

Texas Lottery Commission Press Release - October 24, 2003

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## ***Pick 3*<sup>™</sup> – Little Game With Lotta Fans – Is Ten!**

(Austin, October 24) - *Pick 3*<sup>™</sup> - the second oldest Texas Lottery® on-line game marks its tenth birthday on Saturday. Though it may not be as well known as *Lotto Texas*<sup>™</sup> – this little ole game has its own loyal following, and a pretty respectable story to tell.

Since *Pick 3* was launched in October 1993, it has brought in almost \$1.9 billion in sales, making it the third most popular Lottery game, behind Instant tickets, and *Lotto Texas*. It has also paid out almost \$907.2 million in prizes.

"Pick 3 is a great little game that's been fun for players and for us," said Reagan E. Greer, Executive Director of the Texas Lottery Commission. "Volunteers dress up in *Pick 3* numbers at promotional events like hockey and minor league baseball games and always receive a great response from the audience for the *Pick 3* races."

The game has remained virtually the same since it started. Players select three numbers from 0 to 9. They also choose how they want to play those numbers: Exact Order, Any Order, Exact/Any Order, or Combo. The cost of play is dependent on the play style selected, but one play is as low as 50-cents. Prizes can range from \$40 up to \$3,300, depending on what play style is chosen.

In April 2002, drawings went from once a day to twice a day, giving *Pick 3* bragging rights as the only game with a midday draw. Drawings are Monday thru Saturday, with the midday drawing at 12:27 p.m., and evening drawings as part of the 10:12 p. m. lineup of games that includes *Lotto Texas*, *Cash Five*<sup>™</sup> and *Texas Two Step*®.

According to the "Demographic Study of Texas Lottery Players, January 2003," 17 percent of adult Texans have played *Pick 3* at night in the last year, and 20 percent have played *Pick 3* on a day drawing.

Saturday's *Lotto Texas* jackpot is an estimated \$16 million – but while you're at your favorite retailer – why not *Pick 3*?

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