



Missouri Lottery

Retailer Connection

January 2010

More Jackpots, More Winners With Mega Millions

Missouri Lottery players will soon have two big jackpot games to play with the introduction of Mega Millions on Jan. 31. Mega Millions is similar to Powerball with “mega” jackpots, a large second prize and seven other prizes, with drawings on Tuesday and Friday evenings at 10 p.m.

“Players who like Powerball will also like playing Mega Millions,” said Scott White, online product manager for the Missouri Lottery. “Between the two games, there should always be a huge, life-changing jackpot available to win for just \$1.”



White noted that while the games are very similar, there are differences.

“The range of numbers in Mega Millions is five numbers between 1 and 56 and one number, the gold ‘Mega Ball,’ between 1 and 46,” said White. “The Mega Millions jackpots start at \$12 million. This game also has a multiplier feature, which is called the ‘Megaplier®,’ for a chance to increase all prizes except the jackpot by four times.”

White noted that Mega Millions produces jackpots in the hundreds of millions, including the nation’s highest jackpot ever: a \$390 million prize shared by two ticketholders – one in Georgia and one in New Jersey – on March 6, 2007.

“Like Powerball, this game name has great name recognition and awareness, and it should be quite easy to sell,” said White.

Retailer should note that, like Powerball tickets, players can use Quick Pick to select their numbers. Mega Millions tickets cannot be cancelled.

The prize structure for Mega Millions is:

MEGA MILLIONS MATCHES and PRIZES			MEGAPLIER MATCHES and PRIZES		
MATCH	PRIZE	CHANCES 1 IN	Prize Payouts with Megaplier when Megaplier number is		
Match 5 WHITE balls and the GOLD “Megaball”	JACKPOT*	175,711,536	2	3	4
Match 5 WHITE balls only	\$250,000**	3,904,701	\$500,000	\$750,000	\$1,000,000
Match 4 WHITE balls and the GOLD “Megaball”	\$10,000**	689,065	\$20,000	\$30,000	\$40,000
Match 4 WHITE balls only	\$150**	15,313	\$300	\$450	\$600
Match 3 WHITE balls and the GOLD “Megaball”	\$150**	13,781	\$300	\$450	\$600
Match 2 WHITE balls and the GOLD “Megaball”	\$10**	844	\$20	\$30	\$40
Match 3 WHITE balls only	\$7**	306	\$14	\$21	\$28
Match 1 WHITE ball and the GOLD “Megaball”	\$3**	141	\$6	\$9	\$12
Match the “Megaball” only	\$2**	75	\$4	\$6	\$8
OVERALL CHANCES		1 in 39.89	1 in 10.5	1 in 3	1 in 1.75

Powerball/Mega Millions Comparison

Features	Powerball	Mega Millions
Cost per play	\$1	\$1
Cost of multiplier	\$1 (Power Play)	\$1 (Megaplier®)
Starting Jackpot	\$20 million	\$12 million
Matrix (range)	5 of 59 and 1 of 39	5 of 56 and 1 of 46
Overall odds	1 in 35	1 in 40
Jackpot odds	1 in 195 million	1 in 176 million
Annuity Payments	30 graduated payments/29 years	26 equal payments/25 years
Draw times	10 p.m. Wednesday and Saturday	10 p.m. Tuesday and Friday
Draw location	Orlando, Fla.	Atlanta, Ga.
Record Jackpot	\$365 million/February 2006	\$390 million/March 2007

My Lottery

Find the latest Missouri Lottery news and up-to-date information concerning Missouri Lottery winners, promotions, event sponsorships and winning numbers on the Lottery's Web site.

molottery.com

180-Day Redemption

Don't forget that all winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the ticket's last winning draw date.

Must Be 18 Or Older To Purchase

You must be at least 18 years old to purchase any Missouri Lottery game or participate in any Missouri Lottery promotion.

1-888-BETSOFF

Know the one number that's always on your side.

If you or someone you know has a gambling problem, remember there's always one number on your side: 1-888-BETSOFF.

You also can find information about problem-gambling programs in Missouri at the Missouri Alliance to Curb Problem Gambling's Web site at:

www.888BETSOFF.org

Watch the drawings on these official Lottery stations:

FOX
2 KTVI St. Louis
4 WDAF Kansas City
22 KQFX Columbia

molottery.com

Winners



Deborah Duckworth of Montgomery City won \$19,213 playing Club Keno at Happy Joe's Corner Bar and Grill in Montgomery City on Nov. 11.



A group of 10 co-workers from Pittsburgh Pipe in St. Louis, is \$200,000 richer thanks to Powerball. The winning ticket was purchased at Thoele Convenience Store, 6025 Howdershell in Hazelwood.



A Huntsville man won \$25,000 playing "Holiday Cash" on Nov. 24 with a ticket he bought at Casey's General Store, 3009 Paris Road in Columbia.

All Signs Lead Bonne Terre Woman to Show Me Cash Win

A Bonne Terre woman's regular routine had an exciting new twist on Nov. 19. Angelia Major, 40, went to Miller's Quick Shop, 1601 St. Francois Road in Bonne Terre, for her morning frappuccino and Lottery ticket purchase. Major, who had never won a "big" Lottery prize before, said all of that changed when she returned to the store the following day.



Angelia Major

"They had a sign up saying somebody won \$200,000 on Show Me Cash," she began. "I know the owner and the girls that work up there."

The clerks prompted the regular customer to check her tickets on the spot. To everyone's surprise, the lucky winner turned out to be Major, who ended up with a \$200,007 prize from the Nov. 19 drawing. After receiving a few hugs and cheers, Major said she "sat there and shook" for several minutes until the news sank in.

When asked about plans for the prize money, Major noted that she would "use the money wisely" and put it towards the purchase of a new home.

The mother of four added that "it only takes \$1 to win." She said she plans to keep playing her new favorite game, Show Me Cash.

Show Me Cash offers a rolling jackpot starting at \$50,000, which increases by at least \$5,000 at each drawing. Major, who used Quick Pick to select the winning numbers (2, 17, 30, 36 and 37), was the 63rd Show Me Cash jackpot winner since the game began on Sept. 8, 2008.

Holiday Magic Makes Holidays Bright For Players, Retailers

During the first two drawings, 10 Scratchers players have been awarded trips for four to WALT DISNEY WORLD® Resort in the "Holiday Magic" second-chance promotion, which began on Oct. 24. A total of 30 \$1,000

HOLIDAY MAGIC

Scratchers' Promotion October 24, 2009 - January 5, 2010

cash shopping spree prizes and 100 prizes of \$300 worth of Scratchers tickets have also been awarded to lucky players. Winners from the second and third drawing can be found on our Web site and in the next edition of the *Retailer Connection*.

The five trip winners from the first drawing are:

Eric Allen, Kansas City

Cindy Claxton, Lebanon

Sally Naples, St. Louis

Mary Haidusek, Raytown

Eric Kuhlman, St. Louis

Due to the timing of this publication, the official winners list from Draw 2 is not available to print but will be available on the Lottery's Web site after Jan. 8.

In addition, retailers had the chance to win more than \$38,000 in cash prizes through a three-part retailer incentive. These winners will be drawn during the week of Jan. 4. The top prize winners in this promotion will be included in the February edition of the *Retailer Connection*.

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Reardon Selected To Head Missouri Lottery

The Missouri Lottery Commission named May Scheve Reardon of St. Louis as the executive director of the Missouri Lottery during a commission meeting held Dec. 9 in Jefferson City. Reardon is the Lottery's fifth executive director since Lottery sales began in January 1986.

Reardon, the first woman to hold the position, brings extensive leadership experience in the financial, nonprofit and government sectors, including 12 years as a state representative serving on budget, appropriations and a joint committee on gaming and wagering.

"We're confident that Reardon has the skills we are looking for to lead the Missouri Lottery and move the agency in a new direction," said Kevin Roberts, chair of the Missouri Lottery Commission. "We look forward to working with her to help the Lottery maximize funding for public education in Missouri during these tough economic times."

Reardon has worked as an assistant vice president at Regions Morgan Keegan, a private wealth management firm in St. Louis. Her nonprofit experience comes from her work as director of development at the Richard A. Gephardt Institute for Public Service at Washington University in St. Louis. Reardon also has been an adjunct professor of political science and communications at Webster University since 2005.

Reardon has a bachelor's degree in communications from Saint Louis University and a master's degree in communications from Webster University.

"It is an honor to have an opportunity to work with such a large, dedicated network of retailers who are working to provide entertainment to Missourians, while maximizing education funding for Missouri's youth," said Reardon.



May Scheve Reardon

**1-866-MOLOTTERY
(1-866-665-6883)
RETAILER HELP LINE**

**Ticket Order
Confirmations
Available Via E-mail**

Call 1-866-MOLOTTERY (1-866-665-6883) to speak to Inside Sales for more information.

A Great Opportunity Awaits!

With the introduction of "\$5,000,000 Cash Extravaganza," Scratchers retailers will want to continue to sell multiple \$20 games.

"Both current \$20 games consistently rank in the top 10 in terms of weekly sales," said Bill Burton, instant game product manager. "While a retailer might not sell the same volume of \$20 tickets as lesser priced tickets, the commission on a \$20 ticket is considerably higher - \$1 for each ticket sold."

For more information, see your Lottery sales representative.

Weekly Accounting Data Available

Did you know retailers can receive weekly accounting reports via e-mail? The Missouri Lottery can supply you with weekly accounting information in a variety of formats.

Data files are generated every Tuesday for the accounting week ending the previous Saturday. These files are automatically e-mailed to your designated e-mail address or transferred to your FTP server.

To learn more, visit http://www.molottery.com/retailers/accounting_reports.jsp.

Kansas City Student Wins Top Prize in Tools 4 Schools



Taylor Rowe

Taylor Rowe, an 18-year-old student at Maple Woods Community College in Kansas City, was selected as the grand-prize winner in the Missouri Lottery's "Tools 4 School: The A+ Giveaway" promotion drawing on Dec. 14. Rowe was awarded a check for \$1,000 to be used for a laptop or other tools to help with her education.

In addition, three first-place winners were also randomly selected during the drawing to win \$400 cash: Emily Lynne Ellison of Wentzville, a student at St. Charles Community College, Elizabeth Cannon of St. Louis, a student at St. Louis Community College at Meramec; and Maci Estes of Warrensburg, a student at Warrensburg Area Career Center.

"I benefited from the A+ program because my family would have never been able to afford college for me otherwise," Rowe said. "And I will be able to start my life not being thousands of dollars in debt."

Rowe's A+ participation allows her to attend Maple Woods tuition-free, making the out-of-pocket cost for books and other school expenses much more manageable. Rowe intends to continue her education at a four-year institution when she completes her associate of arts degree.

All A+ recipients must meet attendance and grade requirements, as well as provide at least 50 hours of mentoring services in their communities while in high school. In exchange, the students qualify for a state-paid financial incentive to attend a Missouri community college or vocational or technical school.

The Missouri Lottery, which contributes 86 percent of the funding for Missouri's A+ Scholarships for FY10, conducted the special prize drawing to highlight the high level of student achievement required to participate in the A+ Schools Program. The contest was open to current and former A+ recipients and was held during October and November. The Lottery plans to highlight some of the entrants on its Web site in the near future.

Missouri's A+ Schools Program, administered by the Missouri Department of Elementary and Secondary Education, has helped more than 44,100 students attend community college or a technical school since 1997.

Wheel of Fortune® Promotion Running Through March

Don't forget to remind players about the Wheel of Fortune® promotion, which kicked off on Dec. 9, 2009, and will run through March 30!

All eligible entries received by the listed entry deadline dates will be placed into a drawing for a chance to win cash prizes or a trip for two to Hollywood, Calif., for five days and four nights, which includes round trip coach airfare for two, hotel accommodations for four nights, all ground transfers, a welcome dinner, \$1,000 in spending cash, a tour for two of Sony Pictures Studios, two seats at a live Wheel of Fortune® studio taping and a winner's audition for the chance to be a contestant on the Wheel of Fortune® television show!

To enter, players can submit their non-winning Wheel of Fortune® Scratchers tickets at a Lottery office, online at Molottery.com, or by mail to the following address:

Wheel of Fortune® Promotion
Missouri Lottery
P.O. Box 105941
Jefferson City, MO 65110-5941

To learn more about this promotion, please see your Lottery sales representative.

Good luck!



	ENTRY DEADLINE @ 5 p.m.	DRAWING DATES
DRAWING #1	Tuesday, Jan. 12, 2010	Thursday, Jan. 21, 2010
DRAWING #2	Tuesday, Feb. 16, 2010	Thursday, Feb. 25, 2010
DRAWING #3	Tuesday, March 30, 2010	Thursday, April 8, 2010

New Scratchers



Game 771 (\$20)
"\$5,000,000 Cash Extravaganza"

Lottery's Third \$20 Scratchers Ticket Is a Cash Extravaganza

Missouri Lottery Scratchers players have 5 million reasons to try the newest \$20 Scratchers ticket named "\$5,000,000 Cash Extravaganza." The Lottery's third \$20 game, which officially starts Jan. 23, features 13 prizes between \$1 million and \$5 million, and more than \$120 million in total prizes.

"This game has the highest top prize - \$5 million - of any Scratchers game we've ever offered," said Bill Burton, instant game product manager for the Missouri Lottery. "There are three \$5 million prizes and 10 \$1 million prizes. That's a huge number of million-dollar winners. We think our players are going to love this game."

Burton noted that 76.83 percent of the game's sales will be returned to players as prizes, one of the most ever in a Scratchers game.

To play "\$5,000,000 Cash Extravaganza," match any of YOUR NUMBERS to any of the WINNING NUMBERS to win the prize shown. Reveal a coin symbol and win the prize automatically. Reveal a star symbol and win \$100 instantly. Reveal the word "cash" and win all 20 prizes.

The ticket color will "pulse" or change three times during the duration of the game.



Game 772 (\$2)
"Shamrock Shuffle"



Game 773 (\$2)
"Ruby Red 7's"



Game 774 (\$1)
"Ace in the Hole"

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Expiring Soon

All winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the last winning draw date on the ticket.

Game	180-Day Redemption Period Began	Last Day To Redeem
704	"Red Hot Cash"	Aug. 3
705	"24K"	Aug. 3
711	"7-11-21"	Aug. 3
713	"MONOPOLY™"	Aug. 3
725	"Triple Bingo"	Aug. 3
733	"Crossword"	Sept. 21
741	"Star Spangled Doubler"	Sept. 21

