

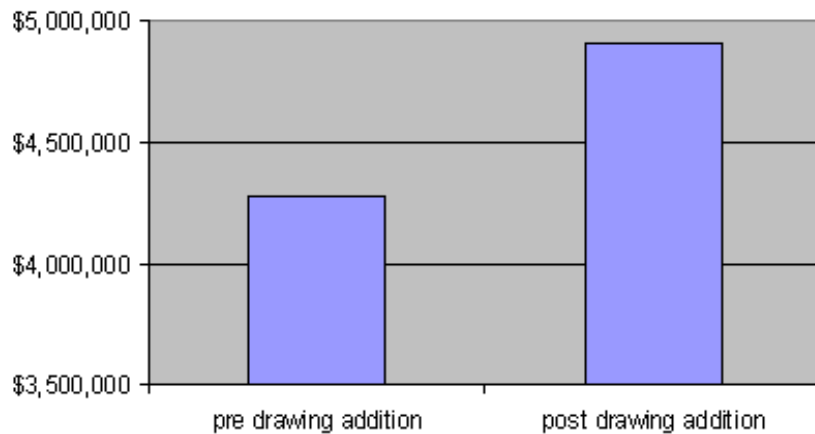
Texas Lottery Commission Press Release - January 29, 2003

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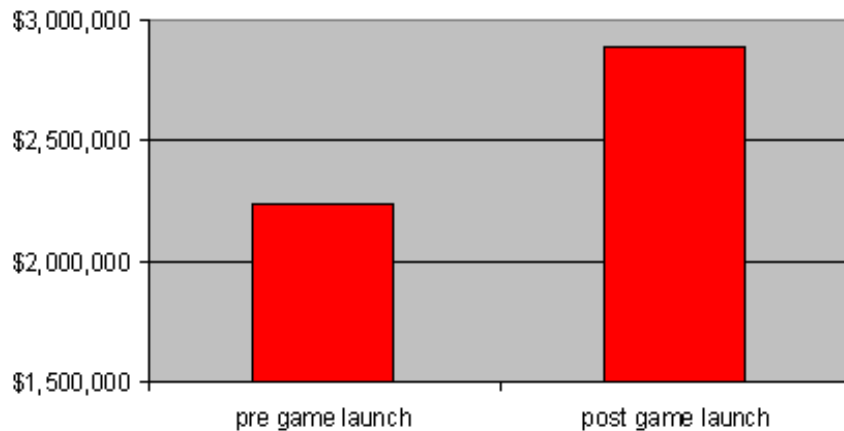
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## Texas Lottery™ *Pick 3*™ Additional Draws And *Cash Five*™ Game Changes Pay Off

**Pick 3 Sales**



**Cash Five Sales**



(Austin, January 29) - Recent sales reviews of the Texas Lottery *Pick 3* and *Cash Five* games show that changes made in 2002 – additional drawings and a game modification and re-launch – have proven successful.

On April 28, 2002, sales began for the first-ever day drawing with the popular *Pick 3* game, giving players the opportunity to play up to 12 times a week. When comparing the 38 weeks prior to the draw additions, with average weekly sales of \$4,276,880, to the 38 weeks afterward, with average weekly sales of \$4,907,119, sales have increased 14.7 percent. In the nine-year history of the game, *Pick 3* has consistently experienced an increase in sales every year since its inception.

On July 28, 2002, sales began for the modified *Cash Five* game, which included an additional prize tier and two extra drawings per week. When comparing the 25 weeks prior to the game change, with average weekly sales of \$2,233,184, to the 25 weeks afterward, with average sales were \$2,885,032, sales for *Cash Five* have increased 29.2 percent.

"Like any business enterprise, the Lottery must be able to respond to the ever-changing dynamic nature of the gaming

industry," said Toni Smith, Texas Lottery Commission Marketing Director. "As the performance for *Pick 3* and *Cash Five* shows, we should always look at possible options for our games in order to keep them fresh and exciting for our players, and to enhance sales and revenue to the state."

On Friday, January 31, the Texas Lottery Commission may consider proposing a new rule that could bring a change to the *Lotto Texas* game possibly by late spring.

Tonight's *Lotto Texas* jackpot is worth an estimated \$5 million.

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The Texas Lottery, the 4th largest selling lottery in North America, is "Focusing on the Future of Education, One Ticket At A Time." By providing the 'Games of Texas' for more than 10 years, the Texas Lottery Commission (TLC) has generated more than \$10 billion for the state and paid nearly \$17 billion to players in prizes. For more information about the TLC, please visit the official website at <http://www.txlottery.org>