

Powerball® Enhancements Start January 2012 (continued)

The price of a Powerball ticket will change from \$1 to \$2. Players will continue to have the option to play for enhanced prizes by adding Power Play® for an extra \$1 per play.

Regular Prizes	Power Play Prizes
\$1 million	\$2 million
\$10,000	\$40,000
\$100	\$200
\$7	\$14
\$4	\$12

More information about the Powerball enhancements will be provided in the near future.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

AUGUST 2011



Coming Soon!



price: \$10
top prize: \$100,000



So Much for a Relaxing Summer

by Jim Haynes,
Lottery Director

Some of us can probably remember the days of our youth when the summer was a relaxing, quiet time. I can tell you that this summer wasn't as quiet for the Nebraska Lottery, but it was exciting.

First, our system conversion was completed on June 26. The conversion was successful, thanks in part to the cooperation of our retailer partners. As with any project of this size and scope, minor changes will continue to be implemented as time goes on. We appreciate the feedback we have already received on the new terminal system, and we will hold a series of retailer roundtables this fall to gather more input from retailers. This will help guide our plans for the length of the new system contract.

Truck\$ & Buck\$, the summer favorite, continues to provide fun and excitement for our players. To date, two Ford F-150 trucks have been claimed in the game. The Truck\$ & Buck\$ Second-Chance Giveaway has been running simultaneously with the Truck\$ game, and will culminate with a Grand Prize event at the Nebraska State Fair on August 28.

You might remember that there was one truck unclaimed in last year's Truck\$ & Buck\$ game. We'll be giving away this truck via the one-week Pick 5 and Drive Ford F-150 Giveaway starting on August 26. Players who purchase a \$5 Nebraska Pick 5 ticket will receive an entry voucher to complete and mail in for the contest, so make sure to give this voucher to the player so they have a chance to enter.

Looking ahead, the fall Bonus Raffle is scheduled to begin on September 27 and will run for ten weeks. A numbered Bonus Raffle coupon will be produced with each \$2 Mega Millions® with Megaplier® purchase. Once a week, we'll draw one winner who will receive an Apple iPad, a prize I'm sure many of our customers will want to play for.

Finally, you may have already heard about the enhancements to the Powerball game that will go into effect in January 2012. The Multi-State Lottery Association is implementing these changes in response to requests for a game that offers large jackpots and better overall odds of winning. Details about the new enhanced Powerball game are inside this issue of Ticket Talk. Powerball was the first Nebraska Lottery Lotto game. We started selling Powerball in July of 1994 and, while change is never easy, we hope our players can appreciate the benefits of the new game.

Those are just a few of the items on our to-do list for the rest of the summer and into the fall. As always, we will continue to generate proceeds for good causes across the state. Our last beneficiary transfer, made the week of July 1, brought the total amount transferred to our beneficiary funds to \$413 million since 1993. Together, we are Helping to Build A Better Nebraska.

First Ford F-150 Claimed by Norfolk Man



Lyle Wheeler of Norfolk is the first winner of a 2011 Ford F-150 XLT 4x4 SuperCrew Flex Fuel truck in the 16th edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.

Wheeler purchased his winning Truck\$ & Buck\$ ticket at Jerry's Sinclair, 1029 South 13th Street in Norfolk. Scratching the ticket, he revealed matching numbers in Game 3 for the corresponding truck prize.

Nebraska Lottery officials presented Wheeler with his prize on Wednesday, June 29, at Jerry's Sinclair. There are three Ford F-150 trucks available in Truck\$ & Buck\$. Wheeler is the first person to claim a top prize truck to date. The truck prize is valued at \$50,000, which includes \$1,620 for costs associated with ownership and state and federal withholding of \$2,500 and \$12,500, respectively, paid by the Nebraska Lottery.

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

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Summer Bonuses

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

- Andy's General Store**, Omaha, Black, \$1,000
- Casey's General Store #2734**, Cozad, Black, \$50,000
- Bucky's Express #60**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Bellwood Ampride**, Bellwood, \$100,000 Crossword Doubler, \$1,000
- Russ's Market #1**, Lincoln, Match & Win, \$1,000
- Watering Hole**, Ogallala, \$150,000 Cash Craze, \$1,000
- Plaza Foods**, Scottsbluff, Mega Millions, \$20,000
- Broad Street Amoco**, Fremont, MyDaY, \$5,000
- Handy Shop**, Lincoln, \$100,000 Crossword Doubler, \$1,000
- Reynoldson's Shell**, Norfolk, 3 Play, \$10,000
- National Champion Liquor**, Norfolk, \$150,000 Cash Craze, \$1,000
- Fast Mart**, Columbus, 2by2, \$22,000
- Cubby's**, Bennington, \$100,000 Crossword Doubler, \$1,000
- Brady & Amy's**, Madison, \$150,000 Cash Craze, \$150,000
- U-Stop #10**, Lincoln, \$100,000 Crossword Doubler, \$1,000
- Kwik Shop #673**, Omaha, \$150,000 Cash Craze, \$150,000
- Ray's Apple Market**, Fairbury, Green Lantern, \$30,000
- Stop 'N Shop #2**, Crete, MyDaY, \$5,000
- Shell Speedee Mart**, Auburn, Cherry Twist, \$4,000
- Kwik Shop #667**, Omaha, Deuces Wild, \$3,000
- White's General Merchandise**, Henry, Nebraska Pick 5, \$166,000
- Casey's General Store #1583**, Red Cloud, 2by2, \$22,000
- No Frills Supermarket #14**, Omaha, MyDaY, \$5,000
- Stop Inn Liquor & Food**, David City, MyDaY, \$5,001
- Hy-Vee Gas #1**, Omaha, MyDaY, \$5,001
- Joe & Al's Grocery**, Columbus, Nebraska Pick 5, \$62,000
- Big Bat's**, Chadron, 2x Bingo, \$1,000
- Casey's General Store #2701**, West Point, MyDaY, \$5,012
- West Point Travel Plaza**, West Point, MyDaY, \$5,000
- Git 'N Split #54**, Sidney, Nebraska Pick 5, \$54,000
- BG's Corner**, Sutton, MyDaY, \$5,000
- Ampride**, Scottsbluff, Powerball, \$40,000

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.

Recent Winners

Fairbury Woman Wins \$30,000 Playing Green Lantern

Jacqueline Gallegos of Fairbury won \$30,000 playing the \$3 Scratch game Green Lantern from the Nebraska Lottery.

Gallegos is a regular Nebraska Lottery player who previously won \$1,000 playing Bonus Crossword in October 2007. Gallegos purchased her winning Green Lantern ticket at Ray's Apple Market, 1415 K Street in Fairbury. Scratching the ticket, she revealed ten "3X" symbols with corresponding prizes of \$3,000 for a total of \$30,000.

While claiming her prize on June 10, Gallegos told Nebraska Lottery officials that she was excited to win the top prize. "It blew my mind," said Gallegos. "I still haven't absorbed the idea of winning yet." She plans to pay bills using her winnings.

Based on the popular DC Comics® character, the \$3 Green Lantern Scratch game features the first 3-D Scratch game offered by the Nebraska Lottery. The odds of winning the \$30,000 top prize in Green Lantern are 1 in 180,000, while the overall odds of winning any prize are 1 in 3.55.



Omaha Man Wins \$50,000 Playing Nebraska Lottery Black

James Foreman of Omaha recently won \$50,000 playing the \$5 Scratch game Nebraska Lottery Black.

Foreman purchased his winning Nebraska Lottery Black ticket at Kwik Shop, 3606 Leavenworth Street in Omaha. Scratching the ticket, he revealed matching numbers with a corresponding prize of \$50,000.

There are three \$50,000 top prizes available in Nebraska Lottery Black. Foreman is the second person to win a top prize in the game. He plans to pay bills using his winnings.



Nebraska Lottery Black is a \$5 Scratch game that offers players the chance to win \$1.2 million in cash prizes from \$5 to \$50,000. The odds of winning the \$50,000 top prize in Nebraska Lottery Black are 1 in 120,000, while the overall odds of winning any prize are 1 in 3.61.

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 June edition of the contest:

- Judy Halvorson, Beatrice IGA, Beatrice**
- Kevin Scribner, Discount City #2, Hastings**
- Nels Nelson, Nelson Oil, Valparaiso**
- Ed Derrick, Mac's Short Stop, Lexington**
- Chelsey Batenhorst, SunMart #765, Kearney**
- Kitty Holloway, Casey's General Store, Broken Bow**
- Stephanie Haussler, Ken & Al's, Lawrence**
- Amanda & Brandi, Ampride, Lexington**
- Mikki Isaacson, Pump & Pantry #41, Kearney**
- Tollie Hobbs, Jet Stop Inc., Sterling**

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.

June Answers, Across: 2. Film; 5. Powerball; 6. Baskets
Down: 1. Lantern; 2. Ford; 3. Memorial; 4. Black



Enhancements Start January 2012

The Multi-State Lottery Association, operator of Powerball®, the world's best known jackpot lottery game, will be making improvements to the game starting on January 15, 2012.

Changes to Powerball will coincide with the 20th year of the multi-state game. Jackpots will start at \$40 million, which is double the current \$20 million starting jackpot. In addition to increasing the size of the starting jackpot, Powerball officials aim to make it easier to win other prizes. The white ball side will remain at 59, while the red ball side will fall from 39 to 35. The ticket price will change to \$2 per play.

The changes to Powerball are a response to player requests for a game that offers large jackpots and better overall odds of winning.

"One of the comments we frequently receive from our players is that they want more chances to win a non-jackpot prize," said Nebraska Lottery Director Jim Haynes. "The changes that will be made next January will add some exciting elements to the game, and allow us to continue to support good causes across Nebraska."

Here are some of the key improvements planned for Powerball:

- The starting jackpot will increase from \$20 million to \$40 million, the world's largest starting lotto game jackpot.**
- The odds of winning the jackpot prize and the overall odds of winning will improve, to 1 in 175 million and 1 in 31.5, respectively.**
- The Match 5 prize will change from \$200,000 to \$1 million.**
- The lowest prize will change from \$3 to \$4.**

(continued on back)

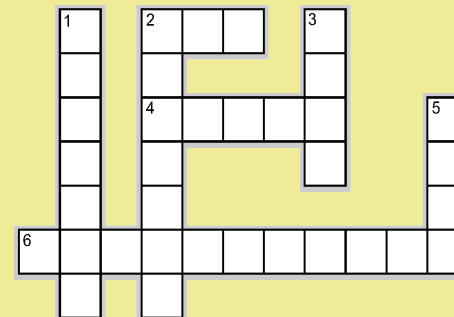
Grand Island Claim Center



Due to the operation of the 2011 Nebraska State Fair, prize claims will not be processed at the State Fair office in Grand Island between August 3 and September 8, 2011.

If you have customers who wish to cash in high-tier prizes during this period, please let them know that they may claim prizes up to \$19,999 by mail using the address on the back of the ticket. Alternatively, they may visit one of the other five Regional Claim Centers. Claim center locations and hours are listed on our website, nelottery.com, or via phone at 402-471-6100. We apologize for any inconvenience.

Loyal Readers Contest



Across

- "___ Days" are the hottest, most sultry days of summer, usually falling between early July and early September.
- You can repeat a Lotto ticket when you use the Play It ___ feature on the Altura terminal.
- The Nebraska ___ are the winningest college football program over the last 50 years, both by winning percentage and number of wins.

Down

- The starting Powerball ___ will increase from \$20 million to \$40 million in January 2012.
- New \$2 game; ___ Dollars.
- In football terminology, the area between the 20 yard line and the goal of the defensive team is known as the red ___.
- Beginning production in 1941, ___ candies were exclusively sold to the military during World War II.

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 (August 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.