

Texas Lottery Commission Press Release - July 2, 2003

Contact:

Leticia Vasquez, 512-344-5208

Texas Lottery Commission Gives Players Chance To Win Piece Of An American Legend



Texas Lottery Commission Executive Director, Reagan E. Greer, gets ready to roll at the re-launch of the Harley-Davidson® Instant Game. Greer announced the re-launch during a news conference at the Harley-Davidson/Buell dealership in south Austin.

(Austin, July 2) - It's time to load up and ride out — to the closest Texas Lottery® retailer. Starting today, players can purchase their chance to win a piece of an American legend, a Harley-Davidson® FLSTC Heritage Softail® Classic motorcycle, with the new, 2003 edition of the Texas Lottery® Harley-Davidson® Instant Game, featuring the once-in-a-lifetime opportunity to own a 100th Anniversary Harley-Davidson® motorcycle.

"We're so excited about the re-launch of this instant ticket," said Reagan E. Greer, Texas Lottery Commission Executive Director. "This is truly a game that allows players a chance to fulfill a dream - to sit up on the seat of a Harley-Davidson motorcycle and ride across the highways and byways of this great state." Players have the chance to instantly win one of 12 limited edition 100th Anniversary Harley-Davidson® FLSTC Heritage Softail® Classic motorcycles or one of two top-cash prizes of \$50,000.

Speaking from the Austin Harley-Davidson/Buell dealership, Greer explained how the first ticket launch for the Texas Lottery® Harley-Davidson® scratch game set an industry record within the first month.

"Last year, we broke an industry sales record for the themed instant ticket, beating the previous record holder, the California Lottery," he said. "We sold more than \$12 million worth of the Harley ticket in the first four weeks of ticket sales, and it remained one of the top 10 scratch-off games for more than 14 weeks after its launch."

To play, match any of YOUR NUMBERS to either LUCKY NUMBER within the same game, and win the prize shown for that

number. If players uncover a "motorcycle" symbol with any of YOUR NUMBERS, and match either LUCKY NUMBER within the same game, they instantly win a Harley-Davidson® FLSTC Heritage Softail® Classic motorcycle. The chances to win one of the 12 motorcycles instantly are 1 in 590,000. The cost to play is \$5.

Players can also mail non-winning tickets for a chance to win one of five 100th Anniversary Harley-Davidson® Sportster® 1200 Custom™ motorcycles, or one of 1,000 Harley-Davidson® prize packages to be given away in five scheduled second chance drawings. The first drawing will be held on Tuesday, August 5. The entry deadline for the first drawing is Friday, August 1 at 6 p.m. CST. The mailing address for Second Chance Drawing entries is Texas Lottery® Harley-Davidson® Second Chance Drawing, PMB 375, 3267 Bee Caves Road, Suite 107, Austin, TX 78746. The chances to win a Harley-Davidson® Sportster® 1200 Custom™ motorcycle or a prize package in one of the five second chance drawings are dependent upon the number of entries received for each drawing.

Players must be 18 years or older to purchase this or any other Texas Lottery ticket.

For more information about the Texas Lottery, please visit the official Texas Lottery Commission Web site at <http://www.txlottery.org>