

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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'Super Tech' Holiday Promo Gives VIP Members Chance to Win Electronics

More than 250 Sony® prizes including six Super Prize Packages worth more than \$4,900 each



After receiving a huge positive response the last two years to its holiday promotion, the Iowa Lottery is again awarding Sony® electronics prizes, but this year players also have an opportunity to win a big Super Prize.

Iowa Lottery VIP Club members can enter non-winning holiday scratch tickets at ialottery.com in the "Super Tech" promotion for a chance to win the hottest Sony® electronics prizes. "Super Tech" offers different prizes for each denomination of holiday scratch ticket, as we've done previously, but this year the lottery will award six Super Prize Packages too. Each Super Prize Package consists of five different Sony® electronics and is worth more than \$4,900. Players will receive one entry for the Super Prize Package when they enter one of each of the 10 different holiday scratch tickets.

Eligible tickets for entry in the promotion are: Snow Bank, Winter Bucks, Betty Boop™, Lucky Elves Bingo, Santa Games Doubler®, Merry Crossword, Sparkling Winnings, Holiday Bonus Crossword, Holiday Wishes and Holiday Countdown.

When players enter an eligible holiday scratch ticket in this promotion they'll receive:

1. one entry for an individual prize associated with the non-winning ticket;
2. one ticket entry toward the required 10 different holiday game tickets for an entry in the Super Prize category; and
3. Points for Prizes™ credit for that ticket. Players may visit the VIP Club "Drawings and Winners" page for information on their entries.

Non-winning tickets must be entered at ialottery.com by noon on Jan. 23, 2012. The drawings will be held Jan. 24, 2012. Results will be listed at ialottery.com on Jan. 25, 2012, or as soon as they are available.

Players have a chance to win these Sony® prizes with non-winning holiday scratch tickets in five categories or the Super Prize category:

- One of 50 BRAVIA® 32-inch HDTVs with a non-winning "Holiday Countdown" scratch ticket;
- One of 50 Tablet™ S prizes with either non-winning "Holiday Bonus Crossword" or "Holiday Wishes" scratch tickets;

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Action Briefs

Lottery Announces 2011 Top-Selling Retailers

The Iowa Lottery's top-selling retailers in its latest fiscal year are a mix of busy grocery stores and convenience stores with loyal customers and high foot traffic.

"Our thanks go out to lottery retailers for the work they do every day in selling our tickets," said Lottery CEO Terry Rich. "Our retail network plays a vital role in the lottery's success and lottery products in turn are a big draw for our retailers' customers."

Iowa businesses received \$17.3 million in commissions from the lottery for selling its tickets in FY 2011, a \$1.2 million increase from the year before.

Top-Selling Lottery Retailers in 2011

Hy-Vee #1056.....	Cedar Rapids
Hy-Vee #1054.....	Cedar Rapids
Hy-Vee #1151.....	Des Moines
Quick Shop Foods	Ottumwa
Kum & Go #89	Fort Dodge
Hy-Vee #1869.....	Waterloo
Dahl's #15.....	Des Moines
Quik Trip #516.....	Des Moines
Hy-Vee Drugstore #1	Cedar Rapids
Hy-Vee #1138.....	Des Moines

Game End and Validation End Dates

		Official Game End	Valid Period Ends
684	Lucky Lines	7/18/11	10/17/11

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

Lottery to Award More Than 250 Sony® Prizes in Super Tech Holiday Promotion

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- One of 50 **PlayStation®3 160 GB packages** with either non-winning “Merry Crossword” or “Sparkling Winnings” scratch tickets;
- One of 50 **3D Bloggie® HD cameras** with either non-winning “Betty Boop™,” “Lucky Elves Bingo” or “Santa Games Doubler®” scratch tickets;
- One of 50 **Portable DVD Players** with either non-winning “Snow Bank” or “Winter Bucks” scratch tickets; OR
- One of six **Super Prize Packages** worth more than \$4,900 each that include: **46-inch BRAVIA® HDTV, NEX-C3 digital camera, Tablet™ S, Playstation®3 160GB and Blu-ray Disc™ home theater system, plus \$2,000 cash and state taxes paid.**

Entrants must join the VIP Club or already be a member to enter, and entries will be accepted only via the Iowa Lottery website at ialottery.com. Hand-delivered or mailed entries will not be accepted. An eligible entry for this promotion is any legally acquired, non-winning holiday scratch ticket Game #736, 737, 738, 739, 740, 741, 742, 743, 744 or 745. Winning tickets are not eligible for entry into this promotion. Players must submit a street address for shipping purposes – P.O. Box addresses are not valid. While

players may enter multiple times, they may win only one prize per category, except Super Prize winners. Super Prize winners will not be eligible for the other five prize categories. There is a maximum of 30 entries per person per day. Winners will be listed on the Lottery’s website. Winning entrants will be sent an e-mail advising their entry has been selected as a winner.

Complete rules and details can be found at ialottery.com.



Players could win a Sony® Playstation®3 package, left, a Tablet™ S, right, or many other prizes in Super Tech.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPT./OCT. 2011		26 SUPER TECH BEGINS FOUR HOLIDAY SCRATCH GAMES BEGIN LOTTERY ACTION DELIVERS	27	28	29	30	Oct. 1
	2	3	4	5	6	7	8
		FOUR HOLIDAY SCRATCH GAMES BEGIN					
	9	10	11	12	13	14	15
		LOTTERY ACTION DELIVERS					
	16	17	18	19	20	21	22
		BERRIES & BARS (\$1) PULL-TAB BEGINS					
23	24	25	26	27	28	29	
	LOTTERY ACTION DELIVERS						

Be Ready For Four More Holiday Games to Hit the Shelves Oct. 3

Holiday Wishes

Cost: \$5
 Top Prize: \$50,000
 Odds: 1 in 3.74
 Begin Ordering: Oct. 3



Prize	Odds
\$5	1 in 5.45
\$10	1 in 20.00
\$20	1 in 60.00
\$50	1 in 60.00
\$100	1 in 2,000.00
\$200	1 in 6,000.00
\$1,000	1 in 12,000.00
\$50,000	1 in 120,000.00

What's your holiday wish? Match any of "Your Numbers" to any of the "Winning Numbers" and win the prize shown for that number. Find the ❄️ symbol and win double the prize shown for that symbol. Find the 🧸 symbol and win \$50 instantly! 🎁

Betty Boop™

Cost: \$2
 Top Prize: \$15,000
 Odds: 1 in 3.76
 Begin Ordering: Oct. 3



Win up to \$15,000 ... Boop-Oop-A-Doop™!

Match any of "Your Numbers" to either of the "Winning Numbers" and win the prize shown for that number. Find the BB symbol and win five times the prize shown for that symbol. This game has two different scenes. 🎬



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Prize	Odds
\$2	1 in 6.82
\$4	1 in 18.75
\$5	1 in 21.43
\$10	1 in 75.00
\$20	1 in 200.00
\$50	1 in 1,000.00
\$100	1 in 4,000.00
\$500	1 in 40,000.00
\$15,000	1 in 120,000.00



Sparkling Winnings

Cost: \$3
 Top Prize: \$30,000
 Odds: 1 in 3.65
 Begin Ordering: Oct. 3

Scratch the "Play Numbers" play area, then scratch the corresponding numbers on the grid. Match all numbers within a horizontal or vertical line and win the prize shown for that horizontal or vertical line. 🎁

Prize	Odds
\$3	1 in 6.25
\$5	1 in 12.50
\$10	1 in 50.00
\$20	1 in 100.00
\$30	1 in 400.00
\$50	1 in 1,000.00
\$100	1 in 2,400.00
\$200	1 in 3,000.00
\$5,000	1 in 60,000.00
\$30,000	1 in 120,000.00



Snow Bank

Cost: \$1
 Top Prize: \$900
 Odds: 1 in 4.50
 Begin Ordering: Oct. 3

Get three like amounts and win that amount. Get two like amounts and the 🛷 symbol and win triple that amount! This game has six scenes. 🎬

Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$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
\$90	1 in 2,400.00
\$900	1 in 40,000.00

Give Printed Claim Form to the Player

When your lottery terminal prints a claim form, be sure to give it to the winning player.

Since the Lottery converted to its new system earlier this year, the Wave terminal has printed out a claim form whenever a ticket winning more than \$600 is validated, along with the customer receipt instructing the player to claim the prize at a lottery office.

Receiving a claim form at the time of validation makes it much more convenient for the player to get the ticket cashed, whether they send it to us by mail or take it to one of our regional offices.

Please direct any questions about this process to your DSR. 🎁

IOWA LOTTERY GAME INFORMATION

As of Sept. 26, 2011

Game	Start Date
498	\$35 MIL. CASH SPECTACULAR 01/09/06
592	BINGO TIMES 10-Orange/Green 03/31/08
632	WILD BINGO 01/05/09
631	LUCKY DIAMONDS 03/30/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
671	BLACK PEARLS 01/04/10
659	DBL. BLACKJACK DBL. PLAY 02/22/10
687	RACING TO RICHES 03/29/10
666	LIFETIMES RICHES 04/05/10
680	THE SILVER TICKET 04/19/10
667	CASH BONANZA 05/24/10
682	SERIOUS JACK 05/24/10
683	FIRE 'N DICE 05/24/10
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
715	333 04/18/11
717	SUPER CROSSWORD 04/18/11
724	CROSSWORD-Green/Purple 05/06/11
718	SPADES 05/09/11
720	DIAMOND MINE 05/16/11
719	MONEY \$EE MONEY DO 05/23/11
725	TRIPLE PLATINUM 777 05/23/11
721	RUBY RICHES 06/20/11
722	TIC TAC 2'S 06/20/11
726	VETERANS HOT \$50 07/18/11
727	PINK PANTHER™ 07/18/11
731	MONOPOLY™ 07/18/11
729	SUNNY MONEY 08/08/11
730	TRIPLE CHERRY TWIST 08/08/11
728	TWISTED 08/29/11
746	GREAT STATE TAILGATE 08/29/11
732	LOOSE CHANGE® 09/19/11
733	SPOOKY LOOT 09/19/11
736	LUCKY ELVES BINGO 09/26/11
737	MERRY CROSSWORD 09/26/11
738	HOLIDAY BONUS CROSSWORD 09/26/11
739	HOLIDAY COUNTDOWN 09/26/11

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
684	LUCKY LINES 06/07/10	10/17/11



Helping you serve the Lottery customer

www.ialottery.com

 <h2>Lotto Game Information</h2>				
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.