



NEWS RELEASE

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7-7-07 could be your lucky lottery day...if you buy early

(Madison)— July 7, 2007 is being called one of the “luckiest” days of the last 100 years. Tens of thousands of couples have arranged to be married on that day; retailers, restaurants, and night clubs are running special promotions.

And you can bet lottery players across the country will be playing a lot of 7s.

“Daily numbers game players are big fans of combinations like 1-2-3, or 6-6-6, or 7-7-7-7,” said Mike Edmonds, Wisconsin Lottery Director. “When those kinds of combinations coincide with a specific date or a specific event the interest in them grows even more.”

Because of that, the Lottery is urging everyone who might want to play some combination of 7s in its Daily Pick 3 and Daily Pick 4 games this July 7 to buy their tickets early. Each game has a cap of \$3 million on the liability associated with any set of numbers played. What that means is, whenever the volume of wagers for a specific set of numbers reaches \$3 million in potential payout, sales of that number set will be suspended. Sales of other number combinations are not affected.

“We expect that on July 7 we’ll hit the \$3 million cap on wagers involving some combination of 7s,” said Edmonds. “So our advice to players is to buy your 7s as early as you can.”

Pick 3 and Pick 4 tickets can be purchased up to a week in advance of any drawing.

The Lottery’s Pick 4 liability limit has always been \$3 million. It recently raised the Pick 3 limit to \$3 million from \$1 million. Edmonds said the liability caps are part of the continuous balancing act the Lottery performs between delivering what players want and what property taxpayers expect. Without the caps, if some combination of 7s (like 7-7-7-7 or 7-7-0-7) were to come in as the winning Pick 4 numbers on July 7, Edmonds said the Lottery could pay out in one day more than the game generates in sales...in an entire year.

“We strive to give our players fun games with great prizes and good chances, but we also have a constitutional obligation to the taxpayers of Wisconsin,” said Edmonds. “Without the caps we risk millions of dollars in property tax relief for just a few thousand dollars in additional sales and I just don’t think we can justify that.”

For July 7 if any number combination played in Pick 3 or Pick 4 does reach the \$3 million liability limit, messages will be sent to retailers via their lottery terminals so players can be made aware the combination is no longer available before they try to buy their tickets.