

Lottery Action



VOL. 11, #16 Aug. 23 - Sept. 12, 2004

'Twofer Tuesday' Offer Runs Through September

Twofer Tuesdays are coming in September!



Each Tuesday in September, players who purchase a \$100,000 Cash Game ticket will receive a second play **free** for the next drawing! This free ticket—which will be an easy pick for the next drawing—will be automatically generated by the lottery terminal. The free ticket will say “\$1,” but a \$1 credit for the free play will appear in the “Promo” field on the Daily Report. Cancelling of \$100,000 Cash Game tickets won't be allowed during the promotion. Any \$100,000 Cash Game purchase of \$1 or more will generate the free play.

The CDU topper pictured above and the brochures should be used to let players know about the promotion. 🍀

Lottery Authority Sends \$55.8 Million to State

Iowa Lottery profits for state programs rose more than 16 percent in its latest fiscal year, an increase of millions of dollars over the previous year's results.

Preliminary figures show that lottery sales totaled more than \$208.5 million with profits to the state of more than \$55.8 million in fiscal year 2004, which ended June 30.

Both figures were up from FY 2003 figures (\$187.8 in sales, \$47.9 million in revenues) and well ahead of the lottery's budget projections.

Fiscal year 2004 marked the first year of operations for the Iowa Lottery Authority, which was created with the passage of legislation that reinvented the lottery as a public enterprise based on a business model. The legislation, signed into law in May 2003, gave the lottery greater flexibility in its day-to-day



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At A Glance...

VIP Connection Pick 4 Coupon Redemption



Members of the Iowa Lottery's VIP Club have received a coupon for \$1 off a \$3 or more Pick 4 purchase. The coupon from the mailed newsletter is burgundy, orange and black and is coupon #244. Some players also received a coupon by e-mail. This may not be printed in color and may vary in size from the one sent in the newsletter. This e-mail coupon, pictured at left, is #245. Please accept both coupons from players. 🍀

Next "Lottery Action" Delayed for Holiday

Because of the Labor Day holiday on Monday, Sept. 6, the next "Lottery Action" newsletter will be ready for distribution beginning the week of Sept. 13. Have a safe and happy holiday. 🍀

Scratch/Pull-tab Ticket Redemption Reminder

Any retailer that sells Iowa Lottery scratch tickets may redeem them no matter where they were purchased. It does not matter whether the retailer stocks that particular ticket. In other words, players don't have to redeem scratch tickets at the location where they purchased them. This is not true, however, for pull-tab tickets. They must be redeemed in the same location where they were purchased. 🍀

Game End and Validation End Dates List:

Game #335 Lucky Day
 Game #364 Beginner's Luck
 Game #370 All The Marbles
 Game #388 Carnival Cash

Game #379 Lucky Slots
 Game #397 Count Cashula
 Game #398 Bonus Crossword
 Game #400 Venetian Nights

| Official Game End | Valid Period Ends |
|-------------------|-------------------|
| 06/09/04 | 09/07/04 |
| 06/09/04 | 09/07/04 |
| 06/09/04 | 09/07/04 |
| 06/09/04 | 09/07/04 |
| 07/13/04 | 10/11/04 |
| 07/13/04 | 10/11/04 |
| 07/13/04 | 10/11/04 |
| 07/13/04 | 10/11/04 |

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

'Lucky Break,' 'Super 6's' Sure To Please Your Players



Lucky Break

Cost: \$1
 Top Prize: \$800
 Odds: 1 in 4.62
 Begin Ordering: Aug. 30

This ticket could give your players the "Lucky Break" they've been looking for!

Match the "Cue Ball Number" to any of "Your Ball Numbers" and win the prize shown for that Ball.

| Prize | Odds |
|-------|----------------|
| \$1 | 1 in 7.50 |
| \$2 | 1 in 20.00 |
| \$3 | 1 in 50.00 |
| \$8 | 1 in 150.00 |
| \$16 | 1 in 300.00 |
| \$48 | 1 in 300.00 |
| \$800 | 1 in 59,850.00 |



Super 6's

Cost: \$2
 Top Prize: \$16,000
 Odds: 1 in 3.64
 Begin Ordering: Aug. 30

In each Tic Tac Toe game, if the player gets three X's or O's in any row, column or diagonal, they win the prize in the Prize box. Find a "Super Six" ("6") symbol and win double the prize for that game. In the Bonus Area, if they reveal a prize amount, they win that amount automatically.

| Prize | Odds |
|----------|-----------------|
| \$2 | 1 in 6.00 |
| \$3 | 1 in 18.75 |
| \$4 | 1 in 37.50 |
| \$6 | 1 in 75.00 |
| \$12 | 1 in 150.00 |
| \$30 | 1 in 150.00 |
| \$60 | 1 in 798.00 |
| \$600 | 1 in 11,970.00 |
| \$16,000 | 1 in 119,700.00 |

| | | | | | | | |
|-----------------|---|--|--|-----------|----------|--------|----------|
| AUG./SEPT. 2004 | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| | 22 IOWA STATE FAIR 150TH ANNIVERSARY SWEEPSTAKES FINAL DRAWING | 23 JEWELS OF THE NILE (PULL-TAB) (\$.50) BEGINS | 24 | 25 | 26 | 27 | 28 |
| | LOTTERY ACTION DELIVERS | | | | | | |
| | 29 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE. | 30 LUCKY BREAK (\$1)/ SUPER 6'S (\$2) BEGIN | 31 | Sept. 1 | 2 | 3 | 4 |
| | 5 | 6 HOLIDAY— LOTTERY OFFICES CLOSED | 7 \$100,000 CASH GAME TWOFER TUESDAY TODAY | 8 | 9 | 10 | 11 |
| | 12 | 13 | 14 \$100,000 CASH GAME TWOFER TUESDAY TODAY | 15 | 16 | 17 | 18 |
| | LOTTERY ACTION DELIVERS | | | | | | |
| | 19 | 20 CROCODILE CASH (\$1)/ DOUBLE BLACKJACK (\$2) BEGIN | 21 \$100,000 CASH GAME TWOFER TUESDAY TODAY | 22 | 23 | 24 | 25 |

Lottery Sends Millions to State

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operating decisions, with the goal of producing greater profits to the state.

Dr. Ed Stanek, president and CEO of the Iowa Lottery Authority, said the proof of the lottery's renewed business focus is in its results.

"The result is greater productivity," Stanek said. "Cooperation between the lottery, the Legislature and the governor has generated even greater success than in the past for the benefit of all Iowans."

Iowa Lottery revenues are deposited in the state general fund, where they are used to pay for a variety of programs.

Sales Increase 11 Percent

The preliminary figures show the lottery's sales increased 11 percent in fiscal year 2004 after a 3.6 percent

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.....

increase in FY 2003 and a 3.5 percent increase in FY 2002. The lottery's revenue increase of more than 16 percent in FY 2004 followed revenues that held steady in FY 2003 and had increased 8 percent in FY 2002.

The Lottery Authority re-engineered its delivery schedule for scratch games to allow for more effective advertising. By delivering new games on a three-week cycle rather than each week, the lottery was able to strategically focus its advertising on key games for longer periods of time.

TouchPlay Adds Video, Sound, Profitability

The lottery authority, in partnership with amusement

operators from across the state, also began statewide introduction of TouchPlay machines in the last two months of the fiscal year following a successful market test of the technology, which added video and sound to the traditional vending machine. For the year, the machines produced more than \$1.5 million in sales.

Scratch tickets, the lottery's traditional sales leader, claimed that spot again in FY 2004, with sales increasing by more than 12 percent. Powerball sales for the year were up 14 percent, and sales of Hot Lotto increased 29 percent.

Sales in the lottery's Pick 3 lotto game and the new Pick 4 game also rose. 🍀

New VIP Members Win Prizes

Congratulations to the following players who joined the Lottery's VIP Club in July. They each won "Powerball for a Year" (\$104 in Lottery Bucks, which is one play for each Powerball® drawing for one year) and four tickets to Adventureland Amusement Park in Altoona in a drawing following the July membership drive.

- Joy Eden, Robins
- Sarah Gordon, Des Moines
- Jill Hartl, Cedar Rapids
- R. Heitmann, Williamsburg
- Kevin Johnson, Granger
- Janette Nehl, Palo
- Laura Rowland, Des Moines
- Christie Smith, Nevada
- John Stone, Laurens
- Jim Thorpe, Newton 🍀

\$100,000 Prize Seems Like Trick to S. Sioux City Man

A Nebraska man thought someone was playing a trick on him when he learned he'd won big.

Ken Adams, 58, of South Sioux City, Neb., won \$100,000 playing Powerball®. He purchased his ticket at Maggie's Mini Mart, 1203 Tri View in Sioux City and claimed his prize at the Iowa Lottery's regional office in Storm Lake.

Adams really doubted his win, even after seeing it with his own eyes!

"I got up [on Sunday] and started looking in the paper. I couldn't believe it when I saw the first number, and then the second, third, fourth," he recalled. "I really got scared—nervous. Then I saw that fifth number, with no Powerball [number], I thought



Ken Adams of South Sioux City, Neb.

'Somebody's playing a joke.' I thought somebody just saw my numbers and made a fake paper for me!"

Adams said he was so surprised, he woke his wife to get a second opinion.

"She was just as shocked," he said.

Adams plans to use his prize money to travel to Virginia to visit his three daughters, and perhaps invest in some property.

"We're thinking about another house," he said. "I'd like [to buy] an acreage."

If Adams had chosen to play the Power Play, he would have won \$300,000.

Players can increase their prizes with the Power Play (except the jackpot) up to five times. Just before the Powerball numbers are drawn, the Power Play wheel is spun. Slots on the wheel list the numbers 2 through 5, indicating the amount prizes (except the jackpot) will be multiplied if that number is drawn. 🍀

Clip and Save

IOWA LOTTERY

GAME INFORMATION

Clip and Save

| Game | | Start Date | As of Aug. 23, 2004 | | |
|------|---------------------------|------------|---------------------|--|--|
| 337 | SILVER DOLLARS | 03/25/02 | | | |
| 342 | STINKIN' RICH | 07/29/02 | | | |
| 351 | WHOOOP DE DOUGH | 08/12/02 | | | |
| 371 | 2 FOR THE DOUGH | 03/03/03 | | | |
| 372 | DOUBLE DOUBLER-Green | 03/03/03 | | | |
| 366 | THE BUCK STARTS HERE | 03/17/03 | | | |
| 380 | JUMBO BUCKS | 04/07/03 | | | |
| 391 | RED HOT 7'S | 04/07/03 | | | |
| 340 | DIAMOND BINGO-Green | 04/28/03 | | | |
| 384 | SLINGO | 05/19/03 | | | |
| 383 | WILD TIME | 06/02/03 | | | |
| 389 | RED & BLACK DOUBLER | 07/07/03 | | | |
| 386 | ROCK PAPER SCISSORS | 07/28/03 | | | |
| 393 | SUPER SLOTS | 07/28/03 | | | |
| 382 | MONEY BAGS | 08/18/03 | | | |
| 394 | CASH ZONE | 08/18/03 | | | |
| 395 | DOG-GONE LUCKY | 09/08/03 | | | |
| 396 | DOUBLE BLACKJACK-Purple | 09/08/03 | | | |
| 392 | FIND THE 9'S | 10/20/03 | | | |
| 405 | WILD CROSSWORD-Leopard | 10/20/03 | | | |
| 402 | CLASSIC BINGO-Orange | 11/03/03 | | | |
| 407 | DASHING THROUGH...DOUGH | 11/03/03 | | | |
| 408 | SECRET SANTA | 11/03/03 | | | |
| 409 | HOME FOR THE HOLIDAYS | 11/03/03 | | | |
| 410 | ACE IN THE HOLE | 11/17/03 | | | |
| 411 | SHELL GAME | 12/08/03 | | | |
| 412 | GOLDEN RICHES | 12/08/03 | | | |
| 413 | LUCKY PENNY | 01/05/04 | | | |
| 414 | RUBY RED 7s | 01/05/04 | | | |
| 415 | \$2,000 SMACKERS | 01/26/04 | | | |
| 401 | VEGAS GOLD | 01/26/04 | | | |
| 406 | WILD CROSSWORD-Jungle | 02/02/04 | | | |
| 416 | DUBLIN DOLLARS | 02/16/04 | | | |
| 417 | IN THE CHIPS | 02/16/04 | | | |
| 399 | PINBALL WIZARD | 02/16/04 | | | |
| 425 | MAMMOTH CASH | 03/08/04 | | | |
| 419 | DOUBLE BLACKJACK-Yellow | 03/08/04 | | | |
| 420 | FAB 4s | 03/29/04 | | | |
| 403 | CLASSIC BINGO-Blue | 03/29/04 | | | |
| 421 | 7TH INNING STRETCH | 04/19/04 | | | |
| 422 | BANK ROLL | 04/19/04 | | | |
| 423 | BIG MONEY | 04/19/04 | | | |
| 441 | WILD CROSSWORD-Paw Prints | 04/26/04 | | | |
| 418 | THE BIG CHEESE | 05/10/04 | | | |
| 427 | CASH ON A STICK | 05/10/04 | | | |
| 428 | XTREME SIGHTS & SOUNDS | 05/10/04 | | | |
| 429 | RED HOT & BLUE | 06/07/04 | | | |
| 431 | HOT DICE | 06/28/04 | | | |
| 432 | HERE'S THE DEAL | 07/19/04 | | | |
| 433 | WINNING STREAK | 07/19/04 | | | |
| 434 | BLAZING 8'S | 07/19/04 | | | |
| 435 | GOLD CARD | 08/09/04 | | | |
| 436 | DOMINOES | 08/09/04 | | | |

| Game | Start Date | Last Date To Pay Prizes |
|---------------------------------|-----------------|-------------------------|
| 335 LUCKY DAY | 06/27/02 | 09/07/04 |
| 364 BEGINNER'S LUCK | 12/16/02 | 09/07/04 |
| 370 ALL THE MARBLES | 01/27/03 | 09/07/04 |
| 388 CARNIVAL CASH | 07/07/03 | 09/07/04 |
| 379 LUCKY SLOTS | 06/23/03 | 10/11/04 |
| 397 COUNT CASHULA | 09/29/03 | 10/11/04 |
| 398 BONUS CROSSWORD-Pink | 06/02/03 | 10/11/04 |
| 400 VENETIAN NIGHTS | 09/29/03 | 10/11/04 |



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.

Lotto Game Information

|  | Drawing Days | Sales Cutoff Time | Approx. Drawing Time | Approx. Allowed Cashing Time |
|---|-------------------------|-------------------|----------------------|------------------------------|
| Hot Lotto | Wednesday and Saturday | 7:59 p.m. | 10:00 p.m. | 11:45 p.m. |
| \$100,000 Cash Game | Monday through Saturday | 6:18 p.m. | 6:28 p.m. | 6:40 p.m. |
| Pick 3 and Pick 4 midday | Monday through Saturday | 12:30 p.m. | 12:40 p.m. | 1:00 p.m. |
| Pick 3 and Pick 4 evening | Sunday through Saturday | 7:59 p.m. | 9:20 p.m. | 9:40 p.m. |
| Powerball | Wednesday and Saturday | 7:59 p.m. | 9:59 p.m. | 11:40 p.m. |