

Lottery Action



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Match 'Em All or Match None - You Win Either Way: New All or Nothing Lotto Game Debuts Jan. 28

The Iowa and Minnesota lotteries are using a player complaint about lotto drawings as the basis for a new game.

The "All or Nothing" game debuts Jan. 28 and its name is self-explanatory: Players can win the top prize of \$100,000 by matching all of the winning numbers in one of its drawings or none of them.

"We couldn't decide if people should win for matching them all or coming up empty," said Ed Van Petten, executive director of the Minnesota State Lottery. "So we decided, 'Heck, let's do both.'"

Iowa Lottery CEO Terry Rich joined in the fun.

"If you never match anything in lottery drawings, have we got a game for you!" he said.

The lotteries announced the new game during an event Jan. 24 at a supermarket in Rochester, Minn., one of the locations where tickets will be sold. All or Nothing is a joint game being offered in both states, with two drawings per day, seven days a week. Players in All or Nothing will choose 12 numbers from a pool of 24. Twelve winning numbers will be selected in each midday and evening drawing and plays in the game will cost \$1.

"If you never match anything in lottery drawings, have we got a game for you!" — Terry Rich, Iowa Lottery CEO



New Game Offers 10 Ways to Win

The game has an hourglass prize structure offering 10 ways to win, with the \$100,000 top prize at the two extremes – for matching all or nothing – and smaller prizes working in from there. Players can win the game's second prize of \$1,000 for matching 11 of the winning numbers or just one of them. The \$20 prize level is for those who match 10 numbers or two; the \$5 level is for those who match nine numbers or three; and players will win \$1 for matching eight of the numbers or four. Those who wind up in the middle by matching five, six or seven numbers will not win a prize. The overall odds of winning are 1 in 4.54.

"This is a fun concept that definitely tweaks the traditional lottery drawing," Van Petten said.

Drawings will be held at 12:45 p.m. and 8:45 p.m. daily. Players will be able to buy tickets for the next drawing until about half an hour before it. If they purchase a ticket after the cutoff time, it will be for a subsequent drawing.

Continued on Page 2

Action Briefs

Entry Deadline Approaching for Hall of Fame



Remind your players that they have until Feb. 8 to buy qualifying Powerball® tickets

with a code eligible for the Pro Football Hall of Fame Ultimate Tailgate Party promotion. Then, players have until noon on Feb. 10 to enter those codes online in the promotion.

When players purchase a Powerball ticket worth \$10 or more by Feb. 8, they'll receive a ticket with a code at the top that they can enter at ialottery.com before noon on Feb. 10 for a chance to win one of six trip packages for four to the Pro Football Hall of Fame Ultimate Tailgate party in Ohio in May. The packages include airfare, hotel, admission to the Ultimate Tailgate Party to meet more than 100 Hall of Famers and spending cash.

A drawing on Feb. 11 will determine the six Iowa winners. The six trip winners will be sent an email and their names will be listed on the lottery website.

Game End and Validation End Dates

		Official Game End	Valid Period Ends
713	Sizzling 7s	10/30/13	1/28/14
714	\$30,000 Club	10/30/13	1/28/14
717	Super Crossword	10/30/13	1/28/14
731	Monopoly™	10/30/13	1/28/14
734	5X the Money	10/30/13	1/28/14
736	Lucky Elves Bingo	10/30/13	1/28/14
747	Veterans Double Doubler	10/30/13	1/28/14
750	Match & Win™, 2 nd Ed.	10/30/13	1/28/14
760	Pinball	10/30/13	1/28/14
763	Instant Monopoly™	10/30/13	1/28/14
764	Royal Riches	10/30/13	1/28/14

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

Match 'Em All or Match None - You Win Either Way: New All or Nothing Game Debuts Jan. 28

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Rich said that All or Nothing's catch phrase of "Win either way!" is a perfect way to describe it. It's lotto with a twist!

Games similar to All or Nothing are being offered by a handful of other U.S. lotteries and have proven popular.

All Or Nothing Details

- Ticket price: \$1
- Sold in: Iowa and Minnesota
- Players choose 12 numbers from a pool of 24
- Drawings twice a day, seven days a week, at 12:45 and 8:45 p.m.
- 10 ways to win (see odds chart at right)

In Iowa, All or Nothing will replace Iowa's \$100,000 Cash Game, which offers a top prize of \$100,000 and has had drawings six days a week. The final Cash Game drawing was Saturday, Jan. 25.

All or Nothing Odds Chart

# Matched	Prize	Odds of Winning
12	\$100,000	1 in 2,704,156
11	\$1,000	1:18,779
10	\$20	1:621
9	\$5	1:56
8	\$1	1:11
7	\$0	
6	\$0	
5	\$0	
4	\$1	1:11
3	\$5	1:56
2	\$20	1:621
1	\$1,000	1:18,779
0	\$100,000	1:2,704,156

JAN./FEB. 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	27	28	29	30	31	Feb. 1
	4 NEW PULL-TAB GAMES BEGIN LOTTERY ACTION DELIVERS					
2	3	4	5	6	7	8
	MONEY MAGNET (\$3)/ DOUBLE MATCH (\$2)/ 3 TIMES LUCKY (\$1) BEGIN					LAST DAY TO BUY POWERBALL TICKETS ELIGIBLE FOR HALL OF FAME PROMO
9	10	11	12	13	14	15
	NOON DEADLINE TO ENTER HALL OF FAME PROMO LOTTERY ACTION DELIVERS	HALL OF FAME PROMO DRAWING				
16	17	18	19	20	21	22
23	24	25	26	27	28	
	LOTTERY ACTION DELIVERS					

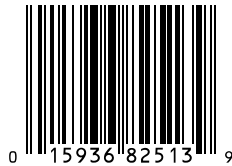
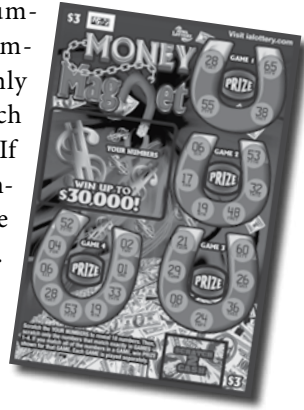
Order Plenty of New Games to Help Start New Year Off Right!

Money Magnet

Cost: \$3
 Top Prize: \$30,000
 Odds: 1 in 3.73
 Game Begins: Feb. 3

Prize	Odds
\$3	1 in 6.25
\$5	1 in 25.00
\$10	1 in 20.00
\$15	1 in 75.00
\$30	1 in 544.09
\$50	1 in 522.71
\$75	1 in 2,394.00
\$100	1 in 4,433.33
\$1,000	1 in 39,900.00
\$30,000	1 in 119,700.00

Scratch the "Your Numbers" to reveal 18 numbers. Then, scratch only the numbers that match exactly in Games 1-4. If you match all of the numbers in a Game, win prize shown for that Game. Each Game is played separately.



Double Match

Cost: \$2
 Top Prize: \$5,000
 Odds: 1 in 3.63
 Game Begins: Feb. 3

- Match any of "Your Numbers" to the "Winning Numbers," win prize shown for that number.
- Match three identical prize amounts, win that amount.



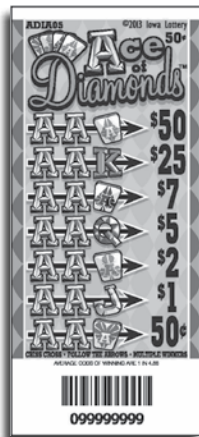
Prize	Odds
\$2	1 in 5.77
\$4	1 in 21.43
\$5	1 in 37.50
\$10	1 in 50.00
\$20	1 in 150.00
\$50	1 in 886.67
\$100	1 in 1,330.00
\$500	1 in 14,962.50
\$5,000	1 in 119,700.00



Four New Pull-Tabs Join the Mix in January

Tropical Paradise

Cost: 25 cents
 Top Prize: \$25
 Odds: 1 in 7.61
 Begins: Jan. 27

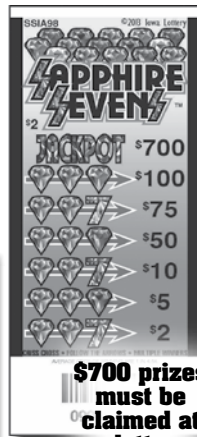
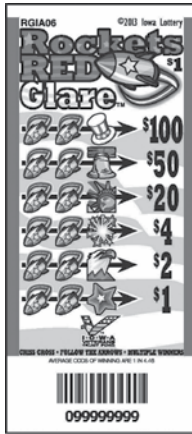


Ace of Diamonds

Cost: 50 cents
 Top Prize: \$50
 Odds: 1 in 4.88
 Begins: Jan. 27

Rockets Red Glare

Cost: \$1
 Top Prize: \$100
 Odds: 1 in 4.46
 Begins: Jan. 27



Sapphire Sevens

Cost: \$2
 Top Prize: \$700
 Odds: 1 in 4.54
 Begins: Jan. 27

3 Times Lucky

Cost: \$1
 Top Prize: \$3,000
 Odds: 1 in 4.44
 Game Begins: Feb. 3

Prize	Odds
\$1	1 in 7.69
\$2	1 in 20.00
\$3	1 in 37.50
\$5	1 in 150.00
\$10	1 in 150.00
\$15	1 in 300.00
\$30	1 in 600.00
\$100	1 in 3,000.00
\$3,000	1 in 120,000.00



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.

Reveal three 3 symbols in the same vertical, horizontal or diagonal line, win prize shown in prize box.

IOWA LOTTERY GAME INFORMATION

As of Jan. 27, 2014

Game	Start Date	
592	BINGO TIMES 10-Orange/Green	03/31/08
631	LUCKY DIAMONDS	03/30/09
666	LIFETIME RICHES	04/05/10
667	CASH BONANZA	05/24/10
724	CROSSWORD-Green/Purple	05/06/11
735	LUCKY JAR BINGO	12/27/11
723	ACES HIGH	01/06/12
751	DID I WIN? - GOLD SERIES	01/06/12
758	ROULETTE	04/05/12
757	SUPER CROSSWORD	04/09/12
761	HOT \$50,000	04/09/12
765	TRIPLE FORTUNE	05/31/12
762	GEMSTONE 10s	06/27/12
766	VETERANS SILVER 6s	06/27/12
767	SCRABBLE™	06/27/12
768	SUPER CASHOUT	06/27/12
769	7	06/27/12
756	CROSSWORD-Orange/Pink/Green	07/02/12
770	LUCKY CHERRY SLOTS	07/18/12
773	500 GRAND	07/18/12
771	BOGGLE™	08/29/12
772	DOUBLE IT	08/29/12
774	WIN PIGS FLY	09/10/12
777	NORTH POLE BINGO	10/03/12
778	HOLIDAY CROSSWORD	10/03/12
779	JINGLE BELL JACKPOT	10/03/12
780	HOLIDAY BLACK	10/03/12
781	PEPPERMINT SUPER CROSSWORD	10/03/12
782	HOLIDAY TREASURES	10/03/12
783	HOLIDAY GOLD	10/03/12
784	MERRY MONOPOLY™	10/03/12
785	HAPPY HOWLIDAYS	10/31/12
786	BEST WISHES FOR A SWELL SEASON	10/31/12
678	DELUXE 7-11-21*	01/03/13
788	A 10 HUT	01/03/13
789	CASH ON THE SPOT	01/03/13
790	JUST FOR HIM! JUST FOR HER!	01/03/13
791	BE MINE - BETTY BOOP™	01/03/13
792	CASH UP	01/03/13
793	QUEEN OF SPADES	01/03/13
794	10X CASH	01/03/13
787	GAME BOOK	01/14/13
693	WHITE ICE 9S	02/06/13
776	WORD BANK	02/06/13
795	AWESOME ACES	02/06/13
804	SUPER CROSSWORD-Blue/Purple/Grn./Pink	02/07/13
797	TRIPLE TRIPLER	03/06/13
798	CASINO ROYALE	03/06/13
799	BASS PRO SHOPS*	03/06/13
803	BINGO BOXES	03/19/13
800	9s IN A LINE	04/03/13
802	CASH INFERNO	04/03/13
808	IRON MAN 3™	04/03/13
801	COUNT THE MONEY	05/01/13
806	20X THE MONEY	05/01/13
809	GOLD MINER	05/01/13
811	DOUBLE DOG DARE	05/01/13
775	MONEY MULTIPLIER	06/05/13
812	PERFECT 7s	06/05/13
813	DOUBLE DOLLAR FORTUNE	06/05/13
810	BLAZING HOT 7s GAME BOOK	06/17/13
796	JUMBLE®	07/08/13
814	RED, WHITE & MOO!	07/08/13
826	HOT CARD	07/08/13
816	FAST \$50	08/07/13
817	TRIPLE PAYOUT	08/07/13
818	INSTANTLY RICH	08/07/13
819	TAIL GATOR	08/26/13
828	HOLIDAY SERIES	08/26/13
827	WINTER RICHES	10/02/13
829	HOLIDAY BINGO	10/02/13
830	LET IT SNOW CROSSWORD	10/02/13
831	HOLIDAY SUPER CROSSWORD	10/02/13
832	\$50,000 BONUS GIFT	10/02/13
833	SNOW GLOBE TRIPLER	10/02/13
834	HO HO HO LOTTA CASH	11/06/13
835	HAPPY HOLIDAYS	11/06/13
836	TIC-TAC DOUGH	11/06/13
820	RIDE TO RICHES	01/06/14
823	X-TREME WINNINGS	01/06/14
837	MAKE MY DAY™	01/06/14
838	MAKE MY WEEK™	01/06/14
839	MAKE MY MONTH™	01/06/14
840	MAKE MY YEAR™	01/06/14

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes	
713	SIZZLING 7S	03/28/11	01/28/14
714	\$30,000 CLUB	02/02/12	01/28/14
717	SUPER CROSSWORD	04/18/11	01/28/14
731	MONOPOLY™	07/18/11	01/28/14
734	5X THE MONEY	05/31/12	01/28/14
736	LUCKY ELVES BINGO	09/26/11	01/28/14
747	VETERANS DOUBLE DOUBLER	01/06/12	01/28/14
750	MATCH & WIN™ 2ND EDITION	01/06/12	01/28/14
760	PINBALL	04/05/12	01/28/14
763	INSTANT MONOPOLY™	05/03/12	01/28/14
764	ROYAL RICHES	05/03/12	01/28/14



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
All Or Nothing Middy	Daily	Noon	12:45 p.m.	1 p.m.
All Or Nothing Evening	Daily	8 p.m.	8:45 p.m.	9 p.m.
Hot Lotto®	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
Mega Millions®	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Middy	Daily	12:30 p.m.	12:40 p.m.	1 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.