



NEWS RELEASE

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

Pack a case...then pick a case Lottery's "Deal or No Deal" players off to Hollywood!

(Madison)— Three very lucky Wisconsin Lottery players will soon be on their way to California where they will compete for a chance to take part in a special lottery winner's episode of the NBC hit game show "Deal or No Deal."

In the first of two bonus drawings associated with the Lottery's \$5 "Deal or No Deal" instant scratch game, three winners were chosen today from more than 100,000 mailed in entries. These three lucky players each win a trip for four to Hollywood where they'll vie with lottery players from other states for cash prizes of up to \$25,000 and the chance to appear on a "Deal or No Deal" show with host Howie Mandel, the banker, the models, the briefcases and...the show's ultimate prize of \$1,000,000:

Wisconsin Lottery "Deal or No Deal" Hollywood Trip Winners

**Tina Marie Spath
Chippewa Falls**

**Ellen Sixel
Saint Germain**

**Jeanine Waraksa
West Bend**

A second "Deal or No Deal" bonus drawing, scheduled for July 10, 2008, will give three more Wisconsin Lottery players \$5,000 along with an entry into a special multi-state drawing for a \$1,000,000 cash prize.

The Lottery's \$5 "Deal or No Deal" instant ticket went on sale in September. Developed in concert with the popular NBC game show the scratch game features the program's well-known logo, 18 briefcases and a Prize Board with 19 slots. Every briefcase is "opened" by scratching it. When a case's cash prize or "No Deal" symbol is revealed, the matching prize or symbol is crossed off the Prize Board. Once all 18 cases are opened, whatever is left on the board is the final prize: anything from "No Deal" all the way up to \$50,000.

Game and bonus drawing entry information is available at Lottery retail outlets and at the "Deal or No Deal Information Center" on the Lottery's website, www.wilottery.com. The website's info center includes an interactive tutorial that demonstrates exactly how the game is played.