



# NEWS RELEASE

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CONTACT: Andrew Bohage (608) 264-6604  
Fax: (608) 267-6644

## Lottery teams up with Milwaukee Brewers™ New scratch game, special events are your “ticket to fun!”

(Madison)—GET UP! GET OUT! (and go buy one before they're) GONE!!

Baseball season is officially underway and the Wisconsin Lottery's new Milwaukee Brewers™ instant scratch game is in full swing. The new \$5 game hits all the bases: 16 different chances to win on each ticket; a top cash prize of \$16,000; great Brewers™ merchandise prize packs; and special “dream” prizes—like four opening day seats for life, and expenses-paid trips.

“Our players tell us they love games with Wisconsin themes and unique prizes, and our venture with the Brewers™ certainly delivers,” said Mike Edmonds, Wisconsin Lottery Director. “We’ve got a fun scratch game out there now and a season full of fun just ahead.”

The Milwaukee Brewers™ scratch game is easy to play. A simple number match earns a piece of the game's \$2.7 million in cash prizes. Scratch and reveal a “cap” symbol and instantly win a Brewers™ merchandise prize pack that includes authentic Brewers™ apparel, a Brewers™ Cooperstown Collection™ Vintage Logo T-shirt and cap, and a rolling cooler bag. Get a “HOME RUN” symbol and instantly win one of four dream prizes: A Spring Training™ trip for two to Arizona; four Opening Day tickets for life; a trip for two to the Brewers™ Fantasy Camp in Phoenix; or a trip for two to the 2008 MLB™ All-Star Game®.



“We’re thrilled to be able to offer our players a game featuring such great prizes and one of the nation’s great sports franchises,” Edmonds said. “To be involved with the Milwaukee Brewers™ organization--this season in particular--is exciting.”

As the Brewers™ celebrate the 25<sup>th</sup> anniversary of the team’s last World Series™ appearance, the Lottery will be involved every step of the way. The Milwaukee Brewers™ scratch game is on sale now. Once the season begins Brewers™ fans will play “guess the attendance” with the Lottery at every home game, while outside Miller Park™ on every “Retro Friday” the Lottery will be selling scratch games and holding prize drawings. Throughout the summer there will be drawings and contests at a variety of other venues for Brewers™ game tickets and merchandise, entrée into a special Lottery Tailgate Party, a night of baseball, food, and soda for twelve in a Miller Park™ luxury suite, and more.

This summer the Wisconsin Lottery and the Brewers™ truly are your ticket to fun.

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