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NC Education Lottery Commission Votes to Add Mega Millions

RALEIGH – Today, the North Carolina Education Lottery (NCEL) Commission unanimously voted to add another national lottery game for North Carolina players. The NCEL is working toward launching Mega Millions sales on Jan. 31, 2010, along with several other U.S. lotteries.

On Oct. 7, the Multi State Lottery Association (MUSL) and the Mega Millions consortium reached an agreement in principle to begin the process for implementation as early as next calendar year 2010, and to work toward the development and implementation of a national lottery game, with an anticipated launch date of late fall 2010.

States that currently sell Powerball and other lottery products will have the opportunity to begin offering Mega Millions tickets to their players via authorized lottery retailers, pending the approval of each jurisdiction's governing body. The NCEL's governing body gave its go ahead with today's vote.

"By adding another big jackpot game, our state can expect cross-selling revenues to be 18 to 25 percent higher than current Powerball sales for the first fiscal year or roughly \$38 million to \$52 million," said Tom Shaheen, NCEL executive director and MUSL president. "This would mean a return of approximately \$11 million to \$15 million more for education. If we experience longer jackpot runs than anticipated, these numbers may be higher."

Since inception (March 30, 2006) through Oct. 21, 2009, the NCEL has surpassed \$3.95 billion total gross sales with anticipation of surpassing \$4 billion in November. The overall tally of funds that the NCEL has generated for the education fund is over \$1.25 billion.

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