

# Lottery Action

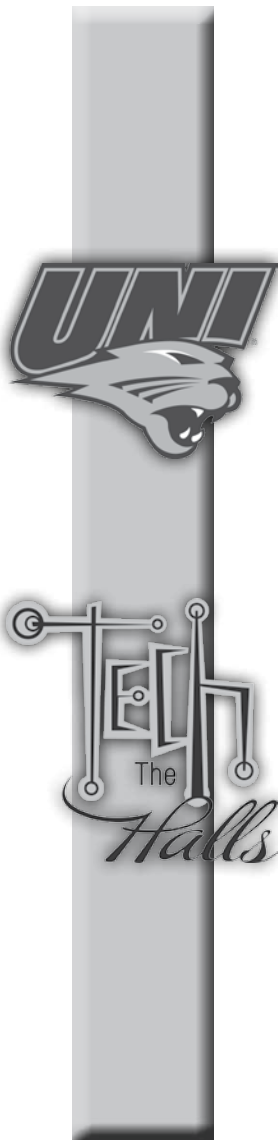


Lottery Help Line  
**800.228.0010**  
 For Help With Pull-Tab Vending Machines  
**800.235.7198**  
 For Help With Terminals or Sci-Scans  
**800.858.4744**  
 For Help With Instant Ticket Vending Machines  
**800.235.7198**  
[www.ialottery.com](http://www.ialottery.com)

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## Entry Deadlines Approach for Two Promotions

Panther Game Day Getaway and Tech The Halls Promotions Both End in January



Iowa Lottery players will need to hurry if they want to enter two promotions that are currently running.

The Panther Game Day Getaway promotion ends at noon on Jan. 12. One lucky player will win a package for four to sit in a suite and watch a men's basketball game in Cedar Falls. Players can enter the promotion online at [ialottery.com](http://ialottery.com) with the serial numbers from nonwinning tickets in the "Veterans Hot 7's" scratch game.

The promotion's grand-prize winner will receive four tickets in a suite at the McLeod Center for the Drake-N. Iowa men's basketball game on Saturday, Jan. 22. The package includes a one-night hotel stay at the Cedar Falls Clarion Inn (formerly the Holiday Inn) for that Saturday, a parking permit and \$100 cash. Other prizes also will be awarded.

Also, Iowa Lottery players have until noon on Jan. 18 to enter nonwinning holiday scratch tickets online for a chance to win the hottest Sony® electronics prizes or cold cash. The Lottery's "Tech The Halls" holiday promotion offers different prizes for each denomination of holiday scratch ticket. Nonwinning tickets must be entered in the promotion at [ialottery.com](http://ialottery.com).

This year, players have a chance to win Sony® Touch Edition™ readers, Cyber-shot® cameras, VAIO® laptops, PlayStation® 3 packages and BRAVIA® 32-inch HDTVs, as well as cash prizes up to \$5,000.

Details and rules for both promotions may be found at [ialottery.com](http://ialottery.com).

**Note about the next "Lottery Action":** "Lottery Action" will not be published the week of Jan. 17 due to the Martin Luther King Day holiday. The next issue will be released on Jan. 24.

## Action Briefs

### Reminder: Don't Share Ticket Stock

If you're out of ticket stock for your Extrema lotto terminal, don't borrow a roll from your sister store across town. The lottery cautions you not to do that since 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.

### NEW Game End and Validation End Dates

		Official Game End	Valid Period Ends
633	EZ Grand	12/13/10	3/14/11
645	Hundreds of Dollars	12/13/10	3/14/11
647	Cash Splash	12/13/10	3/14/11
653	Roll 'Em	12/13/10	3/14/11
663	Oh, Deer!	12/13/10	3/14/11
670	Instant Cash Keno	12/13/10	3/14/11
624	4 Way Cash	11/8/10	2/7/11
648	10K Payday	11/8/10	2/7/11
652	Harvest Moon	11/8/10	2/7/11
662	Holly Jolly Jackpot	11/8/10	2/7/11
570	Set For Life	10/4/10	1/3/11
623	Ante-Up	10/4/10	1/3/11
635	Double Payday	10/4/10	1/3/11
638	Treasure Hunter	10/4/10	1/3/11
646	Superstar Cash	10/4/10	1/3/11
650	Flying Aces	10/4/10	1/3/11
651	Midwest Millions	10/4/10	1/3/11
668	Sherlock Holmes	10/4/10	1/3/11

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

Results from your state agencies: [www.resultsiowa.org](http://www.resultsiowa.org)

# New Scratch and Pull-tab Tickets Will Benefit Veterans Trust Fund

Sales are or will soon be underway in the newest round of Iowa Lottery games that raise proceeds for the Iowa Veterans Trust Fund. The Iowa Lottery introduces two instant-scratch games and two pull-tab games each year, with all profits from the games dedicated to the Iowa Veterans Trust Fund to help our state's veterans and their families. The Lottery has raised more than \$5.4 million for the Fund since 2008.

## Give Me \$20

**Cost: \$1**  
**Top Prize: \$2,000**  
**Odds: 1 in 4.73**  
**Begin Ordering: Jan. 24**



Get three like amounts and win the amount shown. Get two like amounts and the "Moneybag" symbol and win double the amount shown.

Prize	Odds
\$1	1 in 7.69
\$2	1 in 23.08
\$4	1 in 50.00
\$5	1 in 150.00
\$10	1 in 150.00
\$20	1 in 300.00
\$50	1 in 960.00
\$100	1 in 2,400.00
\$2,000	1 in 120,000.00

## American Pride (pull-tab)

**Cost: \$1**  
**Top Prize: \$100**  
**Odds: 1 in 5.35**  
**Check with DSR to order**



Play by peeling apart the five tabs located on the back of the ticket. Three symbols are printed under each tab. Check all five tab areas. If three consecutive symbols printed vertically or diagonally under any of the tabs match identically any of the winning combinations shown on the ticket front, the player wins the corresponding prize. The arrow connecting the symbols indicates a winner.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		3 SIX NEW SCRATCH GAMES BEGIN	4	5	6	7	8
		LOTTERY ACTION DELIVERS					
9 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	10	11	12 PANTHER GAME DAY GETAWAY ENTRY DEADLINE -- NOON	13	14	15	
16	17 MARTIN LUTHER KING DAY LOTTERY OFFICES CLOSED NO DELIVERIES	18 TECH THE HALLS ENTRY DEADLINE -- NOON	19	20 TECH THE HALLS DRAWINGS	21	22	
23	24 GIVE ME \$20 (\$1) BEGINS	25	26	27	28	29	
	LOTTERY ACTION DELIVERS						
30	31	Feb. 1	2	3	4	5	

**JAN./FEB. 2011**

## Clip This Cheat Sheet About Hot Lotto Payouts



Be ready when a player asks you about the Hot Lotto® game. The charts here show what players can win for matching numbers in the game.

Also, remember that for an extra \$1 per play, players who purchase the Sizzler® option with their Hot Lotto play will multiply their prize by three (except the jackpot). The jackpot begins at \$1 million and grows until it is won.

Hot Lotto is sold in Delaware, Idaho, Iowa, Kansas, Maine, Minnesota, Montana, New Hampshire, New Mexico, North Dakota, Oklahoma, South Dakota, Vermont, West Virginia and District of Columbia. For more information, visit ialottery.com.

Match	Prize Without Hot Lotto Sizzler	Prize With Hot Lotto Sizzler	Odds
5 + Hot Ball	*Jackpot	*Jackpot	1 in 10,939,383.0000
5 + 0	\$10,000	\$30,000	1 in 607,743.5000
4 + Hot Ball	\$500	\$1,500	1 in 64,349.3118
4 + 0	\$50	\$150	1 in 3,574.9618
3 + Hot Ball	\$50	\$150	1 in 1,949.9791
3 + 0	\$4	\$12	1 in 108.3322
2 + Hot Ball	\$4	\$12	1 in 182.8105
1 + Hot Ball	\$3	\$9	1 in 47.1769
0 + Hot Ball	\$2	\$6	1 in 39.3141
Overall odds: 1 in 16.09			

\* The jackpot prize will be divided equally among multiple winners based on the amount available to the lottery for the jackpot prize pool. The set prize amounts published here are based on the expected number of winners sharing in the prize pool. In some cases, these prizes may be paid on a pari-mutuel basis and will be lower than these prizes levels.

## Don't Forget You Can Play 'Em All!



Encourage your lotto players to try the “Play ‘Em All” feature.

Players can take advantage of the “Play ‘Em All” feature anytime. You can sell this to them by using the “Special Offers” button on the Extrema main screen.

This option lets players cover all the Powerball options or all the Mega Ball options for a particular drawing. For example:

- When players ask for the Powerball Play ‘Em All option, they’ll receive 39 plays for \$39 in Powerball, one for each of the 39 Powerball numbers available in one drawing.
- The Play ‘Em All option in Mega Millions is for 46 plays for \$46, one for each of the 46 Mega Ball numbers available in one drawing.
- When players used the Play ‘Em All feature, they’re guaranteed a prize because they have covered all Powerball or all Mega Balls for one drawing.

## Scratch Ticket Sales Hit Record in November

Sales of the Iowa Lottery’s core product hit a record level in November.

Preliminary figures show that sales of instant-scratch tickets in Iowa totaled \$14.4 million in November, the highest sales total for that product category since the lottery’s start. Scratch tickets were the first product introduced by the Iowa Lottery at its start in 1985, and have remained one of its top-selling items since. The November scratch-sales figure tops the previous high for the product category of \$13.7 million, which had been set in March.

Scratch games accounted for 56 percent of the lottery’s record sales of \$256.3 million in fiscal year 2010, which ended June 30. And, scratch-game sales are helping fuel the lottery’s continued strong performance in FY 2011, with first-quarter sales running ahead of 2010’s pace.

Several factors have contributed to the lottery’s sales success: a strong mix of games and themes; continued winners of large prizes in Iowa; popular promotions such as the lottery’s current “Tech The Halls” holiday drawing that offers bonus prizes of cash and electronics; and vital lottery help for worthy causes including the Iowa Veterans Trust Fund.

# IOWA LOTTERY GAME INFORMATION

As of Jan. 3, 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
643	LINE 'EM UP 06/22/09
634	FUNKY 5'S 06/22/09
644	THE FREEDOM ROCK™ 07/13/09
649	BLACKJACK 08/24/09
657	JINGLE BELL CROSSWORD 10/05/09
664	SEASON'S DELIGHT 10/26/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
669	DOUBLE CHERRY TWIST 01/04/10
671	BLACK PEARLS 01/04/10
665	DOUGH PLOW 01/11/10
672	VETERANS CASH 01/25/10
673	SUPER 7'S 01/25/10
674	TROPICAL TREASURES 02/15/10
659	DBL. BLACKJACK DBL. PLAY 02/22/10
675	THREE LITTLE MONKEYS 03/08/10
676	DID I WIN? 03/08/10
677	CASH TO GO 03/29/10
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

## ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
570	SET FOR LIFE 6/25/07	1/3/11
623	ANTE UP 1/5/09	1/3/11
635	DOUBLE PAYDAY 1/26/09	1/3/11
638	TREASURE HUNTER 4/20/09	1/3/11
646	SUPERSTAR CASH 7/13/09	1/3/11
650	FLYING ACES 8/24/09	1/3/11
651	MIDWEST MILLIONS 9/14/09	1/3/11
668	SHERLOCK HOLMES 11/16/09	1/3/11
624	4 WAY CASH 1/5/09	2/7/11
648	10K PAYDAY 8/3/09	2/7/11
652	HARVEST MOON 9/14/09	2/7/11
662	HOLLY JOLLY JACKPOT 10/26/09	2/7/11
633	EZ GRAND 2/16/09	3/14/11
645	HUNDREDS OF DOLLARS 7/13/09	3/14/11
647	CASH SPLASH 8/3/09	3/14/11
653	ROLL 'EM 9/14/09	3/14/11
663	OH, DEER! 10/26/09	3/14/11
670	INSTANT CASH KENO 1/4/10	3/14/11

 <h2>Lotto Game Information</h2>				
Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
<b>Hot Lotto</b>	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
<b>\$100,000 Cash Game</b>	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
<b>Mega Millions</b>	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
<b>Pick 3 and Pick 4 Midday</b>	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
<b>Pick 3 and Pick 4 Evening</b>	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
<b>Powerball</b>	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.