



Since our start in 1985, the Iowa Lottery has greatly valued the relationships it has built with lottery retailers. With your cooperation, we have raised more than \$1.1 billion for the state of Iowa. And together we continue to support the valuable programs that have helped Iowans through the years.

Like you, we are committed to making each customer's experience a pleasurable one. From the moment they step foot inside a lottery retail location, we want players to understand just how important they are to us. The Iowa Lottery prides itself on its integrity and is proud of the constant commitment to excellence it receives from its retailers. We take fun seriously ... and we want our players to know that.

The Iowa Lottery is once again enhancing its Player Security program. A new public awareness campaign called "Sign it. It's yours." will begin in March. The new campaign will inform the public about players' rights and responsibilities when it comes to checking and cashing lottery tickets.

Several changes will directly affect you, the Iowa Lottery retailer. The new procedures will go into effect in two phases:

Beginning March 15, players presenting Iowa Lottery tickets to retailers must sign the backs of their tickets before they can be checked or cashed by clerks.

In May, software updates to Iowa Lottery terminals will result in the printing of paper receipts for every instant-scratch or lotto ticket that is checked or cashed. Two receipts will be printed — one for the retailer and one for the customer — that will show the results of the particular ticket and whether it has won a prize.

We appreciate your cooperation in advance and look forward to your feedback. More facts on the new player security campaign will be forthcoming in an information packet developed especially for our retailers — please be on the lookout for it.

If anyone has a question or concern about the new procedures or another lottery-related issue, they can call the Iowa Lottery directly at **515-725-7900**, e-mail us at **wmaster@ialottery.com** or visit our Web site at **ialottery.com**.

Sincerely,

A handwritten signature in black ink that reads "Kenneth A. Brickman". The signature is written in a cursive style with a large, prominent "K" and "B".

Ken Brickman
Acting CEO, Iowa Lottery

