brian Bruggeman, CVS #8626 (N. 66th), Lincoln
Carla Roberts, Sonny's Super Foods, Cozad
Mary Schuetze, Petromart, West Point
Echo Edwards, Casey's #2737, Grand Island
Terrie Jackson, Country Store, Franklin
Julie Landwehr, Russ's Market #21, Lincoln
Emelea Shively, Chubb Foods, Omaha
Tracy Buck, Cubby's, Norfolk
Alicia Moyes, Casey's #1181, West Point

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.

UNCLAIMED PRIZES



One of the many questions that Nebraska Lottery players and retailers ask is, "What happens to unclaimed prizes?" Though rare, prizes from Nebraska Lottery Scratch and Lotto games are occasionally not claimed.

For Scratch tickets, prizes can be redeemed up to 180 days after the closing date. Prizes from Lotto games can be redeemed up to 180 days after the drawing date. Unclaimed cash prizes are returned to the prize pool and utilized for prizes in future games. Merchandise prizes, such as the OCC® motorcycle that was unclaimed in 2007, are given away via player promotions and second chance contests.

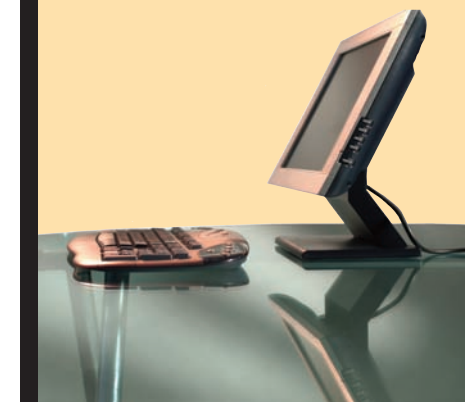
To date, two Lotto prizes have expired in 2009. A \$22,000 2by2 prize from the July 6, 2008, drawing expired on January 2, 2009. A \$10,000 Powerball prize from the September 10, 2008, drawing expired on March 10, 2009.

The Nebraska Lottery has various procedures for publicizing unclaimed prizes before they expire. A listing of all unclaimed prizes is available on our web site, nelottery.com, and updated each Monday. Posters are placed at the retail location where the ticket was sold informing players that the prize will expire soon. Additionally, press releases are sent to the media in order to increase awareness of expiring prizes.

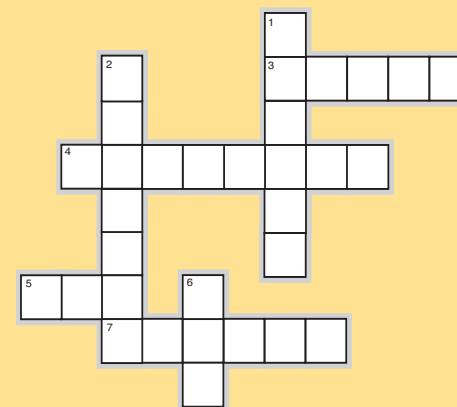
Web Resources for Retailers

The Retailers section of the Nebraska Lottery web site at nelottery.com has been revised with new materials for retailers. You can now download pack tracking and daily inventory spreadsheets to manage your ticket inventory, view Nebraska Lottery Point of Sale materials, and read back issues of Ticket Talk online.

Visit nelottery.com and click on the Retailers link to view all the resources available to retailers.



loyal readers contest



Across

- Nebraska Lottery players have the chance to win a Toyota _____ with a \$10 Powerball with Power Play purchase.
- New \$2 Scratch ticket; Nebraska _____.
- New \$1 Scratch ticket; Big _____ Bucks.
- Known as "The Irish Capital of Nebraska"; _____.

Down

- March is the first month of _____.
- The city of _____ has dyed its river green to celebrate St. Patrick's Day since 1961.
- Resources for retailers are available on the Nebraska Lottery _____ site, nelottery.com.

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 (April 24) 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.