

NEBRASKA LOTTERY TICKETS...



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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



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

ticket talk

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

DECEMBER 2011



Coming Soon!



price: \$5
top prize: \$36,000



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.

Now is a perfect time to reflect on our accomplishments and look forward to the possibilities to come. Recently, the Nebraska Lottery published our 2011 Annual Report and Resource Guide (for the fiscal year that began on July 1, 2010, and ended on June 30, 2011), 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 nearly \$132 million. Total contributions to Nebraska Lottery beneficiary funds passed \$413 million with the June quarterly transfer. During the fiscal year, Nebraska Lottery beneficiary funds received a total of \$32 million.

Another highlight of this fiscal year was the conversion to a new unified terminal system. The evaluation and selection of a new vendor, the successful installation of equipment across our retailer network, and the execution of a statewide training program was a year-long process. We are confident that the new system will provide benefits to the Lottery, our retailers, and players far into the future.

There were several changes to the Nebraska Lottery's product offerings during the fiscal year. In April, the Nebraska Lottery released its first 3-D Scratch game: Green Lantern®, based on the popular DC Comics® character. Plans were also finalized to enhance the multi-state Powerball game starting on January 15, 2012.

Nebraska Lottery retailers received \$8.2 million in commissions during the fiscal year.

Beyond these highlights, the 2011 Annual Report and Resource Guide contains information about developments in general operations, and major winners claimed at Nebraska Lottery claim centers.

The Nebraska Lottery 2011 Annual Report and Resource Guide (24 pages, full-color) is available in PDF form on the Nebraska Lottery web site, nelottery.com.

While the calendar year is ending, we are almost 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.



Get away to the Bahamas this winter with the Husker Cruise Giveaway!

Through December 24, 2011, players who purchase a \$5 Nebraska Pick 5 Lotto ticket will receive a trailer entry voucher to mail in to the Nebraska Lottery for a chance to win one of three trips on the inaugural Husker Cruise. Completed entries must be received by Thursday, December 29, 2011.

There will be one drawing held on Friday, December 30, 2011, in this giveaway to select three prizewinners. Each winner will receive a trip for four on the inaugural Husker Cruise in February 2012, with opportunities to receive autographed photos of notable Husker athletes and personalities.

Refer to the promotion sales sheet or visit the Nebraska Lottery website, nelottery.com, for contest rules and more information.



Fall Bonuses

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

- Kwik Stop #15**, Kearney, KISS, \$1,000
- Stop Inn Liquor & Foods**, David City, \$100,000 Crossword Doubler, \$1,000
- No Frills Supermarket #19**, Omaha, Powerball, \$10,000
- Kwik Shop #680**, Lincoln, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2700**, Wahoo, \$100,000 Crossword Doubler, \$1,000
- Taylor Quik-Pik #01**, Blair, MyDaY, \$5,000
- Casey's General Store #1747**, Lexington, Match & Win, \$35,000
- My T-Mart**, Omaha, Precious Jewels, \$1,000
- Git 'N Split #54**, Sidney, Powerball, \$10,000
- Pump & Pantry #18**, Doniphan, Lucky Dog – Fat Cat Big Bingo, \$40,000
- Jackpot Convenience**, Lincoln, The Big \$10 Ticket, \$1,000
- Kwik Stop #07**, North Platte, \$100,000 Crossword Doubler, \$1,000
- Tom's Midwest Liquor**, Lexington, Red Hot & Blue, \$10,000
- Super Store Inc.**, La Vista, \$100,000 Crossword Doubler, \$1,000
- Ampride North**, Hastings, Mega Millions, \$10,000
- Big Bear Sinclair**, Omaha, Nebraska Pick 5, \$198,000
- Phil's Foodway**, Omaha, MyDaY, \$5,000
- Madison Food Pride**, Madison, Holiday Cheers Bingo, \$1,000
- Kwik Shop #667**, Omaha, Red Hot 3's Tripler, \$3,333
- AVP Energy #3**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Expressway Foodmart #1**, Fremont, The Big \$10 Ticket, \$1,000
- Pump & Pantry #16**, York, Nebraska Lottery Limited, \$1,000
- Pump & Pantry #17**, Ord, Nebraska Pick 5, \$70,000
- Hy-Vee Food Store #7**, Omaha, Red Zone Cash, \$10,000
- Bag 'N Save #6**, York, Precious Jewels, \$150,000
- Kwik Shop #660**, Omaha, Quick 7's, \$7,000
- Omaha Conoco #101**, Omaha, Bonus Crossword, \$35,000
- No Frills Supermarket #15**, Omaha, Nebraska Lottery Limited, \$1,000
- Handy Shop**, Lincoln, 2by2, \$22,000
- J & J Pit Stop**, Alliance, Fun 5's, \$1,000
- Casey's General Store #1737**, Fremont, Fun 5's, \$30,000
- Express Stop**, Lincoln, \$100,000 Crossword Doubler, \$1,000
- Ray's Apple Market**, Fairbury, \$100,000 Crossword Doubler, \$1,000
- KC's Short Stop**, Alliance, The Big \$10 Ticket, \$100,000
- Scribner Express**, Scribner, Fun 5's, \$1,000
- The Liquor Store**, Pierce, The Big \$10 Ticket, \$1,000
- U-Stop #24**, Lincoln, Nebraska Lottery Limited, \$1,000

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

\$35,000 2X Bingo Prize for Omaha Woman

Barbara Van Buren of Omaha won \$35,000 playing the \$3 Scratch game 2X Bingo from the Nebraska Lottery.



Van Buren purchased her winning 2X Bingo ticket at Buck's 66, 4420 L Street in Omaha. Scratching the ticket, she revealed matching numbers in an "X" formation on Card 5 for a corresponding \$35,000 prize.

While claiming her prize on August 9, Van Buren told Nebraska Lottery officials that she didn't realize she had won the \$35,000 top prize at first. "I thought it wasn't worth much, so I kept it in my purse for a few weeks," said Van Buren. She later returned to Buck's to check her tickets. "I found out that I'd missed scratching off one number," said Van Buren. She plans to pay for some home improvements using her winnings.

The odds of winning the \$35,000 top prize in 2X Bingo are 1 in 240,000, while the overall odds of winning any prize are 1 in 3.42.

Weeping Water Woman Wins Double 2by2 Top Prize

Marsha Nehring of Weeping Water recently won a total of \$44,000 playing Nebraska 2by2 with the 2by2 Tuesday feature.

There were more than 8,000 Nebraska Lottery winners in the Tuesday, July 3, drawings. Among these winners was Nehring, who purchased her winning 2by2 ticket at Stop 'N Shop, 300 West Eldora Avenue in Weeping Water. The ticket was good for seven draws and contained the winning red ball numbers (4, 10) and winning white ball numbers (22, 25) from the July 3 drawing for a corresponding prize of \$22,000.



Because Nehring purchased a seven-day multi-draw ticket, her ticket was eligible for the 2by2 Tuesday feature where all prizes won on Tuesdays are doubled, making her \$22,000 prize \$44,000. Nehring is the second person in Nebraska to win a doubled top prize since the 2by2 Tuesday feature was launched in February 2008.

While claiming her prize, Nehring told Nebraska Lottery officials that she learned she had won after returning to Stop 'N Shop to check her tickets. "When the clerk told me I'd won, I said 'You're kidding me,'" said Nehring. She plans to pay bills using her 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.



Helpful Reminders

- Printer paper should be loaded with the paper coming up from the bottom of the roll and placed over the tension bar. Please also ensure that the core and any extra paper from the old roll is completely removed from the printer bay before loading the new roll.
- If you need to tag a ticket resulting from a printer issue but can't immediately call the hotline, we suggested that you do a reprint of the ticket right after the transaction using the **Last Transaction** function. Doing this will give the hotline associate enough information to work with in the event the serial number did not print on the real ticket. If you cannot reprint the last transaction, you can print the **Last 50 Transactions** report and identify the transaction on the printout. Both of these functions are available via the **Last Transactions** button on the home screen.
- When a winning ticket is validated, the prize amount appears on the ESMM display in the lower right-hand corner. Make sure your ESMM is facing the customer so they can see their transaction information.
- Nebraska Lottery Security would like to remind retailers to report any and all suspicious activities involving your Lottery products. Security is committed to providing you with the assistance necessary to prevent any loss. If you do experience or suspect any type of theft, fraud or suspicious activities, please notify Lottery Security at 402-471-6100.

Must be redeemed by March 31, 2012. Retailer Scan Barcode on back to receive credit.

COUPON

Buy two \$1 Scratch tickets, get one \$1 Scratch ticket FREE!

Buy two \$1 Scratch tickets, get one \$1 Scratch ticket FREE. Redeemable at all participating Nebraska Lottery retailers. One offer per transaction per visit.

NEBRASKA LOTTERY

Must be 18. Please play responsibly. Corporate Gaming 1485-Law 850-0380/03.

Must be redeemed by March 31, 2012. Retailer Scan Barcode on back to receive credit.

COUPON

Buy one \$5 Scratch ticket, get one \$2 Scratch ticket FREE!

Buy one \$5 Scratch ticket, get one \$2 Scratch ticket FREE. Redeemable at all participating Nebraska Lottery retailers. One offer per transaction per visit.

NEBRASKA LOTTERY

Must be 18. Please play responsibly. Corporate Gaming 1485-Law 850-0380/03.



2012 Newspaper Insert

In January 2012, the annual Nebraska Lottery free-standing newspaper coupon insert (FSI) will appear in newspapers across the state. The FSI features two coupons.

The first coupon offers one free \$1 Scratch ticket with the purchase of two \$1 Scratch tickets.

The second coupon offers one \$2 Scratch ticket with the purchase of a \$5 Scratch ticket.

Both coupons contain an expiration date of March 31, 2012.

Loyal Readers Contest Winners

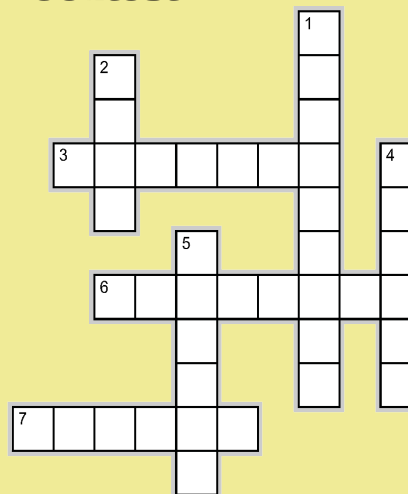
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the August edition of the contest:

- Tarie Surls, Cubby's-Tekamah, Tekamah**
- Cheryl Herrick, Country Corner, Guide Rock**
- Linda Neemeyer, Speedee Mart #2767, Kearney**
- Hehnke's Foods, Paxton**
- Judi York, Stoney's Shell, Lexington**
- Julie Sherwood, Oxford Super Market, Oxford**
- Deborah Harimon, Route 26 Mart, Scottsbluff**
- Georgia Rasmussen, Lloyd's Drug Mart, Norfolk**
- Candy Gieslers, U-Stop #17, Hickman**
- Gail Clipston, Clipston Service, Hadar**

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.

August Answers, Across: 2. Dog; 4. Again; 6. Cornhuskers
Down: 1. Jackpot; 2. Diamond; 3. Zone; 4. M&Ms

Loyal Readers Contest



Across

- New Nebraska Lottery Scratch tickets feature a PDF417 _____ that allows for keyless validation on the lottery terminal.
- To be considered a _____, a snow storm must have winds in excess of 35 mph that reduce visibility for a prolonged period of time.
- The _____ solstice on December 22 is the shortest day and longest night of the year.

Down

- Beginning on January 15, the starting _____ jackpot will increase from \$20 million to \$40 million.
- When Apple released the first _____ in April 2010, it sold 3 million of the devices in 80 days.
- Black _____ is the day following Thanksgiving Day in the United States, and is traditionally the beginning of the Christmas shopping season.
- \$10 Scratch game; The Big \$10 _____.

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 (January 13). 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.