

TENNESSEE LOTTERY MILESTONES

April 12, 2000: In the first step toward a statewide referendum to create a lottery in Tennessee, majorities in both the Tennessee House of Representatives and Senate approve legislation that would allow Tennesseans to vote on a lottery. A follow-up vote still is required.

February 14, 2001: This time, two-thirds of both the House and Senate pass legislation allowing Tennesseans to vote on a lottery. The referendum would amend the Constitution to permit a lottery to fund college scholarships, and, if enough funds are leftover, K-12 capital projects and early learning and after-school programs.

November 5, 2002: The statewide referendum to permit a lottery passes with 58% of the vote.

April 21, 2003: The Senate passes legislation authorizing the Tennessee Education Lottery Corporation, a quasi-governmental entity, to operate games and generate funds for education.

May 21, 2003: The House passes legislation authorizing the TELC.

June 11, 2003: Governor Phil Bredesen signs the final legislation into law, officially creating the Tennessee Lottery.

July 1, 2003: Governor Bredesen appoints the first seven members to the Lottery's Board of Directors. Dennis Bottorff is selected as Chairman.

September 22, 2003: The Board of Directors selects Rebecca Paul, a nearly 20-year veteran of the lottery industry, as the first President and CEO of the Tennessee Lottery.

November 21, 2003: The Board approves the selection of GTECH and Scientific Games International as the vendors to provide online (computerized) and instant-ticket products and services to the Tennessee Lottery.

December 5, 2003: The Lottery approves the first retailers to sell tickets when the games begin.

December 29, 2003: The Lottery unveils its first instant-ticket games: *Tennessee Millionaire*, *Lucky 7's*, *\$100,000 Jackpot*, *Tennessee Treasures*.

January 20, 2004: The Tennessee Lottery opens for business, generating \$10.8 million in ticket sales on its first day.

March 1, 2004: The Lottery launches its first drawing-style game, *Cash 3*.

April 15, 2004: The first transfer of Lottery proceeds, \$63.7 million, is made to the Tennessee Lottery for Education Account to fund scholarships for Fall 2004.

April 19, 2004: The Lottery joins the multi-state game of *Powerball*.

June 2004: The Lottery kicks-off its Summer Internship Program, designed for students of the state's historical black colleges and universities. The program is sponsored by the Lottery's three major procurement vendors and provides professional business experience, career development skills and an understanding of the specialized lottery industry.

June 26, 2004: The Tennessee Education Lottery hands over its first \$1 million check to a single winner, a lucky player from Knoxville, at the culmination of *Millionaire Live!*, a half-hour televised event.

July 15, 2004: Over \$59 million is transferred to the Lottery for Education Account for college scholarships and other educational programs, bringing the total amount generated for education since inception to more than \$123 million.

August 29, 2004: The Lottery adds *Lotto 5* as its third drawing-style game.

January 20, 2005: The Lottery celebrates its first anniversary by announcing \$863.4 million in gross ticket sales, which produced approximately \$246 million for education in the first 365 days of operation. Players won more than \$461.1 million in prizes and retailers earned more than \$56.1 million in commissions.

February 5, 2005: The second *Millionaire Live!* event results in a Memphian winning \$1 million at the conclusion of an exciting televised event.

March 11, 2005: After one year and seven weeks of operation, the Tennessee Lottery surpasses \$1 billion in gross ticket sales.

March 30, 2005: Bobbi Hubbard, of South Pittsburg, Tenn., is the first Tennessee Lottery player to win a *Powerball* jackpot. Mrs. Hubbard shared the excitement and the \$25.5 million prize with her family.

April 18, 2005: The Lottery adds *Cash 4* to its line-up of drawing-style games.

July 15, 2005: The Tennessee Education Lottery transfers more than \$59 million to the Lottery for Education Account, bringing the total amount generated for education since inception to \$350.7 million. The Lottery also transfers an additional \$8.9 million to fund after-school programs.

October 1, 2005: Two Tennessee friends share a \$1 million *Powerball* prize, becoming the first to win this new prize level. The winning ticket matched 5-of-5 numbers. By using the Power Play option, the prize was multiplied from \$200,000 to \$1 million since the multiplier was five.

October 22, 2005: A Crockett County health management recruiter wins the \$1 million prize in the third and final *Millionaire Live!* drawing event.

November 20, 2005: *Cash 3* and *Cash 4* midday drawings begin six days a week.

July 15, 2006: The Tennessee Lottery completes its second full fiscal year with gross ticket sales 18 percent above the previous year – nearly \$1 billion at \$996.3 million. In fiscal year 2005-06, the Lottery raised \$269.8 million for the Lottery for Education Account and another \$7.3 million for after-school programs – a total of \$277.1 million. This brings the total raised for education since inception to more than \$636 million.

November 20, 2006: The Lottery launches *Hot Trax Champions*, a new online TV monitor game that shows an animated car race among competing professional race car drivers.

January 22, 2007: The Lottery transfers \$64.7 million to the Lottery for Education Account for the quarter ending Dec. 31, 2006 and marks its third-year anniversary by announcing a new grand total of more than \$763 million. Part of the celebration includes the launch of *Million \$ Madness*, a raffle-style computerized game offering the best chance yet to win \$1 million.

February 6, 2007: The Lottery launches *Play it Again!*, an innovative program that gives instant-ticket players a second chance to play and win while helping the environment. Combined with other second-chance instant-ticket games, every Tennessee Lottery non-winning instant ticket now offers another opportunity to win.

July 15, 2007: The Tennessee Lottery ends its third fiscal year, with a record return of \$284.2 million to education, bringing the total raised since inception to over **\$919 million**. Gross sales for the fiscal year were over \$1 billion, bringing gross sales since inception over \$3.3 billion. Lottery funds were used to assist nearly 60,000 students at higher education institutions in the state, to fund 290 Pre-K classes, and to fund grants to 126 after-school programs.

October 24, 2007: Another major milestone reached! Continued strong sales pushes Tennessee Lottery's return to education to over \$1 billion this week!

March 9, 2008: The Tennessee Lottery launches *Lotto Plus*, the state's own lotto game with jackpots starting at \$1 million. In addition, the Lottery changes the name of Lotto 5 to *Pick 5* and adds another prize level.

July 15, 2008: The Tennessee Education Lottery ends a successful fourth fiscal year with a record return to education of \$286.1 million, bringing the total raised since inception to over \$1.2 billion. Gross ticket sales were over \$1 billion, making gross ticket sales since inception over \$4.39 billion.

July 15, 2009: The Tennessee Lottery closes its fifth year with a return to education of \$280.1 million, bringing the total raised since inception to over \$1.4 billion. Since inception, gross ticket sales now total more than \$5.48 billion, and the total paid in prizes has risen to more than \$3.2 billion. Lottery-funded programs are now benefitting more than 100,000 individuals each year.

January 31, 2010: *Mega Millions* joins *Powerball* as the state's second mega-jackpot game. The launch was made possible following a milestone agreement between U. S. lotteries to allow the sales of both Mega Millions and Powerball in a single jurisdiction.

July 15, 2010: The Lottery announces a record fiscal year with a return to education of \$288.87 million, bringing the total raised since inception to more than \$1.77 billion. This year's gross sales bring the total since inception to over \$6.61 billion, while the total paid in prizes during that same time now stands at more than \$3.93 billion.

October 3, 2010: The Lottery launches *Tennessee Cash*, which replaces the previous pick-five in-state lotto game.

May 5, 2011: The Tennessee Lottery announces it has surpassed the \$2 billion mark for dollars raised for education in Tennessee.

July 15, 2011: The Tennessee Lottery sets new records for its fiscal year with an all-time high transfer of **\$293.5 million** to education programs in the state, an increase of \$4.6 million over last year's previous record. The Lottery also reports a record-breaking \$1.19 billion in total sales, an impressive 4.2 percent increase over the previous year. The new total generated for education since ticket sales began now stands at \$2.07 billion, while total sales have reached \$7.8 billion.

