

Lottery Action



Lottery Help Line
800.228.0010
For Help With Pull-Tab Vending Machines
800.235.7198
For Help With Terminals or Sci-Scans
800.858.4744
For Help With Instant Ticket Vending Machines
800.235.7198
www.ialottery.com

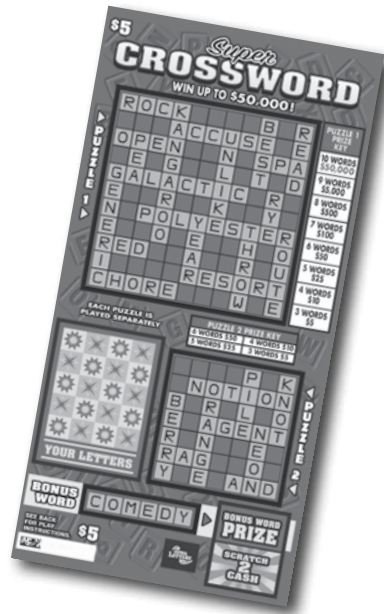
VOL. 18, #8 April 4 - 17, 2011

It's Super! Check Out New Crossword Game

Super Crossword

Cost: \$5
Top Prize: \$50,000
Odds: 1 in 3.65
Begin Ordering: April 18

Prize	Odds
\$5	1 in 5.77
\$10	1 in 23.08
\$15	1 in 33.33
\$25	1 in 60.00
\$50	1 in 100.00
\$100	1 in 1,221.43
\$500	1 in 9,207.69
\$5,000	1 in 159,600.00
\$50,000	1 in 119,700.00



This perennial favorite has been supersized!

Players scratch the "Your Letters," then scratch the corresponding letters found in Puzzles 1 and 2 and the "Bonus Word." If they have scratched at least three complete words in Puzzle 1 or 2, they win the corresponding prize shown in the prize legend for that puzzle. If they uncover all six letters in the "Bonus Word" by scratching the letters that match the "Your Letters," they win the prize shown in the prize box. Words within words are not eligible.

Read about another game on Page 2

Watch For Pick 3 VIP Coupon Coming in April

Be on the alert in April for a new coupon from players. On the first Monday of each month, Iowa Lottery VIP Club members have access to a new coupon online through the lottery's website. This month the coupon is: "Buy \$3 or more in Pick 3 plays on a single ticket, and receive \$1 off your total

purchase." The coupon is #469. This coupon is valid through April 30. This is downloaded from the Internet, so it may be printed in color or in black and white. Please accept it! If you have a question about a coupon, please call the

nearest lottery office to avoid inconveniencing the player. The lottery appreciates your cooperation.



Action Briefs

Don't Share Ticket Stock With Other Stores

It seems like an easy solution: you're out of ticket stock for your Extrema lotto terminal and you think you can just borrow a roll from your sister store across town. However, the lottery cautions you not to do that!

Each roll of ticket stock for the Extrema lotto terminal is assigned to a particular store by Scientific Games - it is individually numbered and tracked. If you use a roll of stock that doesn't match your terminal, it can cause problems.

You may order ticket stock through your lotto terminal's "Special Functions" menu by generating a supply request, or you may call Scientific Games at 1-800-858-4744.



Game End and Validation End Dates

		Official Game End	Valid Period Ends
634	Funky 5's	3/7/11	6/6/11
665	Dough Plow	3/7/11	6/6/11
669	Double Cherry Twist	3/7/11	6/6/11
673	Super 7's	3/7/11	6/6/11
674	Tropical Treasures	3/7/11	6/6/11
675	Three Little Monkeys	3/7/11	6/6/11
677	Cash To Go	3/7/11	6/6/11
643	Line 'Em Up	1/31/11	5/2/11
644	The Freedom Rock™	1/5/11	4/5/11
657	Jingle Bell Crossword	1/5/11	4/5/11

Other important dates are listed on the back of this issue.

Results from your state agencies: www.resultsiowa.org

Is 3 Your Lucky Number? Be Sure to Order This New Scratch Game...

333

Cost: \$1
 Top Prize: \$3,000
 Odds: 1 in 4.64
 Begin Ordering: Apr. 18



Be on the lookout for those 3's!

Scratch the play area. Get three "3" symbols in any row, column or diagonal and win the prize shown.

Prize	Odds
\$1	1 in 7.69
\$2	1 in 21.43
\$3	1 in 50.00
\$6	1 in 150.00
\$9	1 in 150.00
\$18	1 in 300.00
\$30	1 in 600.00
\$150	1 in 3,000.00
\$3,000	1 in 120,000.00

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL/MAY 2011		4	5 NOON - DEADLINE FOR FIRST ROCKIN' DRAWING	6 FIRST ROCKIN' PROMOTION DRAWING	7	8	9
		LOTTERY ACTION DELIVERS					
	10	11	12	13	14	15	16
		PURELY PLATINUM (PULL-TAB - \$2) BEGINS					
	17	18	19	20	21	22	23
		SUPER CROSSWORD (\$5)/ 333 (\$1) BEGIN					
		LOTTERY ACTION DELIVERS					
24	25	26	27	28	29	30	
May 1	2	3	4	5	6	7	
	LOTTERY ACTION DELIVERS						

Lottery Contributes to Strength of Iowa's Retail Environment



The Iowa Lottery has been proud through the years to help contribute to the strength of Iowa's retail environment. The positive impact of lottery sales is reflected not only in the commissions retailers receive from the sale of lottery tickets, but in the significant additional benefits that lottery sales mean to retail locations. According to Convenience Store News 2010:

- 67 percent of lottery customers also buy something else while in a retail location.
- Lottery customers at c-stores buy twice as much as non-lottery customers (\$7.07 vs. \$3.47 average transaction).
- Lottery tickets are the fourth main reason customers go into c-stores, ranking just behind gas, beverages and snacks, but ahead of candy, gum, cigarettes and the rest room.

- 26 percent of c-store customers say they go into the store for lottery tickets.

In fiscal year 2010, retail locations in Iowa received more than \$16.1 million in commissions from the Iowa Lottery for selling lottery tickets. The commission structure for lottery sales in Iowa ranges from 5 percent for pull-tab tickets up to 7 percent for instant-scratch tickets, the lottery's best-selling product. The lottery's Retailer Compensation Program has been enhanced five times in the past decade alone to provide retailers with additional revenues. There are about 2,450 locations in Iowa that sell lottery tickets, with an average commission per location in FY 2010 of \$6,575.

The Iowa Lottery appreciates all its retailers do for their customers and the community. 🍀

Marion Man Wins \$1 Million with Powerball/Power Play Playing His Own Numbers

A Marion man admits he was a little miffed about his recent Powerball winnings.

Eric Shaffer said he knew he'd won a big Powerball prize, but was a tad upset that the Power Play® number in the drawing was only 2, so his prize wouldn't be multiplied as much as some have been in other drawings.

But he was wrong.

"I was actually a little mad because I wanted the multiplier to be higher," he said with a chuckle as he claimed his \$1 million Powerball prize at lottery headquarters in Des Moines. "I didn't realize until I got to the store that the prize was bigger than I thought."

Shaffer, 48, an electronics sales representative for Tecrep in Chicago, bought his \$1 million-winning ticket at Casey's convenience store at 588 Boyson Road N.E. in Cedar Rapids. It's his regular stop for coffee and a newspaper on his way to work.

Shaffer's ticket came close to winning the March 9 \$39.5 million jackpot, matching the first five numbers but missing the Powerball® to win a \$200,000 prize. But he made the decision to spend an extra \$1 to

add the Power Play option to his winning play, which then multiplied his prize to \$1 million.

Players who match the first five numbers in a Powerball drawing and have added the Power Play will always win \$1 million, no matter what the Power Play number is for that drawing.

When Shaffer stopped the morning following the drawing at the Casey's store, the manager was on the telephone with a lottery staffer who was explaining that the store had sold a \$1 million-winning ticket.

Shaffer thought he had won \$400,000, but when the clerk checked the ticket, she told him he had won \$1 million.

He said he's played the same lottery numbers for years.

"I think when I originally chose my numbers, I put numbers on a piece of paper and put them in a bag to fill out my card for the very first time and I just picked them out like you guys do every night on TV," he said. "And my numbers finally came up!"

Shaffer said he and his wife have two young children, so some of his lottery winnings will go towards their college education. He said he also plans to put some of the money away for retirement and he'll buy his wife a new car. 🍀



IOWA LOTTERY GAME INFORMATION

As of April 4, 2011

Game	Start Date
498	\$35 MIL. CASH SPECTACULAR 01/09/06
592	BINGO TIMES 10-Orange/Green 03/31/08
612	CROSSWORD-Orange/Yellow 12/22/08
632	WILD BINGO 01/05/09
631	LUCKY DIAMONDS 03/30/09
649	BLACKJACK 08/24/09
664	SEASON'S DELIGHT 10/26/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
671	BLACK PEARLS 01/04/10
672	VETERANS CASH 01/25/10
659	DBL. BLACKJACK DBL. PLAY 02/22/10
676	DID I WIN? 03/08/10
687	RACING TO RICHES 03/29/10
666	LIFETIMES RICHES 04/05/10
679	COOL 1'S 04/19/10
680	THE SILVER TICKET 04/19/10
681	EMERALD GREEN 8'S 05/10/10
667	CASH BONANZA 05/24/10
682	SERIOUS JACK 05/24/10
683	FIRE 'N DICE 05/24/10
684	LUCKY LINES 06/07/10
685	JUST A BUCK 06/28/10
686	FAT CAT DOUBLER 06/28/10
655	CASH VAULT 07/19/10
688	VETERANS HOT 7S 07/19/10
689	RINGS OF CASH 08/09/10
654	FABULOUS FORTUNE 08/30/10
690	BLACK CHERRY DOUBLER 08/30/10
691	COOL CASH 08/30/10
682	TRIPLE DIAMONDS 09/20/10
696	REINDEER BINGO 10/04/10
698	HOLIDAY CROSSWORD 10/04/10
700	MERRY MONEY 10/04/10
702	CROSSWORD-Red/Green 10/04/10
694	TINSEL TOWN 10/11/10
695	HAPPY HOLIDAYS 10/11/10
697	STOCKING STUFFER TRIPLER 10/11/10
699	SILVER BELLS 10/11/10
701	MAGIC LINE BINGO-Purple/Ylw. 01/03/11
703	IOWA LOTTERY BLACK 01/03/11
704	LOVE TO WIN 01/03/11
706	SHAMROCK SHUFFLE 01/03/11
707	MATCH & WIN™ 01/03/11
716	RED HOT CHERRIES 01/03/11
708	GIVE ME \$20 01/24/11
705	DIAMOND DASH 02/14/11
709	ROCK OF AGES 02/14/11
710	RAINING CASH & DOGS! 03/07/11
711	LUCKY LINES 03/07/11
712	NEON 9'S 03/28/11
713	SIZZLING 7'S 03/28/11

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
644	THE FREEDOM ROCK™ 7/13/09	4/5/11
657	JINGLE BELL CROSSWORD 10/5/09	4/5/11
643	LINE 'EM UP 6/22/09	5/2/11
634	FUNKY 5's 6/22/09	6/6/11
665	DOUGH PLOW 1/11/10	6/6/11
669	DOUBLE CHERRY TWIST 1/4/10	6/6/11
673	SUPER 7's 1/25/10	6/6/11
674	TROPICAL TREASURES 2/15/10	6/6/11
675	THREE LITTLE MONKEYS 3/8/10	6/6/11
677	CASH TO GO 3/29/11	6/6/11



Helping you serve the Lottery customer

www.ialottery.com

Lotto Game Information				
Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
Mega Millions	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Midday	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	8:59 p.m.	9:59 p.m.	11:40 p.m.

If you or someone you know has a gambling problem, call 1-800-BETS OFF.
You must be at least 21 years old to purchase lottery tickets.