

FREE

Free Word Search Contest

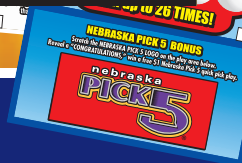
PLAYERS\$ DIGEST



Celebrate in '08



Summer
Games!



spring 2008

information, *please...*

- You must be 19 or older to purchase and redeem Nebraska Lottery tickets.
- There is no charge to redeem Nebraska Lottery tickets.
- Prizes up to \$500 can be claimed at any Nebraska Lottery retailer—some retailers reserve the right to pay prizes only up to a certain level due to security concerns. Prizes of \$501 to \$19,999 may be claimed by mail or at a regional Lottery Claim Center:

*Grand Island, Tier One Building, 1811 West Second, Suite 460,
308-385-6067*

*Norfolk, 304 North 5th, Suite D,
402-370-3333*

*North Platte, Craft State Office Building, 200 South Silber,
308-535-8250*

*Omaha, Nebraska State Office Building, 1313 Farnam-On-The-Mall,
402-595-2065*

*Scottsbluff, Panhandle State Office Complex, 4500 Avenue "I",
308-632-1200*

- Prizes of \$20,000 and over must be claimed in person at Nebraska Lottery Headquarters in Lincoln: 1800 "O" Street, Suite 101, 402-471-6100.
- To claim prizes by mail, send to: Nebraska Lottery Prize Claim, P.O. Box 95145, Lincoln, NE 68509.
- For drawing results, call: 402-471-6139 or 800-224-LUCK (5825) (NE & WY)
- Visit our website: **www.nelottery.com**

Compulsive Gambling Help Line: 800-522-4700. Please play responsibly.

Nebraska State Fair

P.O. Box 81223, Lincoln, NE 68501, 402-474-5371, www.statefair.org

Nebraska Scholarship Fund

P.O. Box 95005 Lincoln, NE 68509-5005, 402-471-2847

Nebraska Environmental Trust Fund

P.O. Box 94913, Lincoln, NE 68509-4913, 402-471-5409

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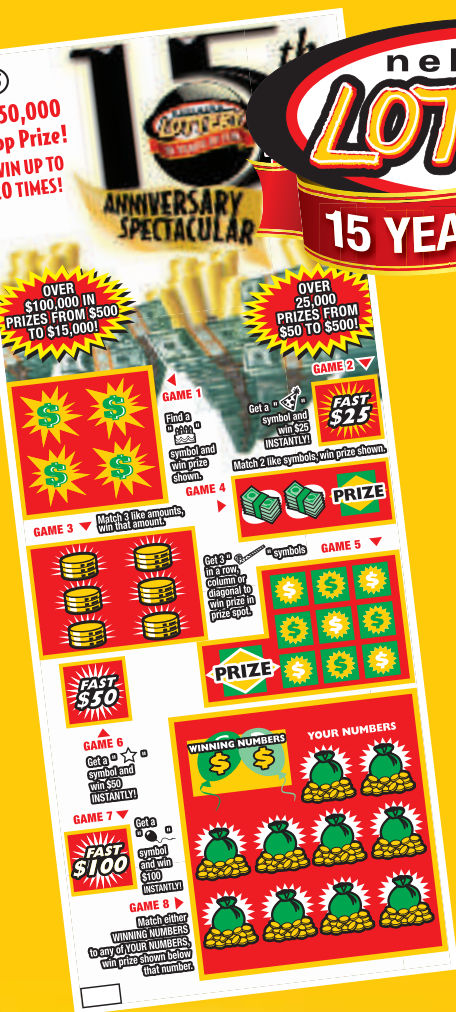
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celebrating



2008 marks the 15th Anniversary of the Nebraska Lottery, which sold its first Scratch ticket on September 11, 1993. To celebrate this milestone, the Nebraska Lottery will be providing players across the state with fun new games, activities, and promotions throughout the year.

A new \$15 Scratch game, 15th Anniversary Spectacular, was launched on February 6. 15th Anniversary Spectacular is a limited edition game that will be available for purchase during the Nebraska Lottery's anniversary year. Featuring an extended play style with eight games on one ticket, 15th Anniversary Spectacular offers players the chance to win one of two \$150,000 top prizes and a total of over \$3.9 million in cash prizes.

Along with the 15th Anniversary Spectacular Scratch game, the Nebraska Lottery is celebrating its anniversary year with three second chance contests. In the first 15 Years of Fun promotion, players submitting a single, non-winning \$5 Nebraska Pick 5 ticket received a chance to win \$5,000. Qualifying entries must be on one single ticket and will include either five individual sets of Nebraska Pick 5 numbers for one draw, or one set of Nebraska Pick 5 numbers for five draws. A Grand Prize Drawing on Wednesday, May 7, determined one winner of \$5,000.



Two additional 15 Years of Fun promotions for Powerball and Scratch games will launch in June and October. Watch for results on nelottery.com.

Another anniversary promotion is available for online MVP Club members at nelottery.com. Each month of 2008, the Nebraska Lottery will randomly select 15 MVP Club members to win Lottery prize packs. This is our way of saying thanks for being a part of the MVP Club. MVP Club members will also be able to vote for their favorite \$1 Scratch ticket designs in our fall Design 'Em contest.

Throughout the year, the Nebraska Lottery will continue to celebrate 15 years of providing quality entertainment options and generating proceeds for good causes. The total amount raised for education, the environment, the Nebraska State Fair, and Compulsive Gamblers Assistance since 1993 has exceeded \$310 million, and every county in Nebraska has benefited from projects funded with Nebraska Lottery proceeds.



Nebraska Match Three was the first Scratch game sold by the Nebraska Lottery. A series of ten simultaneous parties were held across the state to launch the game on September 11, 1993. After 31 days, half of all the tickets in the game had been sold and a second Scratch game, Money Match, was launched.

DID YOU KNOW?

In November of 1992, 63 percent of Nebraska voters approved a constitutional amendment authorizing the creation of a state lottery. When the Nebraska Lottery began, it was the 37th lottery in the United States. Scratch ticket sales began on September 11, 1993, and Lotto ticket sales began on July 21, 1994.

'tis the season *holiday promotion results*



Members of the online MVP Club at nelottery.com had the chance to give and get during the holiday season in the 'Tis the Season 2007 Holiday Second-Chance Promotion.

The 'Tis the Season 2007 Holiday Second-Chance Promotion allowed players to send in a combination of holiday-themed Nebraska Lottery Scratch tickets for a chance to win up to \$1,000. Approximately

8,000 entries were received for the preliminary drawing on December 10, 2007. Ten preliminary winners were selected to receive \$25 in Nebraska Lottery \$1 Scratch tickets and a holiday greeting card and envelope in which to send the Scratch tickets to the gift recipient of the winner's choice. Each preliminary winner also received one (1) \$5 Merry Money Multiplier Scratch ticket to keep for themselves.

Preliminary Winners

Paul Barry, Omaha • Mirna Zamarripa, Grand Island
Charlie Kimes, Dawson • Margaret Stinson, Lincoln
Douglas Collins, Grand Island • Phyllis Lemon, LaVista
Linda Clark, Milford • Linda Vinson, Omaha
Jean Snyder, Rushville • Connie Dailey, North Platte

Submitted entries were also entered into the Grand Prize Drawing on January 18, 2008. Three winners were selected out of a total of approximately 23,000 entries to each receive \$1,000 cash.

Top Prize Winners

Lynne Vittitoe, Omaha • Wayne Thrasher, Lincoln
Billi Jo Redden, Hastings

harley-davidson® *scratch game*



Jump-start your summer with a new Harley-Davidson motorcycle by playing the \$2 Harley-Davidson Scratch game.

The game offers players the chance to win one of two 2008 Harley-Davidson Heritage Softail® Classic motorcycles. Additionally, the game offers a total of \$726,000 in cash prizes from \$2 to \$1,000.

Two Harley-Davidson Heritage Softail Classic bikes are available as top prizes in the Harley-Davidson Scratch game. The motorcycle top prize is valued at \$27,500, which includes \$720 for costs associated with ownership and state and

federal withholding paid by the Nebraska Lottery of \$1,375 and \$6,875, respectively. Each Softail Classic motorcycle features an air-cooled, Twin Cam 96B™ engine, 6-speed transmission, quick-release detachable king-size Lexan® windshield, 1940s-style leather saddlebags with quick-detach buckles, passenger backrest, chrome plated directional light bar with chrome passing lamps, full FL front fender with chrome accents, running lights and model name badging.

The Harley-Davidson Scratch game is now available at all Nebraska Lottery retailers.

Harley-Davidson® Second Chance Giveaway

Didn't win playing the \$2 Harley-Davidson® Scratch game? Then enter your tickets in the Harley-Davidson Second Chance Giveaway for another chance to win.

Between March 17 and June 9, players who send in one (1) non-winning \$2 Harley-Davidson (Game #492) Scratch ticket will be entered for a chance to win a third 2008 Harley-Davidson Heritage Softail® Classic motorcycle.

Entries can be submitted via

mail to: **Harley-Davidson Second Chance Giveaway, Nebraska Lottery, P.O. Box 98906, Lincoln, NE 68509-8906.** Members of the Nebraska Lottery's online MVP Club can enter online by submitting their ticket information via the Nebraska Lottery web site, **nelottery.com.**

Three preliminary drawings will be held to select a total of 15 semi-finalists who will compete for cash prizes and a 2008 Harley-Davidson

motorcycle during the Grand Prize Drawing. Five semi-finalists will be chosen from each preliminary drawing. The Grand Prize Drawing will be held at Frontier Harley-Davidson on Saturday, June 14, 2008, in Lincoln, Nebraska. The Grand Prize winner will win a 2008 Harley-Davidson Heritage Softail® Classic motorcycle. Four (4) second

place winners will each win \$1,000. All semi-finalists will receive prize packages that include merchandise from Harley-Davidson and the Nebraska Lottery.

For more information about the Harley-Davidson Scratch game and Second Chance giveaway, visit www.nelottery.com.

eCoupons

Members of the Nebraska Lottery MVP Club can now print eCoupons for Lotto products at nelottery.com.

eCoupons are identical to regular Nebraska Lottery coupons, but get their name because they are created electronically. After printing an eCoupon, it can be redeemed at any Nebraska Lottery retailer. The Nebraska Lottery will offer special eCoupon promotions for MVP Club members throughout the year.

MVP Club members can view their eCoupons after logging into the MVP Club at nelottery.com. Each eCoupon may be printed multiple times, but can only be redeemed once.

To become a member of the Nebraska Lottery MVP Club, visit www.nelottery.com.

The screenshot shows the Nebraska Lottery MVP Club website interface. At the top, there's a red banner with the 'nebraska LOTTERY' logo and 'mvp club' text. A starburst graphic with the word 'eCoupons' points to the main content area. On the left, there's a yellow sidebar with a menu. The main content area displays a 'Free \$1 Powerball Ticket' eCoupon. The coupon includes the Nebraska Lottery logo, the text 'Free \$1 Powerball Ticket', 'Value: \$1', and a barcode. Below the barcode, there's a 'REDEEM' button. The coupon also contains instructions for redemption and an expiration date of December 31, 2009.

nebraska LOTTERY

mvp club

eCoupons

Free \$1 Powerball Ticket

nebraska lottery

POWERBALL

Value: \$1

Retailer: Scan barcode below to produce ticket and receive credit.
Coupon expires December 31, 2009

Instructions: Take this Free \$1 Powerball coupon to any participating Nebraska Lottery retailer. This coupon is good for one (1) Free \$1 Powerball ticket only. Void where prohibited.

REDEEM

fuel efficient *giveaway*

Toyota Highlander Hybrid, Ethanol-Enriched Fuel Cards Given Away in Fall Raffle

The Roads to Riches: Highlander Hybrid Raffle generated ten winners of Ethanol-Enriched Fuel gift cards and one winner of a 2008 Toyota Highlander Hybrid vehicle.

Between August 26 and November 24, 2007, Nebraska Lottery players received a numbered Bonus Raffle coupon with each qualifying \$10 Nebraska Lottery Lotto single ticket purchase. A drawing occurred once a week among the Bonus Raffle numbers issued that week to select one winner of a \$500 Ethanol-Enriched Fuel card. The weekly winners were:

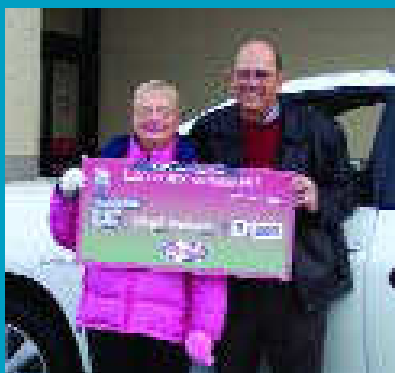
- Week 13:** Tim & Michelle Rowlee of Gering
- Week 11:** Daniel Will of Bellevue
- Week 10:** Clint Lecher of Chadron
- Week 9:** Mike Eggers of Norfolk
- Week 8:** Richard Rethwisch of Tilden
- Week 7:** Derrick Kenney of Phillips
- Week 6:** Keenan Meyer of Pilger
- Week 1:** Jason Baker of Papillion

Unclaimed fuel cards from weeks 2, 3, 4, 5, and 12 were used for in-store promotions at the retailers where the Bonus Raffle coupons were issued.

Additionally, a Grand Prize drawing was held on November 27



using all Bonus Raffle numbers generated throughout the promotion. Winning numbers were selected for the Grand Prize of a 2008 Toyota Highlander Hybrid, 2nd prize of a \$1,000 Ethanol-Enriched Fuel Visa gift card, and 3rd prize of a \$500 Ethanol-Enriched Fuel Visa gift card.



Grand Prize Winner: Virgil Nelson of Omaha

2nd Prize Winner: Bruce Rockey of Hastings

3rd Prize Winner: Jeremiah Johnson of La Vista

At an event in Omaha on December 7, the Nebraska Lottery presented Virgil Nelson of Omaha with a 2008 Toyota Highlander Hybrid from the Roads to Riches:

Highlander Hybrid Bonus Raffle promotion. The presentation took place at Bag 'N Save, 2011 North 156th Street in Omaha, where Nelson received a Bonus Raffle coupon with his Nebraska Lottery Lotto purchase.

While claiming his prize, Nelson told Nebraska Lottery officials it was "tremendous" to win the Highlander Hybrid. He learned of his win after returning to Bag 'N

Save to check the ticket. "When Tim told me I had won the car, I said 'I can't believe it.' Then I went home to get my wife so we could take a picture with the winning ticket."

The total value of the Highlander prize was \$53,000, which included a \$930 cash payment for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$2,650 and \$13,250, respectively.

more chances to win fuel



In addition to the chance to win a new Toyota Tundra, Truck\$ & Buck\$ offer three prizes of \$1,000 in Ethanol-Enriched Fuel. Additionally, Tundra winners and second chance semi-finalists will receive Ethanol-Enriched Fuel. The new Truck\$ & Buck\$ game goes on sale in June; watch nelottery.com for details.



DID YOU KNOW?

In a recent poll on nelottery.com, 526 people responded to the question:

Have you ever used product coupons you received by email or downloaded from a website?

I have used coupons received by email: 15.97%

I have downloaded coupons from a website: 13.31%

I have used coupons from both email and website sources: 47.15%

I don't know how those coupons work: 23.57%