



NEWS RELEASE

FOR IMMEDIATE RELEASE:
August 7, 2008

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

Could be crazy 8s tomorrow

Lottery expects 8s to dominate numbers games on 8/08/08

(Madison)— A year ago, July 7, 2007 was being called one of the “luckiest” days of the past 100 years. Thousands of couples around the country arranged to be married on that day; retailers, restaurants and night clubs ran special promotions.

And lottery players in Wisconsin and elsewhere played a lot of 7s. A lot.

Friday, August 8, 2008 (8/08/08) isn’t generating the same kind of broad, general interest as all those lucky sevens did last year, but the Wisconsin Lottery is still anticipating that players will wager oodles of 8s in its Pick 3 and Pick 4 daily lotto games tomorrow.

“Daily lotto game players really focus in on number combinations, and when combinations emerge in calendar dates, or coincide with other events, interest in them takes off,” said Andrew Bohage, Lottery spokesperson.

Bohage said the Lottery expects there to be enough interest in 8/08/08 that the Lottery will reach its \$3 million liability cap on at least one combination of 8s in its Pick 3 or Pick 4 daily lotto games. In those games, whenever the volume of wagers for a specific set of numbers reaches \$3 million in potential prize payout sales of that number set are suspended. Sales of all other number combinations are not affected.

“People who really want to play 8s tomorrow should try to buy their tickets as soon as possible, before the liability caps kick in,” Bohage said.

If a specific Pick 3 or Pick 4 number combination does reach the \$3 million liability limit the Lottery informs its retailers through their lottery terminals. Players can then be made aware before they try to purchase their tickets that no more wagers will be accepted for that particular combination.