

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

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HOLIDAY PREVIEW ISSUE!

Tech The Halls Holiday Promo Returns With More Sony® Prizes!

Iowa Lottery players may enter nonwinning holiday scratch tickets online beginning at noon on Oct. 4 for a chance to win the hottest Sony® electronics prizes or cold cash.



This holiday promotion was so well-received by players last season, the Lottery decided to bring it back!

Again this year, 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 with the appropriate prize category for the holiday scratch ticket by noon on Jan. 18, 2011.

This year, players have a chance to win Sony® prizes or cash with nonwinning holiday scratch tickets in these five categories:

- One of 50 BRAVIA® 32-inch HDTVs or one of five \$5,000 cash prizes with a nonwinning "Merry Money" scratch ticket only
- One of 50 PlayStation® 3 packages or one of five \$2,500 cash prizes with nonwinning "Holiday Crossword" or "Silver Bells" scratch tickets only



Seven Holiday Scratchers Coming This Season!



Merry Money

Cost: \$10
Top Prize: \$100,000
Odds: 1 in 3.86
Begin Ordering: Oct. 4

Prize	Odds
\$10	1 in 8.00
\$15	1 in 13.33
\$20	1 in 40.00
\$25	1 in 40.00
\$50	1 in 150.00
\$150	1 in 500.00
\$300	1 in 2,000.00
\$10,000	1 in 30,000.00
\$100,000	1 in 40,000.00

Action Briefs

Board Approves New Lotto System Proposal

The Board of the Iowa Lottery has accepted a recommendation of a proposal from Scientific Games International for the biggest contract involved in the lottery's operations. The Board voted 5-0 to accept a lottery evaluation committee's recommendation of Sci-Games as the vendor that will supply the communications equipment, software and computerized terminals that are used to sell and validate lottery tickets at about 2,500 retail locations statewide.

An evaluation team made up of Lottery officials recommended the Sci-Games proposal. The contract can be finalized following the completion of a successful background investigation of the company by the Iowa Division of Criminal Investigation. Since the Lottery's start, each of the Lottery's sales and validations systems has been in use for several years. But like any electronic or computer equipment, each system must be updated and replaced over time. The Lottery's current system has been in place since 2001, and the contract for it will expire in July 2011. Sci-Games has proposed a contract that will begin July 3, 2011, at a projected cost of \$50.3 million over the following 10-year period.

Game End and Validation End Dates

		Official Game End	Valid Period Ends
593	7s Bingo-Red/Blue	7/19/10	10/18/10
658	Snowman Bingo	8/30/10	11/29/10
661	Nutcracker Cash	8/30/10	11/29/10

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

Results from your state agencies: www.resultsiowa.org

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Tech The Halls Holiday Promotion Back By Popular Demand

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- One of 50 **VAIO® laptops** or one of five **\$1,500 cash** prizes with a nonwinning “Stocking Stuffer Tripler” scratch ticket only
- One of 50 **Cyber-shot® cameras** or one of five **\$1,000 cash** prizes with nonwinning “Happy Holidays” or “Reindeer Bingo” scratch tickets only
- One of 50 **Reader Touch Edition™ readers** or one of five **\$500 cash** prizes with a nonwinning “Tinsel Town” scratch ticket only



entry for this promotion is any legally acquired, nonwinning holiday scratch ticket Game #694, 695, 696, 697, 698, 699 or 700 that has not been previously claimed as a winner or previously submitted as an entry. **Players must submit a street address for shipping purposes – P.O. Box addresses will not be valid.** Players must keep all tickets they enter and may use each ticket only once as an eligible entry. Players may enter as many times as they wish, but may win only one prize per category. **Winners must present their selected nonwinning ticket and completed claim form in person at any lottery regional office or by mail to the Iowa Lottery.** Prizes will be shipped to the street address submitted with the entry. See brochure for more information. Official rules are posted at ialottery.com.

Players enter to win with their name, street address, phone number and the serial number from a nonwinning scratch ticket(s). An eligible

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		27	28	29	30	Oct. 1	2	
SEPT./OCT. 2010		LOTTERY ACTION DELIVERS						
	3	4	5	6	7	8	9	
		TECH THE HALLS PROMO BEGINS THREE HOLIDAY GAMES BEGIN - ASK YOUR DSR						
	10	11	12	13	14	15	16	
		FOUR HOLIDAY GAMES BEGIN - ASK YOUR DSR LOTTERY ACTION DELIVERS						
	17	18	19	20	21	22	23	
	I.C. 9's (PULL-TAB - \$.50) BEGINS							
24	25	26	27	28	29	30		
	LOTTERY ACTION DELIVERS							

Get Ready For Holidays Early - Seven New Games Coming Soon

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Extra cash could make the holidays merrier!

Match any of "Your Numbers" to any of the "Winning Numbers" and win the prize shown for that number. Find the "Snowman" symbol and win that prize instantly. Find the "Tree" symbol and win all 15 prizes shown. 🎄

Holiday Crossword

Cost: \$5
Top Prize: \$50,000
Odds: 1 in 3.65
Begin Ordering: Oct. 4

Scratch the "Your Letters," then scratch the corresponding letters found in

Puzzles 1 and 2 and the "Bonus Word." If a player has scratched at least three complete words in Puzzle 1 or 2, they win the corresponding prize shown in the prize legend for that puzzle. Uncover all six letters in the "Bonus Word" by scratching the letters that match the "Your Letters" and win the prize shown in the prize box. Words within words are not eligible. 🎁



Happy Holidays

Cost: \$2
Top Prize: \$9,000
Odds: 1 in 3.84
Begin Ordering: Oct. 11



Match any of "Your Numbers" to either "Winning Number"

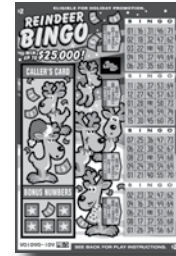
and win the prize shown for that number. Find the "Flake" symbol and win double the prize shown for that symbol. Find the "Santa Hat" symbol and win all 10 prizes shown. 🎁

Prize	Odds
\$2	1 in 6.00
\$4	1 in 17.65
\$8	1 in 100.00
\$10	1 in 150.00
\$16	1 in 100.00
\$20	1 in 100.00
\$50	1 in 4,000.00
\$100	1 in 5,000.00
\$500	1 in 120,000.00
\$9,000	1 in 120,000.00

Reindeer Bingo

Cost: \$2
Top Prize: \$25,000
Odds: 1 in 3.57
Begin Ordering: Oct. 4

Scratch the "Caller's Card" and "Bonus Numbers." Scratch the numbers on "Cards 1 through 4" that match the numbers on the "Caller's Card" and "Bonus Numbers." If on any one of "Cards 1 through 4" a player matches all numbers in a complete horizontal, vertical or diagonal line; four corners or an "X" (consisting of eight numbers plus a "Free" space), they win the corresponding prize in the legend beside that card. 🎁



Prize	Odds
\$2	1 in 6.82
\$3	1 in 11.54
\$5	1 in 50.00
\$10	1 in 50.00
\$25	1 in 450.00
\$30	1 in 450.00
\$50	1 in 450.00
\$150	1 in 7,980.00
\$250	1 in 29,925.00
\$500	1 in 59,850.00
\$2,500	1 in 119,700.00
\$25,000	1 in 239,400.00

Silver Bells

Cost: \$5
Top Prize: \$50,000
Odds: 1 in 3.68
Begin Ordering: Oct. 11

In Game 1, find a "\$" symbol and win the prize shown for that symbol. Find a "Moneybag" symbol and win all 10 prizes shown automatically. Bonus: Reveal a "Snowflake" in the bonus spot to win \$20 instantly. 🎁



Prize	Odds
\$5	1 in 6.00
\$10	1 in 18.00
\$20	1 in 25.71
\$50	1 in 95.76
\$100	1 in 14,962.50
\$500	1 in 14,962.50
\$5,000	1 in 139,650.00
\$50,000	1 in 119,700.00

Tinsel Town

Cost: \$1
Top Prize: \$900
Odds: 1 in 4.66
Begin Ordering: Oct. 11



Match any of "Your Numbers" to either or both "Winning Numbers" and win the prize shown for that number. 🎁

Stocking Stuffer Tripler

Cost: \$3
Top Prize: \$30,000
Odds: 1 in 3.71
Begin Ordering: Oct. 11

Match any of "Your Numbers" to any of the "Winning Numbers" and win the prize shown for that number. Find the "Sleigh" symbol and win triple the prize shown for that symbol. 🎁



Prize	Odds
\$3	1 in 5.63
\$6	1 in 26.67
\$9	1 in 30.77
\$18	1 in 50.00
\$30	1 in 1,600.00
\$54	1 in 1,600.00
\$90	1 in 1,500.00
\$180	1 in 8,000.00
\$300	1 in 10,000.00
\$30,000	1 in 120,000.00

Prize	Odds
\$1	1 in 7.69
\$2	1 in 23.08
\$3	1 in 42.86
\$6	1 in 150.00
\$10	1 in 150.00
\$20	1 in 300.00
\$50	1 in 1,040.87
\$100	1 in 2,394.00
\$900	1 in 119,700.00

IOWA LOTTERY GAME INFORMATION As of Sept. 27, 2010

Game	Start Date
498	\$35 MIL. CASH SPECTACULAR 01/09/06
570	SET FOR LIFE 06/25/07
592	BINGO TIMES 10-Orange/Green 03/31/08
612	CROSSWORD-Orange/Yellow 12/22/08
623	ANTE-UP 01/05/09
624	4 WAY CASH 01/05/09
632	WILD BINGO 01/05/09
635	DOUBLE PAYDAY 01/26/09
633	EZ GRAND 02/16/09
631	LUCKY DIAMONDS 03/30/09
638	TREASURE HUNTER 04/20/09
643	LINE 'EM UP 06/22/09
634	FUNKY 5'S 06/22/09
644	THE FREEDOM ROCK™ 07/13/09
645	HUNDREDS OF DOLLARS 07/13/09
646	SUPERSTAR CASH 07/13/09
647	CASH SPLASH 08/03/09
648	10K PAYDAY 08/03/09
649	BLACKJACK 08/24/09
650	FLYING ACES 08/24/09
651	MIDWEST MILLIONS 09/14/09
652	HARVEST MOON 09/14/09
653	ROLL 'EM 09/14/09
657	JINGLE BELL CROSSWORD 10/05/09
662	HOLLY JOLLY JACKPOT 10/26/09
663	OH, DEER! 10/26/09
664	SEASON'S DELIGHT 10/26/09
668	SHERLOCK HOLMES 11/16/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
669	DOUBLE CHERRY TWIST 01/04/10
670	INSTANT CASH KENO 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

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
593	7s BINGO-Red/Blue 3/10/08	10/18/10
658	SNOWMAN BINGO 10/5/09	11/29/10
661	NUTCRACKER CASH 10/26/09	11/29/10



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.