



CONNECTION

News and information for **Very Important Players**



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New Electronic Game Cards Soon Available Statewide!

The world's first electronic game card will soon make its statewide debut! The new "Quarter Play" cards will be available for purchase at Iowa Lottery retailers beginning the week of May 16.

Each battery-powered card is loaded with 80 plays. At \$20 per card, each play costs 25 cents. Points are accumulated by matching three like numbers or getting any "7" as you advance through the card's 80 plays. Each point earned has a value of 25 cents.

The cards automatically shut off when they haven't been played for 20 seconds, then pick up where they left off when the "play" button is pushed again at a later time. The batteries are guaranteed to last about six months.

Each card is a guaranteed winner and the top prize is \$500. You may redeem the cards as you do any lottery product — by having them validated at an Iowa Lottery retailer or one of the

lottery's regional offices. See page 2 for more information about this game.

Six events have been scheduled across the state to introduce the new "Quarter Play" card. Each event will be featured on a local radio station. Come see what the card is all about and win some prizes while you're there!



Friday, May 20, 3-6 p.m.

- **North Park Mall** in **Davenport** (with KMXG)
- **Crossroads Mall** in **Fort Dodge** (with KWMT)
- **Southern Hills Mall** in **Sioux City** (with KSEZ)

Saturday, May 21, 11 a.m.-2 p.m.

- **Mall of the Bluffs** in **Council Bluffs** (with KEZO)
- **Merle Hay Mall** in **Des Moines** (with KGGO)
- **Southbridge Mall** in **Mason City** (with KIAI)



Got What it Takes?

Have you always wanted to design a scratch game for the lottery? Here's your chance! Put your creative caps on, give it your best shot and enter our "Design A Game From Scratch" contest. Here's what we're looking for:

Originality! Create something we've never seen before! We're looking for new names, themes and overall ideas. Ideas and artwork must be your original work. Choose from one of these categories or submit something in a category of its own!

- Money
- Sports
- Animals
- Gaming and games
- Events and holidays

Game Format. Make it fun! Use the tried-and-true "match 3 like amounts" or come up with your own way to play. Remember to keep the play simple and easy to explain.

Overall Appeal. Simply put, our judges will be looking for games that lottery players will want to play!

Appropriateness. Winning designs will be in keeping with the lottery's image of good taste and fairness.

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The Hive's Buzzing with New Game News!

Money Comb (\$3)

Top Prize: \$30,000
Overall Odds: 1 in 3.84
Game Begins: May 9



Money Comb has two play areas. Scratch the "Your Numbers" portion and then scratch the numbers on the "Money Comb" that match "Your Numbers."

If you match all the numbers in a horizontal line in the "Money Comb," you win the prize pointing to that line.

Prize	Odds
\$3	1 in 4.76
\$6	1 in 33.33
\$30	1 in 50.00
\$600	1 in 4,444.00
\$30,000	1 in 90,000.00

Bee Lucky (\$1)

Top Prize: \$300
Overall Odds: 1 in 4.83
Game Begins: May 9

If you match any of "Your Numbers" to a "Honey Pot" number, you win the prize amount for that number. Find a "Bee" symbol and win that prize instantly!



Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$3	1 in 60.00
\$10	1 in 300.00
\$30	1 in 300.00
\$300	1 in 1,846.15

For more information on our scratch games visit our Web site at www.ialottery.com. Select the "Games" link on the left side of the home page, then click on the "Scratch Tickets" logo on the Games main page.

Desert Paradise Awaits "Vacation" Promotion Winners

Congratulations to the following Iowa Lottery players who were drawn as winners in the final drawing for the "Las Vegas Vacation" promotion:

Dave Hoing of Waterloo
 Peggy Braga of Newton
 Stephanie Medina of Estherville
 Karen Bies of Dubuque
 Steve Gross of Council Bluffs
 Wilma Garner of LeMars

Each winner visited the Iowa Lottery Web site at www.ialottery.com from noon March 21 through midnight April 9 and entered the serial number from a nonwinning \$5 Money Carlo instant-scratch ticket for their chance to win.

Each winner will receive a trip package to Las Vegas valued at \$1,600, which includes airfare for two from Allegiant Airlines and \$944 in cash. The prize also includes payment of required state withholding taxes. Winners will be able to pick departing dates and times, based on flight availability, and Allegiant will allow winners one year to complete their travel.

For more information on our promotion winners visit our Web site at www.ialottery.com. Select the "Promotions" link on the left side of the home page, then click on the appropriate promotion link on the Promotions main page.

Quarter Play (\$20)

Top Prize: \$500
Overall Odds: 1 in 1
Game Begins: May 16

The fun goes on and on with "Quarter Play"! Activate the card by removing the battery tag. Next, press the "Play" button on the front of the card. The card will display that you have 80 plays on the card. Press "Play" again to reveal a three-digit number. If any of the numbers displayed match the combination of numbers specified in the prize grid, you win the corresponding point amount. Each time you reveal a winning combination, the card will flash a message of how many points it is



worth. After each play, the card will automatically accumulate your points throughout the 80 plays. Each point is worth 25 cents. See the instructions inside the card package for more details.

Visit our Web site to play a demo game today. Select the "Fun Zone" link on the left side of the home page, then click on the "Quarter Play Demo" at the top of the Fun Zone main page.

Prize	Odds
\$3	1 in 5.00
\$5	1 in 3.00
\$7	1 in 5.00
\$10	1 in 15.00
\$20	1 in 15.00
\$40	1 in 15.00
\$60	1 in 16.13
\$100	1 in 333.33
\$500	1 in 600.00

Some Scratch Games Ending

The last day to claim prizes in the following games is **May 16, 2005**: Whoop De Dough, The Buck Starts Here, Red & Black Doubler, Ruby Red 7s, \$2,000 Smackers and Dublin Dollars.



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How to Enter

To enter our “Design A Game From Scratch” contest, complete the official entry form printed here, cut it out and attach it to a drawing of your own scratch ticket. Your ticket should be the size of the ticket guide shown at right. Include a brief description of your game. Then mail it to us at the address printed on the entry form or deliver it to any lottery office (addresses and phone numbers can be found at www.ialottery.com).

Grab your chance to win a cash prize!

The “Design A Game From Scratch” contest is open to all residents of Iowa age 21 and older. Entries from employees of the lottery, an immediate family member of or someone domiciled with an Iowa Lottery employee, lottery contractors and/or their representatives, advertising agencies and paid professional graphic artists are not eligible.

Prizes:

- First \$3,000
- Second \$2,000
- Third \$1,000
- Fourth \$500
- Fifth \$250
- Sixth-Tenth \$100

For a complete set of the official rules visit our Web site, www.ialottery.com, or stop by your favorite Iowa Lottery retailer.



Ticket size should be 4" x 4"

Game Theme

Play Area

Official Entry Form

Send this official entry form—or a good copy of it—along with your scratch ticket design and a brief description of your game idea. Entries must be received no later than 4 p.m. on May 27, 2005. Winners will be notified on or about June 10. Mail your entry and this form to:

**Design A Game From Scratch
Iowa Lottery
PO Box 10474
Des Moines, IA 50306-0474**

Name _____

Address _____

City _____ Zip _____

Phone (____) _____ Is this a day or evening number?

E-mail address _____

I agree to the following statements: 1) I am an Iowa resident 21 years of age or older; 2) I am not: an employee of the Iowa Lottery or an advertising agency, an immediate family member of or someone domiciled with an Iowa Lottery employee, a paid professional graphic artist or other lottery contractor and/or their representative; 3) I have read the official rules, including the rules referring to my property rights in the game design, and agree to be bound by them, and by any decision of the Iowa Lottery, which is final on all matters in the event of dispute.

Signature

Entry deadline is 4 p.m., May 27!



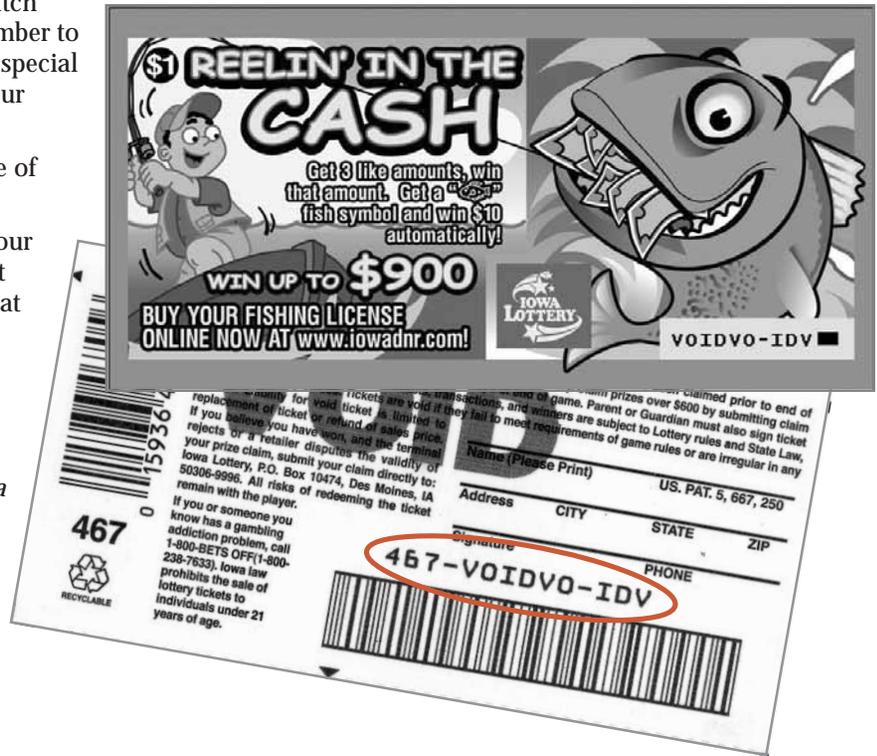
If you're not REELIN' IN THE CASH, you could be GONE FISHING!

When you purchase a "Reelin' in the Cash" scratch ticket and it's not a winner, you may use the ticket number to buy your 2005 annual Iowa fishing license online at a special discounted price! You can save a total of \$3.49 off your online purchase of an annual Iowa fishing license!

Hurry! This offer is good for the online purchase of one annual fishing license through **May 31, 2005**.

Look for the promotional code on the back of your non-winning "Reelin' in the Cash" scratch ticket. Visit the Iowa Department of Natural Resources' Web site at www.iowadnr.com and look for the "Reelin' in the Cash" ticket link. Follow the instructions to complete the necessary information to purchase your annual Iowa fishing license.

Discount available courtesy of the Iowa Lottery, the Iowa Department of Natural Resources and Central Bank.



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