

annual report highlights achievements *(continued)*

The Nebraska Lottery 2008 Annual Report and Resource Guide (35 pages, full-color) is available in PDF form on the Nebraska Lottery web site, nelottery.com. To request a full-color, bound copy of the Nebraska Lottery 2008 Annual Report and Resource Guide, email your name and mailing address to lottery@nelottery.com or write to Nebraska Lottery, P.O. Box 98901, Lincoln, NE 68509.

While the calendar year is ending, we are already halfway through the fiscal year. Early indications show that we are on track for another successful year. As always, we will continue to provide new games, engaging promotions, and fun events for our mutual customers. Together, we are Helping To Build A Better Nebraska.

make MyDaY bonus raffle

The Make MyDaY Bonus Raffle promotion ended on December 2. Nine Nebraska Lottery players received a 50-inch LG Plasma television in the weekly raffle drawings.

Week 1: Mary Kanan of Omaha – Coupon was sold at Convenient Food Mart #1733, Omaha.

Week 2: Dan Kochler of Lincoln – Coupon was sold at Russ's Market #02, Lincoln.

Week 3: Mavor Nelson of Valparaiso – Coupon was sold at Nelson Oil Company, Valparaiso.

Week 4: Al Garza of Lincoln – Coupon was sold at Hy-Vee #1387, Omaha.

Week 5: Shana Loomis of Axtell – Coupon was sold at Uncle Neal's #01, Minden.

Week 6: Cheri Coutts of Ainsworth – Coupon was sold at Pump & Pantry #26, Ainsworth.

Week 7: Patricia Freeman of Hastings – Coupon was sold at Git 'N Split #02, Hastings.

Week 8: Diana Dinan of Lincoln – Coupon was sold at Russ's Market #01, Lincoln.

Week 9: Oleksandr Kolesnikov of Omaha – Coupon was sold at Kwik Shop #661, Omaha.

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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
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ticket talk

DECEMBER 2008

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Coming Soon!



price: \$15
top prize: \$150,000

ticket talk

annual report highlights achievements



by Jim Haynes,
Lottery Director

As the end of the year approaches, I want to extend Season's Greetings from everyone at the Nebraska Lottery.

The end of our 15th Anniversary year is a perfect time to reflect on our accomplishments and look forward to the possibilities to come. Recently, the Nebraska Lottery published our 2008 Annual Report and Resource Guide (for the fiscal year that began on July 1, 2007, and ended on June 30, 2008), and I'd like to share a few highlights from the publication that may be of interest to our retail partners.

Sales of all Nebraska Lottery games (Scratch and Lotto) for the fiscal year totaled more than \$121 million. Total contributions to Nebraska Lottery beneficiary funds passed \$319 million with the June quarterly transfer. During the fiscal year, Nebraska Lottery beneficiary funds received a total of \$31 million.

There were several changes to the Nebraska Lottery's Lotto offerings during the fiscal year. In February 2008, enhancements were introduced to the 2by2 game by the Multi-state Lottery Association. Sales of 2by2 increased 7.16 percent over the previous fiscal year. Additionally, plans were finalized during the course of the fiscal year for the October launch of MyDaY, and improvements to Powerball were announced after nearly a year of discussion and research by the members of the Multi-state Lottery Association.

Nebraska Lottery retailers received more than \$7 million in commissions during the fiscal year.

Nebraska Lottery research found that 44 percent of the eligible population (age 19 or older) has played a Nebraska Lottery game in the past year.

During the fiscal year, visits to nelottery.com grew by 13 percent to more than 2.8 million.

Beyond these highlights, the 2008 Annual Report and Resource Guide contains information about developments in Scratch and Lotto games, special contests and promotions, and major winners claimed at Nebraska Lottery claim centers.

(continued on back)

2by2 tuesday ethanol fuel promotion

In a drawing on December 9, Rebecca Eck of La Vista was selected as the winner of a \$1,000 gift card for Ethanol-enriched fuel in the 2by2 Tuesday web promotion.

Approximately 500 entries for the 2by2 Tuesday promotion were received at nelottery.com between October 27 and December 8. Nebraska Lottery MVP Club members who entered the ticket serial number from 2by2 seven-draw multi-draw tickets were eligible for the promotion.

In addition to the top prize winner, Kathleen Roux of Papillion and Ivars Augstums of Lincoln were selected as second prize winners. Each received a Nebraska 2by2 ticket for one play with 77 draws (11 weeks of drawings).





winter bonuses

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

Peoples Service of Spalding, Spalding, \$35,000 Bingo, \$1,000

Pump & Pantry #11, Grand Island, Go Nebraska, \$2,000

Wymore Express, Wymore, Championship Poker, \$50,000

Lake Stop, Columbus, Bejeweled, \$1,000

Auburn Discount Liquor, Auburn, Mega Slots, \$1,000

Corner Food Mart, Omaha, 15th Anniv. Spectacular, \$15,000

The C-Station, Lincoln, Double Doubler, \$4,000

Super Store, Bellevue, Go Nebraska, \$2,000

Hy-Vee #1185, Fremont, Pick 5, \$70,000

Sun Mart #765, Kearney, Pick 5, \$50,000

Osmond Mini Mart, Osmond, Powerball, \$40,000

Casey's #1817, Nebraska City, MyDaY, \$5,004

No Frills #07, Blair, Pick 5, \$118,000

White's General Merchant, Henry, MyDaY, \$5,001

BG's Corner, Sutton, 2by2, \$22,000

Time Saver #03, North Platte, MyDaY, \$5,000

Petro Stopping Center #62, York, Truck\$ & Buck\$, \$45,000 (Truck)

Didier's Grocery, Schuyler, 2by2, \$22,000

Shell Food Mart, Lincoln, Dazzling Diamonds, \$150,000

U-Save Mart, Morrill, Mega Slots, \$1,000

Louis Market, Omaha, MyDaY, \$5,000

Handy Shop, Lincoln, MyDaY, \$5,000

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.

October Crossword Answers

Across: 5. Powerball 6. Fun 7. Labor
Down: 1. MyDaY 2. Straight
3. Fortune 4. Plasma

recent winners

Lincoln Woman Wins \$5,000 MyDaY Top Prize

Jenny Schroeder of Lincoln recently won \$5,000 playing MyDaY from the Nebraska Lottery.

There were more than 17,000 Nebraska Lottery winners in the Wednesday, October 22, drawings. Among these winners was Schroeder, who purchased a five-play MyDaY ticket at Handy Shop, 1700 L Street in Lincoln. One quick-pick play matched the winning Month (5), winning Day (6), and winning Year (55) from the October 22 drawing for a corresponding prize of \$5,000.

Schroeder wasted no time in claiming her prize, arriving at Nebraska Lottery headquarters the day following the drawing. She stated that she regularly purchased five-play MyDaY tickets to be eligible for the Make MyDaY Bonus Raffle promotion, using her birthday for one play and quick-picks for the remaining four plays. Schroeder learned she had won the \$5,000 prize after calling the Nebraska Lottery Player's Hotline (800-224-LUCK). She plans to pay bills and pay for car repairs using her winnings. The odds of winning the \$5,000 top prize in MyDaY are 1 in 36,525, while the overall odds of winning any prize are 1 in 8.17.



Lexington Man Wins \$20,000 Deal or No Deal Prize

Timothy Wear of Lexington won \$20,000 playing the \$3 Scratch game Deal or No Deal from the Nebraska Lottery.

Wear purchased his winning Deal or No Deal ticket at Mac's Short Stop, 1114 North Adams in Lexington. After scratching the 20 briefcases in the play area, Wear matched the revealed dollar amounts to the cash prizes in the ticket prize board. A single \$20,000 prize remained. There are two \$20,000 top prizes available in Deal or No Deal. Wear is the first person to claim a top prize in this edition of the game.

Based on the popular NBC game show, the \$3 Deal or No Deal Scratch game offers players the chance to win \$979,225 in total cash prizes from \$3 to \$20,000. The odds of winning \$20,000 playing Deal or No Deal are 1 in 240,000, while the overall odds are 1 in 3.52.

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 October edition of the contest:

Jane King, White Star Oil, Newman Grove
Time Saver #18, Gothenburg
Steve Pfeifer, 5Fers Express, Lindsay
Rita Engel, Engel's Market, Fairfield
Ron French, Fast Mart (N. 27th), Lincoln
Deb Roberts, Buggy Bath West, Lincoln
Dorothy Simpson, Russ's Market #15, Lincoln
Shaunna Sjomeling, Red Barn, Elwood
Becky Bargham, Short Stop, Plattsmouth
Dana Bolton, Kwik Stop #16, Hershey

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 SCRATCH game closing procedure

Recent developments at other lotteries regarding closed Scratch games have prompted some changes in the Nebraska Lottery's game closing procedures. These changes are designed to keep our retailers and players informed about the availability of Nebraska Lottery Scratch games.

When a game begins the closing process, a message is sent to every Nebraska Lottery terminal informing retailers that the game is closing. This is the official notice of the close of the game. When you receive this terminal message, please remove any packs of the closed game from your display unit and store them in a secure location.

Lottery Sales Representatives will pick up remaining partial or full packs of closed games during their next call cycle. Your LSR can provide special envelopes to hold these packs. We encourage retailers to use these envelopes to secure closed game packs until they are picked up.

Retailers are then notified in writing that a game is closing via a printed insert which is included with new ticket shipments. The insert lists the closing date and the last day tickets can be redeemed. Game closing information is also posted on the Nebraska Lottery web site, along with weekly updates on prizes remaining information.

By following these procedures, our players can have the best experience possible when purchasing their favorite Scratch games. Contact your LSR if you have any questions.

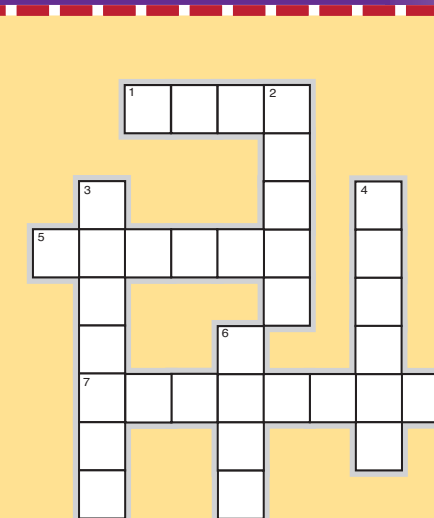


lotto adjustments

Did you know that you can request credit for a Lotto ticket that was generated in error? Follow these steps to receive credit:

1. If possible, sell the ticket to another customer. A "Lucky Mistake" ticket can often be sold quickly if you make it fun to purchase. Your LSR can provide a Lucky Mistake Ticket sign if needed.
2. If you are unable to sell the ticket and draw break is nearing, call the **Lottery Retailer Hotline (800-352-6510)**. Press 1 to request credit.
3. Make a note on the ticket with the date that credit was requested for your reference. Watch for the credit (less commission) on your Lotto Adjustment Report.

loyal readers contest



Across

1. Often sung to celebrate the start of the new year at the stroke of midnight; Auld ____ Syne.
5. The 20,000 acre Nebraska National ____ is the largest human-planted forest in the United States.
7. The month of ____ has the shortest daylight hours of the year in the Northern Hemisphere.

Down

2. Nebraska Lottery tickets make great holiday ____.
3. New \$5 Scratch ticket, ____ Grab Bag.
4. A Scratch game is ____ when the last top prize has been claimed in the game.
6. Based on the popular game show, the \$3 ____ or No Deal game features a top prize of \$20,000.

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 (December 29) 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.