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Lottery to Debut TouchPlay Machines

The Iowa Lottery began rolling out its new TouchPlay machines (TPM) to licensed retailers in Iowa earlier this month.



Two Manufacturers Now Certified

The Iowa Lottery Board has certified Diamond Games of Chatsworth, Calif., and Oasis Gaming of Omaha, Neb., as manufacturers of TouchPlay machines. More than 130 applications have already been received from businesses and nonprofit clubs that want to offer the TouchPlay machines to their customers. Most establishments, such as taverns, will be limited to two machines, while fraternal or charitable social clubs can have up to four machines at each site. More than 40 amusement companies have been certified to install the machines. In the beginning stages of rollout, machines are only being placed in liquor-by-the-drink establishments.

TouchPlay Machines First for U.S. Lottery

TouchPlay machines are unique because players insert money into the machines as they do with any other vending machine. However, after the ticket is dispensed, the machine's video monitor displays the results of the ticket while entertaining electronic tones indicate whether the ticket has won a prize.

The Iowa Lottery began exploring the concept in late 2001 after talking with some of the companies that produce the machines. While the machines are offered at some Indian gaming locations and other casinos, they had never before been offered by a U.S. lottery.

Legislature-Approved Concept

The lottery then approached the Iowa Legislature with the concept. After lawmakers' initial review of the concept, Iowa Lottery officials asked legislators for direction as to whether to proceed. In May 2002, the Iowa Legislature passed a budget bill that included language authorizing the lottery to develop a business plan for the machines' deployment. Beginning in May 2003, the lottery tested 30 machines from three manufacturers in the field. 🍀



At A Glance...

On This Date in Iowa Lottery History . . .

May 15, 1985—Nineteen years ago, Gov. Terry Branstad signed the Lottery Bill into law. Within 111 days after the signing, an instant ticket vendor (Scientific Games), a network of more than 3,000 retailers, a staff of 112, five regional offices and a central headquarters were assembled. Also, advertising strategies were mapped out, tickets and promotional materials were printed and distributed and accounting systems and communication links were established. The lottery's launch occurred on Aug. 22, 1985. 🍀

Redeem Expired Coupons Promptly

When a coupon expires, it must be returned in the Weekly Settlement Envelope for the week it expired or in either of the envelopes for the next **two** weeks. 🍀

Next Issue of 'Lottery Action' in Three Weeks

Due to the Memorial Day holiday on May 31, the next issue of "Lottery Action" will be published on June 7. Have a safe and happy holiday! 🍀

New Game End and Validation End Dates List:

Game #355	Aces High
Game #368	Luck of the Dice
Game #376	Double Blackjack-Red
Game #377	Bonus Crossword-Blue

Game #333	7-11-21
Game #354	Top Banana
Game #363	Lucky Streak
Game #367	Poker Face
Game #375	Dilbert
Game #381	Tee Time Tripler
Game #385	Liberty Bills

Game #404	Trucks & Bucks (Revised)
Game #330	Wild Cherries
Game #339	Diamond Bingo-Red
Game #387	Viva Las Vegas
Game #390	The Hulk

Official Game End	Valid. Period Ends
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02/17/04	05/17/04
02/17/04	05/17/04
02/17/04	05/17/04
02/17/04	05/17/04

03/09/04	06/07/04
03/09/04	06/07/04
03/09/04	06/07/04
03/09/04	06/07/04
03/09/04	06/07/04
03/09/04	06/07/04
03/09/04	06/07/04

05/03/04	08/01/04
05/03/04	08/01/04
05/03/04	08/01/04
05/03/04	08/01/04
05/03/04	08/01/04

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

Get 'Red Hot' Ticket Soon

Red Hot & Blue

Cost: \$1

Top Prize: \$400

Odds: 1 in 4.48

Begin Ordering: June 7



It's hot! Players who play "Red Hot & Blue" might see some fireworks!

If a player finds three like amounts, they win that amount. If they find two like amounts and a "Flag" symbol, they win double that amount! 🎆

Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$4	1 in 42.86
\$8	1 in 100.00
\$16	1 in 300.00
\$32	1 in 300.00
\$400	1 in 39,900.00

'VIP Connection' Coupons Coming Soon

The May issue of the "VIP Connection" players' newsletter will be out soon. The latest issue contains a coupon for Iowa's \$100,000 Cash Game and some players can print a coupon from their e-mail.

Please take time to review the coupon procedure so you'll be prepared when players begin to redeem these coupons.

These coupons (#240 & #241) are good for \$1 off one week's worth (6 plays) of Iowa's \$100,000 Cash Game. Remember that you must make the proper play first, then enter the coupon number to get proper credit.

Coupons that are printed from e-mail may not have a colored border and may not look just like the coupon from the newsletter. If the player says they received the coupon by e-mail, please honor it. 🎆

MAY/JUNE 2004	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	16	17	18	19	20	21	22 FOURTH \$25,000 INSTANT BONUS SPIN AIRS
	LOTTERY ACTION DELIVERS						
	23 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	24	25	26	27	28	29 FINAL \$25,000 INSTANT BONUS SPIN AIRS
	30	31 HOLIDAY— LOTTERY OFFICES CLOSED	June 1	2	3	4	5
	6	7 RED HOT & BLUE (\$1) BEGINS	8	9	10	11	12
	LOTTERY ACTION DELIVERS						
	13	14 FIERY HOT 7S (PULL-TAB) (50 CENTS) BEGINS	15	16	17	18	19
					IOWA LOTTERY EMPLOYEE ANNUAL MEETING— NO DELIVERIES		

Casinos Become More Unique Destinations

Isle of Capri and Rhythm City Casinos are proud that they're very unique casino destinations.

That's because these casinos, both owned by Isle of Capri Casinos, Inc., are the first casinos in Iowa to offer Iowa Lottery products.

In fact, the Isle of Capri ranked 21st among 1,674 retailers statewide in sales during a recent high Powerball jackpot run in February and March 2004.

'Added Convenience'

"It's just another added convenience for our customers because a lot of them do buy scratch-offs or buy Powerball® and it was just something else to have on-site," explained Donyelle DeVore, Marketing Manager for the Isle of Capri Casino located in Bettendorf.

Both casinos sell lottery products—both scratch tickets and lotto games—in their gift shops. Adding lottery products to the gift shops has increased traffic, according to Gift Shop Manager Angie DeWilfond.

The Isle of Capri Casino, 1777 Isle Parkway in Bettendorf, has offered lottery products since October 2003 and the Rhythm City Casino, 101 W. River Drive in Davenport, has had lottery since March 2004. DeVore and DeWilfond said lottery seemed to be a natural fit within their casinos.

Malvern Woman Finds Ticket With Socks

A western Iowa woman is thanking her lucky stars that she decided to clean her husband's sock drawer recently, as she found a Powerball® ticket that was set to expire on April 30 in the process!

Mary Porter, 48, of Malvern won \$5,000 in the April 30, 2003, Powerball drawing. She purchased her

winning ticket at Williams Main Street Market, 409 Main St. in Malvern.

"My husband was missing mates to his three favorite pairs of socks. I started pulling out all these drawers and I found like 15 tickets clear back from 1998 and this [\$5,000 winning ticket] was one of the tickets in there," Porter said. "We got to checking and it was a winner!"



A customer at Isle of Capri's gift shop checks her lotto ticket.



A Powerball neon sign appears in the Banana Cabana gift shop window at Isle of Capri.

"It gives us another way to offer our players rewards because we use the lottery scratch-off tickets as part of promotions and mailings," DeVore said.

Players Receive Free Lottery Tickets

The IsleOne players' club offers member players the chance at free lottery tickets as prizes for playing during a promotion. Club members also receive a monthly newsletter in the mail, sometimes with coupons for free lottery tickets. The casinos also advertise in local newspapers with coupons for lottery tickets.

For example, in a current promotion at Rhythm City, players' club members could receive a free Powerball ticket if they earn a specified number of points while playing in the casino on Tuesdays and Thursdays.



A Rhythm City casino employee uses a lotto terminal.

Casino players have been happy to see lottery products available, DeWilfond said. Besides the regular customers, both locations often are visited by busloads of people and many will visit the gift shop on the way in or out of the casino to buy tickets.

The casinos strive to place lottery signs in the best areas to drive customers to the gift shop to buy tickets. A colorful back-lit lottery sign appears in the window at Rhythm City's Twist N' Shop gift shop. At the Isle of Capri, a Powerball sign and lottery logo appear near the escalator down to the Banana Cabana gift shop from the casino and in several windows to let players know they can buy lottery there. 🍀

Clerk Wins Prize



Vickie Bates, 43, of Le Claire won \$20,000 playing the "Bank

Roll" scratch game. She purchased her ticket at Slagle's Food Pride, 1301 Eagle Ridge Road in Le Claire—where she also works. 🍀

Porter claimed her prize at the Iowa Lottery's regional office in Council Bluffs.

"We're not going to put any more [tickets] in the drawers!" she exclaimed.

A list of unclaimed lottery prizes is available to retailers for posting in their stores and also can be found on the lottery's web site at www.ialottery.com. 🍀

Clip and Save

IOWA LOTTERY

GAME INFORMATION

Clip and Save

Game		Start Date	As of May 17, 2004		
Game		Start Date	Game	Start Date	Last Date To Pay Prizes
337	SILVER DOLLARS	03/25/02	355	ACES HIGH	05/17/04
335	LUCKY DAY	06/27/02	368	LUCK OF THE DICE	05/17/04
342	STINKIN' RICH	07/29/02	376	DOUBLE BLACKJACK-Red	05/17/04
351	WHOOPE DE DOUGH	08/12/02	377	BONUS CROSSWORD-Blue	05/17/04
364	BEGINNER'S LUCK	12/16/02	333	7-11-21	06/07/04
370	ALL THE MARBLES	01/27/03	354	TOP BANANA	06/07/04
371	2 FOR THE DOUGH	03/03/03	363	LUCKY STREAK	06/07/04
372	DOUBLE DOUBLER-Green	03/03/03	367	POKER FACE	06/07/04
366	THE BUCK STARTS HERE	03/17/03	375	DILBERT	06/07/04
380	JUMBO BUCKS	04/07/03	381	TEE TIME TRIPLER	06/07/04
391	RED HOT 7'S	04/07/03	385	LIBERTY BILLS	06/07/04
340	DIAMOND BINGO-Green	04/28/03	404	TRUCKS & BUCKS	08/01/04
384	SLINGO	05/19/03	330	WILD CHERRIES	08/01/04
383	WILD TIME	06/02/03	339	DIAMOND BINGO-Red	08/01/04
398	BONUS CROSSWORD-Pink	06/02/03	387	VIVA LAS VEGAS	08/01/04
379	LUCKY SLOTS	06/23/03	390	THE HULK	08/01/04
388	CARNIVAL CASH	07/07/03			
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			
397	COUNT CASHULA	09/29/03			
400	VENETIAN NIGHTS	09/29/03			
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			
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			

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.