

Lottery Action



VOL. 12, #3 Feb. 7 - 20, 2005

Kick Start Powerball Sales With Power Pack

For two weeks beginning Feb. 20, Iowa Lottery players can purchase \$3 in Powerball with a \$3 Power Play on one ticket and pay only \$5.

The lottery's "Power Pack" offer will be good on qualifying plays purchased from Feb. 20 through March 5. The lottery ran a similar promotion last August.

Use Shortcut To Sell Power Pack

Retailers will notice a new icon on the main Extrema screen and a new choice on the menu of the SciScan 3000 beginning Feb. 20. The icon/choice works as a shortcut to sell the Power Pack. On the Extrema, all clerks have to do is touch this new icon. The terminal will ask them, "Are you sure you want to purchase the Powerball ticket?" When they choose "yes," the \$3 Powerball with a \$3 Power Play ticket will print. On the SciScan 3000, clerks should choose "01-Online Sale" and then "06-Power Pack" to make the sale. The SciScan will also ask for confirmation of "F1-Yes" or "F2-No" before printing the ticket.



This Power Pack icon will appear on the Extrema's main screen.

Deal Applies to All Plays On One Ticket

If a player purchases more than this minimum purchase, they'll still receive \$1 off their purchase as long as the play is on one ticket. For example, if a player purchases \$5 in Powerball with a \$5 Power Play (\$10 total value), they'd receive \$1 off so the plays would cost \$9. They just need to make that minimum \$3 Powerball with a \$3 Power Play purchase to be eligible to receive the \$1-off discount. This offer will also work if a player uses a play slip or if the clerk makes a manual entry, as long as the player makes the minimum purchase and the play is on one ticket.

Retailers also will receive CDU toppers and brochures explaining the offer. Encourage your players to "power up" and choose the Power Pack the next time they purchase Powerball plays!



At A Glance...

Did You Know . . . ?

The 800 number is for retailers only

The Iowa Lottery's 800 number is for retailer use only. It should not be given out to the public because the extra volume of calls can prevent us from responding as quickly to retail issues.

Be Alert For New "VIP" Coupon After Feb. 14



A new coupon will appear in the "VIP Connection" player newsletter to be mailed on Feb. 14. The coupon offer is: Buy \$3 or more of the

\$100,000 Cash Game and get \$1 off the purchase.

You could see two different looking coupons. One will come out of the printed newsletter. It will be orange and black and will have the number 253. Other players will receive the coupon by e-mail. This coupon could be printed in black and white and might be a slightly different size than usual. It will have the number 254. Please accept both coupons.

Also, remember that when doing a coupon sale, you must make the play first, then enter the coupon. Be sure to put the coupons in your weekly settlement envelope for your DSR to pick up so you get proper credit.

Game End and Validation End Dates List:

Game#337	Silver Dollars
Game#383	Wild Time
Game#391	Red Hot 7s
Game#406	Wild Crossword-Jungle
Game#410	Ace in the Hole

Official Game End Valid. Period Ends

12/07/04	03/07/05
12/07/04	03/07/05
12/07/04	03/07/05
12/07/04	03/07/05
12/07/04	03/07/05

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

See results from your state agencies: www.resultsiowa.org

Retailer Home Page Offer Tips, Guides, Signs, More

Go to www.ialottery.com

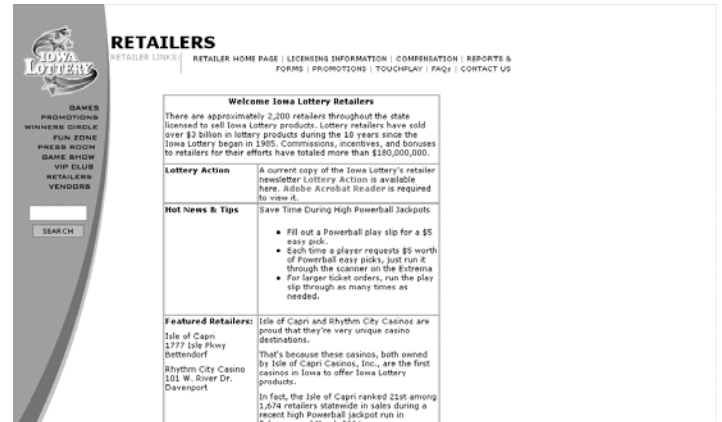
If you haven't visited the Iowa Lottery web site's Retailer home page yet, you don't know what you're missing!

To reach the Retailer page, go to www.ialottery.com and click on the word "Retailer" in the green strip on the left-hand side of the home page.

Among many other things, the Retailer home page offers helpful tips on running lottery machines, access to the "Lottery Action" newsletter online version and printable versions of jackpot alert signs you can use in your store.

Also when you visit this page you'll see a link to manufacturer's guides on the Extrema and SciScan machines; plus links to the claim form, daily instant ticket log and scratch game UPC codes.

Plus, you'll also find a feature story about an Iowa Lottery retailer and a Frequently Asked Questions section. Remember that you can access this web site when you have a question about



The retailer page offers links to helpful hints, forms, Frequently Asked Questions, signs and user guides for lottery machines.

selling lottery products and maybe be able to save yourself a phone call!

Visit the Retailer page today and see what you've been missing! 🐾

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	6	7	8	9	10	11	12	
	LOTTERY ACTION DELIVERS							
	13	14 CLOVERS & CASH (\$1)/ WHOLE LOTTA LUCK (\$2)/ DOMINOES (\$3) BEGIN	15	16	17	18	19	
	20	21	22	23	24	25	26	
	POWER PACK PROMOTION BEGINS	LOTTERY ACTION DELIVERS						
	27	28 SUPER CASHMAN (PULL-TAB) (50 CENTS) BEGINS	Mar. 1	2	3	4	5	
	6	7 HIGH/LOW (\$1)/ MONEY CARLO (\$5) BEGIN	8	9	10	11	12	
	LOTTERY ACTION DELIVERS							

FEB./MARCH 2005

'Clovers,' 'Luck' and 'Dominoes' Offer New Scratching Fun

Dominoes (Red)

Cost: \$3
Top Prize: \$30,000
Odds: 1 in 3.84
Begin Ordering: Feb. 14



Players will have fun playing "Dominoes," especially with the chance to win up to \$30,000!

Scratch the 14 "Your Dominoes," then scratch the corresponding "Dominoes" in the "Dominoes Grid." If the player reveals a complete horizontal line, they win the prize shown for that line. 🍀

Prize	Odds
\$3	1 in 6.67
\$5	1 in 16.67
\$8	1 in 50.00
\$10	1 in 100.00
\$18	1 in 100.00
\$30	1 in 100.00
\$300	1 in 2,394.00
\$30,000	1 in 119,700.00

Whole Lotta Luck

Cost: \$2
Top Prize: \$10,000
Odds: 1 in 3.83
Begin Ordering: Feb. 14



With a "Whole Lotta Luck" players could win up to \$10,000!

If the player matches any of "Your Numbers" to either of the "Lucky Numbers," they win the prize shown for that number. If they find a "Clover" symbol, they win that prize instantly. 🍀

Prize	Odds
\$2	1 in 6.00
\$3	1 in 18.75
\$5	1 in 50.00
\$10	1 in 150.00
\$15	1 in 150.00
\$30	1 in 150.00
\$100	1 in 1,197.00
\$1,000	1 in 11,970.00
\$10,000	1 in 119,700.00

Tabor Man Wins \$16,000

A southwest Iowa man won a super prize playing a scratch game recently.

Timothy Anderson of Tabor won \$16,000 playing the "Super 6s" scratch game. He purchased his ticket at Casey's, 803 Main St. in Tabor.

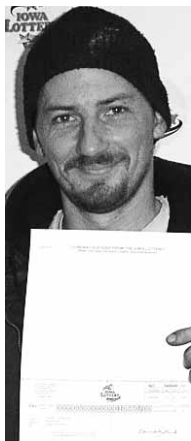
"I took off work early and was on my way home," Anderson said. "I bought [the ticket], scratched it off, and have been in shock ever since."

He said he thought the prize was a wonderful belated Christmas present - and a great belated birthday present! Anderson turned 28 on New Year's Eve. Winning seemed to put him into shock.

"There wasn't much talking [on my part when I won]," he recalled. "I was just staring off into 'la la land.' [The clerk] was very surprised. She said, 'Congratulations,' and told me to go to Council Bluffs to get my check."

Anderson wasted no time. He claimed his prize the same day he scratched the winning ticket. That may be because he already knows how he'll spend his winnings.

"[I'll] probably put a down payment on a house. Take care of some bills. Toys," he smiled. "I'd like to buy a four-wheeler." 🍀



Timothy Anderson of Tabor

Clovers & Cash

Cost: \$1
Top Prize: \$444
Odds: 1 in 4.76
Begin Ordering: Feb. 14



Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$4	1 in 60.00
\$10	1 in 300.00
\$24	1 in 300.00
\$44	1 in 300.00
\$444	1 in 29,925.00

Play "Clovers & Cash" and try to win some extra green!

If a player matches "Your Prize" to the "Prize To Match" in the same game, they win the prize shown for that game. 🍀

Close Out Customer After Sale

After each sale on the Extrema terminal, close out the customer by touching "Close Out Customer" at the bottom of the Customer Settlement screen.

When you close out the customer, the total is erased from the Customer Display Unit and the Powerball and Hot Lotto jackpot messages are displayed for your customers to see. 🍀

Clip and Save


IOWA LOTTERY

GAME INFORMATION

Clip and Save

Game		Start Date	As of Feb. 7, 2005		
351	WHOOOP DE DOUGH	08/12/02			
371	2 FOR THE DOUGH	03/03/03			
366	THE BUCK STARTS HERE	03/17/03			
389	RED & BLACK DOUBLER	07/07/03			
386	ROCK PAPER SCISSORS	07/28/03			
393	SUPER SLOTS	07/28/03			
395	DOG-GONE LUCKY	09/08/03			
402	CLASSIC BINGO-Orange	11/03/03			
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			
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			
437	LUCKY BREAK	08/30/04			
438	SUPER 6'S	08/30/04			
442	WILD CROSSWORD-Zebra Stripes	08/30/04			
445	DOUBLE BINGO-Orange	08/30/04			
439	CROCODILE CASH	09/20/04			
440	DOUBLE BLACKJACK-Red	09/20/04			
426	QUARTER PLAY	10/04/04			
443	QUICK 7'S	10/11/04			
447	KUM & GO: 45TH ANNIV.	10/11/04			
448	REINDEER GAMES	11/01/04			
449	YULE WIN	11/01/04			
450	12 DAYS OF CHRISTMAS	11/01/04			
451	HOLIDAY BONUS	11/01/04			
452	CASHING THROUGH THE SNOW	11/15/04			
424	TICKLED PINK	12/06/04			
444	ULTIMATE SPORTS FANTASY	01/03/05			
453	DOUBLE DIAMONDS	01/03/05			
454	IN THE MONEY	01/03/05			
457	WILD CROSSWORD-Parrot	01/03/05			
430	70'S CASH FEVER	01/24/05			
446	DOUBLE BINGO-Purple	01/24/05			
455	SWEET REWARDS	01/24/05			
456	XTREME GREEN	01/24/05			

Game	Start Date	Last Date To Pay Prizes	
337	SILVER DOLLARS	03/25/02	03/07/05
383	WILD TIME	06/02/03	03/07/05
391	RED HOT 7S	04/07/03	03/07/05
406	WILD CROSSWORD-Jungle	02/02/04	03/07/05
410	ACE IN THE HOLE	11/07/03	03/07/05



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.