

Texas Lottery Commission Press Release - January 14, 2003

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Holiday Instant Games Boost Texas Lottery Ticket Sales

(Austin, January 14) - The Texas Lottery Commission's instant game sales averaged \$45 million a week during the 2002 holiday season, climbing to a total of \$275 million from November 24 - January 4. This represents a 19 percent increase over instant games sales during the same six-week period in 2001.

Toni Smith, Director of Marketing, attributes this boost in sales to the success of four holiday games, including *Holiday Million*, the Texas Lottery's™ first-ever \$20 scratch-off ticket.

"As of January 4, we've sold \$54 million worth of *Holiday Million* tickets since the game started November 27," said Smith. "During the first week of January, *Holiday Million* accounted for about 15 percent of our instant ticket sales."

Holiday Million features seven games that offered 24 ways to win up to \$1 million. Five \$1 million prizes were offered, as well as prizes of \$20, \$40, \$70, \$100, \$200, \$350, \$500, and \$5,000. As of January 8, there had been two million-dollar winners, with three top prize tickets still unclaimed.

Other holiday scratch-off games were extremely popular, as well. As of January 4, the new \$10 game, *Home for the Holidays*, was 85 percent sold, while the \$5 game, *Treasures Under the Tree*, was 94 percent sold and the \$1 game, *Winner Wonderland*, was 95 percent sold.

The Texas Lottery is currently ranked number three in instant ticket sales among U.S. lotteries.

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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>