

Retailer Connection

June
2010

Players Ride into Summer in Style with Missouri Lottery Promotion

From June 12 through Aug. 24, the Missouri Lottery is offering players a "Ticket to Ride" into summer in style! In addition to awarding players vehicles valued at more than \$42,000 each and other great prizes, retailers will also be awarded more than \$45,000 in cash and prizes.

To enter, players must submit \$10 worth of non-winning promotionally tied Scratchers tickets for an entry in one of three second-chance drawings. They are: game 788, "\$250,000 Payout," \$10; game 789, "\$100,000 Riches," \$5; game 790, "Money Money Money," \$2; and game 791, "Sunny Money," \$1.

All eligible entries received by the entry deadline dates will be placed into a drawing for a chance to win: Draw 1, a 2010 Ford® Mustang® Premium GT, plus \$500 cash (valued at \$42,905); Draw 2, a 2010 Cadillac® CTS® Sedan 3.6L V6 RWD Premium, plus \$500 cash (valued at \$52,725); and Draw 3, a 2010 Corvette Coupe Grand Sport 3LT, plus \$500 cash (valued at \$62,370).

Additionally, 30 lucky players (10 per drawing) will win one year's worth of free gasoline (valued at \$1,800); 60 players (20 per drawing) will win a Summer Go travel package including a Garmin® 1490, SIRIUS® Radio Package (consisting of a Sportster five-car kit, installation, portable audio system dock and one year of service), a Philips PET-9402 portable DVD player and two 9" widescreens (valued at \$1,109); and 120 winners (40 per drawing) will receive \$300 worth of Missouri Lottery Scratchers tickets!

Players have the option of dropping their entries off at our regional offices, entering online through Molottery.com, or mailing their entries to the following address:

"Ticket to Ride"
Missouri Lottery
P.O. Box 105656
Jefferson City, MO 65110-5656

Drawing dates and deadlines are as follows:

ENTRY DEADLINE @ 5 p.m.	DRAWING DATES	
Drawing #1	Tues., July 6	Thurs., July 15
Drawing #2	Tues., July 27	Thurs., Aug. 5
Drawing #3	Tues., Aug. 24	Thurs., Sept. 2

Retailers Can Win, Too!

A total of 87 retailers will win more than \$45,000 in two retailer "Ticket to Ride" pack-entry contests running through Aug. 24!

The first contest is region-based, and it will award the top three retailers in each region cash prizes (nine total). Retailers who have earned the most pack entries through packs of promotionally-tied tickets sold will win: \$1,000 (first prize); \$750 (second prize); and \$500 (third prize). Prizes total \$6,750.

The second contest is route-based. From all entries earned, two retailers will be drawn from each sales route to win \$500. A total of 78 winners will win statewide (\$39,000 total to be awarded).

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

Good luck!

MISSOURI LOTTERY
TICKET TO RIDE
promotion



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:

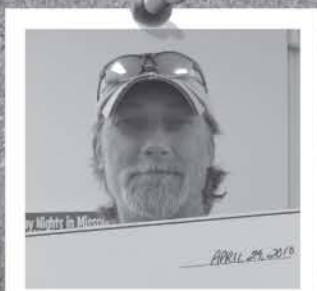


2	KTVI	St. Louis
4	WDAF	Kansas City
22	KQFX	Columbia

Winners



Elsa Reyes of Neosho won \$100,000 on a "\$100,000 Taxes Paid" ticket. She bought the ticket at Casey's General Store, 505 S. Highway 59, in Anderson.



Mark Frankenburg of Union made some quick cash when he uncovered a \$30,000 prize on a "Fast \$50's" ticket. He bought the ticket at Petro Mart, 1000 E. Main Street, in Union.



Kasey Ebling of St. Joseph won \$50,000 on "Crossword." She bought the ticket at City Star II, 2130 Frederick, in St. Joseph.

Lottery Promotion Takes Players Out to the Ball Game

The Missouri Lottery is heeding the call to "Take Me out to the Ball Game" – literally – with the "Catch the *Cardinals*TM" promotion running through July 13!

Don't miss out on your chance to win premium pastime prizes including *Cardinals*[®] season tickets, *MLB*[®] *All-Star Game*[®] packages, use of a stadium party room suite at *Busch Stadium*TM, *Cardinals*[®] road trip excursions and VIP packages, as well as exclusive Officially Licensed by *MLB Properties Cardinals*[®] merchandise prize packs. There's still time to get in on the action, as the final two drawing deadlines are approaching!



To enter, players fill out the back of a non-winning Missouri Lottery "St. Louis *Cardinals*TM" Scratchers ticket (game 779) and submit it on or before the designated deadlines for the three promotional drawings.

"We feel like we've really 'hit one out of the park,'" according to Nicole Baldwin, promotions manager for the Missouri Lottery. "This promotion is all about experiencing the *St. Louis Cardinals*[®] – something our players' club members rated very highly. 'Catch the *Cardinals*TM' is a unique promotion, offering our players the chance to win big and create ballpark memories that will last a lifetime."

Players may enter the promotion one of three ways: through the Lottery's Web site at Molottery.com; by submitting the entry at a Missouri Lottery office in St. Louis, Jefferson City, Springfield or Kansas City; or by mailing it to the following address: "Catch the *Cardinals*TM" Promotion, 11469 Olive Blvd. #303, Creve Coeur, Mo., 63141.

Entries mailed or submitted at a Lottery office must be in an envelope no larger than 11" x 5 3/4."

The second and third Missouri Lottery "Catch the *Cardinals*TM" promotion drawing dates and deadlines are:

Draw Dates and Deadlines		
	Entry Deadline @ 5 p.m. (CST)	Drawing Dates
Drawing #2	Tues., June 8	Thurs., June 17
Drawing #3	Tues., July 13	Thurs., July 22

Complete prize descriptions, as well as promotion rules, can be found at Molottery.com. "St. Louis *Cardinals*TM" Scratchers tickets are regionally distributed; therefore, tickets may not be available at all Missouri Lottery retail locations.



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Marshall Man Claims Missouri's Largest Jackpot: \$258.5 Million

A Marshall man claimed the largest jackpot ever in the Missouri Lottery's 24-year history – a Powerball jackpot worth \$258.5 million. Christopher Shaw, 29, said he hardly ever buys Lottery tickets, but he decided to buy a couple after he completed his shift at Break Time, 1000 W. College St. in Marshall, around 7 p.m. April 21.

"I thought somebody is going to win; there are too many people buying tickets," said Shaw, who has been a cashier at the Break Time for the past month.

After work, Shaw purchased a soda, cigarettes and \$5 worth of Powerball plays using Quick Pick. The very last combination on his ticket – 11, 34, 41, 49, 55 and Powerball 20 – was the winner.

Shaw said a friend sent him a text the day after the drawing, saying that the winning ticket was bought at the Break Time where he bought his ticket. So he retrieved his ticket from his wallet, checked it on the Lottery's Web site and discovered he held the winner.

Shaw says he is a "day-by-day type of person," so his thoughts about what he will do with the money are simple.

"I'll take care of debts," he said. "I need to get all of that squared away first."

In addition to Shaw's win, Break Time received a bonus check for \$50,000 for selling the winning Powerball ticket.

Shaw holds the 26th Powerball jackpot ticket sold in Missouri, and he is the 297th Missouri Lottery-made millionaire overall. To date, the Missouri Lottery has awarded the second-most Powerball jackpots, totaling more than \$1.5 billion, of all 44 Powerball members.



Chris Shaw and his girlfriend, Tasha

Working Together: Retailers and Lottery Partner to Provide More Than \$3.5 Billion to State and Public Education

By May Scheve Reardon, Executive Director, Missouri Lottery

Since the Missouri Lottery was established in 1986, retailers have been playing a vital role in providing funding for the state and public education. By selling Lottery tickets at your retail location, you are making it possible to support a variety of elementary, secondary and higher education programs and projects.

On behalf of the Missouri Lottery, thank you for your partnership. With your help, we've been able to contribute more than \$3.5 billion to the state and public education since Lottery sales began more than 24 years ago. Your continued dedication to carrying Lottery products is making a difference in the lives of Missourians.

For more detailed information on where Missouri Lottery profits go, visit Molottery.com.

Mansfield Man Becomes Missouri's First Mega Millions Millionaire

A Missouri Lottery player has claimed the state's first \$1 million prize in the Mega Millions jackpot game by matching all five white-ball numbers from the April 2 drawing. Normally a "match 5" win would translate into a \$250,000 prize, but Steven Baugh, 55, also purchased the Megaplier® feature, which upped his prize amount to \$1 million.

When told he was the very first Missouri Lottery player to win \$1 million playing Mega Millions, Baugh replied, "I knew I was special!"

A commodities broker from Mansfield, he bought the winning ticket at Signal Food Store, W. 881 Commercial St., in Mansfield.

"I go there every day to buy Lottery tickets," he said. "I play all the draw games, and I check my tickets every morning on the computer."

According to Baugh, learning he had won \$1 million led to "a restless weekend sitting on this ticket" while he waited for the Lottery offices to open on Monday morning.

Claiming his prize at the Lottery's regional office in Springfield, he said his \$1 million winning numbers – 2, 17, 22, 30 and 31 – were a combination of family birthdays and his wedding anniversary. With family members to thank for his good fortune, Baugh intends to make sure they're provided for.

"We're at an age now, we need to do some wise things," he said. "We're nearing retirement, and we've got four grandkids. We'll take care of the grandkids, and then we'll take care of us."

Mega Millions, a multi-lottery Numbers Game with jackpots that start at \$12 million, holds drawings twice each week on Tuesday and Friday nights. The Megaplier® option is available for \$1 extra at the time of ticket purchase, allowing players to increase non-jackpot prize winnings by 2, 3 or 4 times, depending on the number drawn. In Baugh's case, the Megaplier® drawn on April 2 was a 4, quadrupling his original prize amount of \$250,000 into \$1 million.



Kimberly and Steven Baugh

**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.

**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.

Retailer Info On The Web

Winner signage and jackpot flyers are just a couple of the items found in the Lottery's "Retailers" section of the Web site, Molottery.com.

The site also includes Scratchers order forms, which can be downloaded and printed for use by the retailer when making ticket orders or to help retailers maintain inventory.

New Scratchers



Enter the "TICKET TO RIDE" PROMOTION! MISSOURI LOTTERY

\$10

\$250,000 PAYOUT

Win up to **\$250,000!**

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE
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 PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 20 TIMES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "★" win prize automatically. Reveal a "★" instantly win \$100. Reveal a "★" WIN ALL 20 PRIZES!

*Prizes include a Mustang®, Cadillac®, Corvette® and more!

Game 788 (\$10)
"\$250,000 Payout"

Enter the "TICKET TO RIDE" PROMOTION! MISSOURI LOTTERY

\$5

\$100,000 RICHES

WIN UP TO **\$100,000!**

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize shown. Reveal a "★" win 5 times the prize shown. Reveal a "★" WIN ALL 20 PRIZES!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 20 TIMES!

*Prizes include a Mustang®, Cadillac®, Corvette® and more!

Game 789 (\$5)
"\$100,000 Riches"

Enter the "TICKET TO RIDE" PROMOTION! MISSOURI LOTTERY

\$2

Money Money Money

WIN UP TO **\$25,000!**

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize for that number. Reveal a "★" win that prize automatically! Reveal a "★" win DOUBLE that prize!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE
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 PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 10 TIMES!

*Prizes include a Mustang®, Cadillac®, Corvette® and more!

Game 790 (\$2)
"Money Money Money"

Enter the "TICKET TO RIDE" PROMOTION! MISSOURI LOTTERY

\$1

Sunny Money

WIN UP TO **\$1,000!**

Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE for that number. Reveal a "★" and win that PRIZE automatically!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE
 PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 10 TIMES!

*Prizes include a Mustang®, Cadillac®, Corvette® and more!

Game 791 (\$1)
"Sunny Money"

Post This Page For Customers To View.

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
721	"Big Money" Dec. 28, 2009	June 26
727	"Triple Win" Dec. 28, 2009	June 26
730	"Triple Fortune" Dec. 28, 2009	June 26
731	"Amazing 8's" Dec. 28, 2009	June 26
745	"Triple Bingo" Dec. 28, 2009	June 26
753	"Scary Cash" Dec. 28, 2009	June 26
734	"Red Hot Cherries" Jan. 4	July 3

