



hoosier lottery™

# media kit

## mission

To responsibly provide innovative and entertaining lottery games for the benefit of the citizens of Indiana.

## core values

In all we do, we will:

- Be customer-centric and consumer-centric.
- Have a passion for excellence.
- Foster creativity, teamwork, and collaboration.
- Operate with the highest level of integrity.
- Commit to the growth and development of our team.

## at a glance

**State:** Indiana

**Population:** 6.423 million\*

**Population 18+:** 4.782 million\*

**Year Lottery Founded:** October 13, 1989

### *Fiscal year 2010:*

Revenue: \$740 million

Prizes paid: \$456 million

Retailer commissions: \$51 million

Total net income to the state: \$190 million

- Build Indiana Fund: \$130 million
- Teachers' Retirement Fund: \$30 million
- Police Officers' and Firefighters' Pension and Disability Fund: \$30 million

### *Total to date through May 31, 2011:*

Sales: \$13.9 billion

Prizes paid: \$8.2 billion

Retailer commissions: \$940.6 million

Transfers to the state: \$3.9 billion

- Build Indiana Fund: \$2.7 billion
- Teachers' Retirement Fund: \$645.1 million
- Police Officers' and Firefighters' Pension and Disability Fund: \$457.2 million
- Other: \$1.8 million

### Contact:

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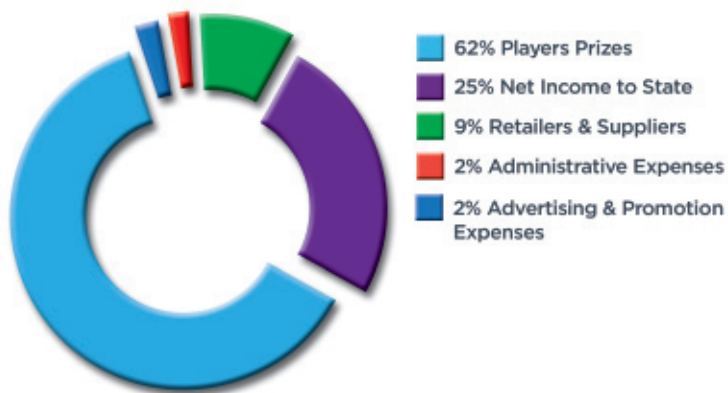
\*US Census 2000

# hoosier lottery

## facts and figures

- The Hoosier Lottery was created in October 1988 after a majority (62%) of Indiana citizens voted “yes” on a voter referendum.
- On October 13, 1989, the Hoosier Lottery began selling tickets. Within 24 hours, the Hoosier Lottery sold more than 8 million Hoosier Millionaire scratch-off tickets.
- The Hoosier Lottery was able to repay the original \$6 million in funding appropriated by the Indiana General Assembly in less than one year.
- The Hoosier Lottery offers 40-50 scratch-off games at any given time and nine draw games: Powerball® with Power Play®, Mega Millions® with Megaplier®, Hoosier Lotto™, Tag 6™, Quick Draw, Mix & Match™, Lucky 5™, Daily 3™ and Daily 4™.
- Lottery tickets are sold at approximately 4,000 authorized retailer locations across Indiana.
- The Hoosier Lottery currently employs approximately 185 associates statewide.
- The Hoosier Lottery has offices located in South Bend, Indianapolis and Evansville.

for every dollar generated by the hoosier lottery in fiscal year 2010:



## how is the hoosier lottery's net income allocated?

The Indiana General Assembly is responsible for allocating Hoosier Lottery's net income. The majority of the money is directed to the Build Indiana Fund, which is currently used to significantly reduce motor vehicle excise taxes. In addition to the Build Indiana Fund, \$30 million of the Hoosier Lottery's net income is directed to the Indiana Teachers' Retirement Fund and another \$30 million is directed to the Police Officers' and Firefighters' Pension and Disability Fund.

***Through fiscal year 2010, Hoosier Lottery net income has yielded \$3.7 billion for the State of Indiana.***

### allocation of net income in fiscal year 2010

**\$130M** to the Build Indiana Fund

**\$30M** to the Indiana State Teachers' Retirement Fund

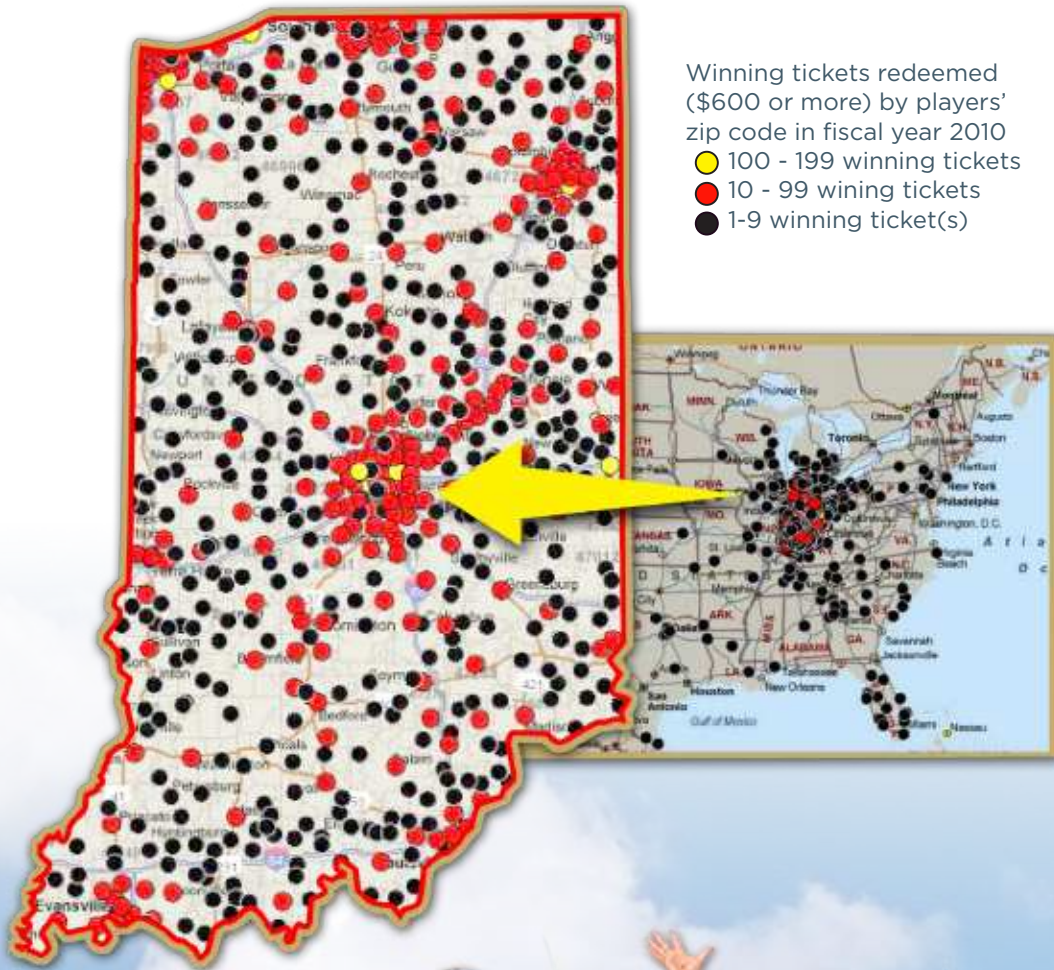
**\$30M** to the Police Officers' and Firefighters' Pension and Disability Fund

# hoosier lottery

# winners

winners everywhere, every day

In fiscal year 2010, we awarded \$456 million in prize money.



Jeffrey Flowers  
Daleville  
Line 'Em Up Winner



Donna Sutton  
Indianapolis  
Powerball® Winner



Royce McPherson  
Greenfield  
\$100,000 Cash  
Extravaganza  
Winner



hoosier lottery.



- Powerball is a multi-state big jackpot game operated by MUSL (Multi-State Lottery Association), a non-profit, government-benefit association of member lotteries. Each MUSL member offers one or more of the games administered by MUSL. All profits are retained by the individual lotteries.
- Powerball is currently available in 44 states and jurisdictions.
- The first drawing was in April 1992.
- Indiana was the 13th state to start selling Powerball.
- Power Play, introduced in March 2001, allows players to multiply their non-jackpot prizes up to 5 times.
- As of April 1, 2010, Indiana had awarded more jackpots (38) than any other MUSL state or jurisdiction.
- Drawings are conducted in Orlando, Florida.
- Key Facts:
  - Cost: \$1 per board for Powerball, an additional \$1 per board for Power Play
  - Starting jackpot: \$20 million
  - Overall odds 1:35
  - Top prize odds 1:195,249,054
  - Drawings are held every Wednesday and Saturday at approximately 11:00 pm



- The first Hoosier Lotto drawing was in September 1994.
- Key Facts:
  - Cost: \$1 per board
  - Starting jackpot: \$1 million
  - Top prizes odds 1:12,271,512
  - Drawings are held every Wednesday and Saturday at approximately 10:50 pm



- The first Tag 6 drawing was in March 2011.
- Key Facts:
  - Cost: An additional \$1 per Hoosier Lotto board purchased
  - Top prize: \$100,000
  - Top prize odds 1:1,000,000
  - Drawings are held every Wednesday and Saturday at approximately 10:50 pm



- Mega Millions is a multi-state jackpot game that began with nine state members with shared ownership. MUSL is the vehicle for all MUSL states to participate in the Mega Millions game.
- Mega Millions is currently available in 43 states and jurisdictions.
- The first drawing was in May 2002.
- Indiana launched Mega Millions with Megaplier on January 31, 2010.
- Megaplier allows players to multiply their non-jackpot level prizes up to 4 times.
- Drawings are conducted in Atlanta, Georgia.
- Key Facts:
  - Cost: \$1 per board for Mega Millions, an additional \$1 per board for Megaplier
  - Starting jackpot: \$12 million
  - Overall odds 1:40
  - Top prize odds 1: 175,711,536
  - Drawings are held every Tuesday and Friday at approximately 11:00 pm



- The first Scratch-off, Hoosier Millionaire, was introduced on October 13, 1989.
- Costs range from \$1 to \$20 with top prizes starting at \$50 and going up to \$5 million.
- Overall odds of winning any prize vary with each game.
- New Scratch-offs are usually introduced every month.

# products





- The first Quick Draw drawing was in March 2009.
- Key Facts:
  - Cost: \$1 per board
  - Top prize \$300,000
  - Top prize odds 1:8,911,711
  - Drawings held every Monday through Sunday around 10:50 pm



- The first Mix & Match drawing was in May 2006.
- Key Facts:
  - Cost: \$2 per board
  - Top prize \$200,000
  - Top prizes odds 1:2,118,760
  - Drawings are held every Tuesday and Friday around 10:50 pm



- The first Lucky 5 drawing was in November 1993.
- Key Facts:
  - Cost: Two boards for just \$1
  - Top prize \$50,000
  - Top prize odds 1:376,992
  - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
  - Evening drawings are held every night around 10:50 pm



- The first Daily 3 drawing was in July 1990.
- Key Facts:
  - Cost: \$1 per board
  - Top prize \$500
  - Top prize odds 1:1,000
  - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
  - Evening drawings are held every night around 10:50 pm



- The first Daily 4 drawing was in July 1990.
- Key Facts:
  - Cost: \$1 per board
  - Top prize \$5,000
  - Top prize odds 1:10,000
  - Midday drawings are held every afternoon, except Sundays, around 1:20 pm
  - Evening drawings are held every night around 10:50 pm



- The first 2 Pull-Tabs, Supreme Cherry Bell and Bonus America, were introduced on July 1, 1992.
- Costs range from \$0.25 to \$1.
- Overall odds of winning any pull-tab game prize vary by game.
- New Pull-Tabs are introduced as market demands require.

# products

# office locations

## **northern**

1539 N. Ironwood Dr.  
South Bend, IN 46635

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## **headquarters**

1302 N. Meridian  
Indianapolis, IN 46202

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## **southern**

5625 E. Virginia St.  
Evansville, IN 47715