



December 2005

In This Issue:

- The Silent Selling Tool
- Jackpot Alert
Stickers (Page 2)
- Retailers - What
Makes You
Successful? (Page 2)
- Terminal Tips (Page 2)
- New Retailers (Page
3)
- Lucky Sellers (Page 3)
- Subscriptions (Page 3)
- 2by2 Information
(Insert)

Lottery Links is provided free of charge to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at www.ndlottery.org

Lottery Links



Happy Holidays!

Lottery Tickets As Gifts

Lottery tickets make great gifts for family members, friends, or co-workers that “already have everything.”

Bring out that holiday spirit by providing your players with the opportunity to purchase a Subscription or Lottery Gift Certificate today. And earn your commission, too.

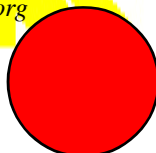
When a player purchases a Gift Certificate, make sure you hand them a gift envelope so they can protect their gift - after all, it could be worth millions!

Bottineau Man Wins \$5,000 For The Second Time This Year

John Ihla is a salesman. He lives in Bottineau, ND, and travels around from there. He knows the products he sells very well and likes visiting with people. He says he’s a lucky man. He is. Twice this year he has won \$5,000 playing the North Dakota Lottery’s Wild Card 2 game.

Ihla put a new furnace in his home earlier this year when he won the first time. This time he plans to put some of the money into his retirement account and then buy a recliner, “A retirement chair,” laughed Ihla.

Ihla said he tries to stop twice a week to buy lottery tickets and that he wins money most of the time. He said people constantly ask him how he does it. Ihla said he tells them, “Ya gotta play if you want to win!”



The Silent Selling Tool ~ Jackpot Alert Stickers

We all have special ways of suggesting a sale. It's nice to think that we always use our selling skills with every customer in the most perfect way and we never miss a potential Lottery sale. However, to be realistic, this doesn't always happen. In fact, some customers don't even want you to ask...they'll cut you off in mid-sentence.

That's okay! If they see the Powerball Jackpot is \$100 MILLION (or even more!) on the Jackpot Alert sticker you're wearing and they have a dollar in hand – they're most likely to buy a ticket. The Jackpot Alert sticker is there to help you close the deal.

Every store should have a roll of stickers. If your store is out of stickers, contact the lottery office and we'll get you some more.

Also, remember to ask "With or Without" on every Powerball sale. "With" the Power Play option gives the player a chance at winning up to \$1 MILLION without hitting the actual Powerball – check out the Powerball brochure or wallet cards for details.



Terminal Tips

Here is a list of some common issues and where to call to get products, service, or answers in the most timely fashion:

- Order play slips and ticket stock through your terminal at least 5 working days in advance.
- Relocating your terminal or remodeling/repairing your building? Call the Scientific Games Help Desk at 1-866-719-2699.
- Terminal and printer malfunction? Call Scientific Games Help Desk.
- Order point-of-sale items (brochures, flyers, etc.) or a new point-of-sale display holder through the Lottery.
- Questions on any promotion or policy, call the Lottery.
- Selling your business or changing bank accounts? Call the Lottery.
- Stolen or lost tickets, call the police first, then call the Lottery.

Attention Retailers ~ What Makes You Successful?

Every store has its own secrets of success, those values or tried-and-true practices that successfully distinguish them from the competition and contribute to a healthier bottom line.

We invite our Lottery Retailers across the state to share their "secret" for better Lottery sales.

Please mail your success secret to Sherry Maragos or Scott Tarno at the North Dakota Lottery.

In most cases, the Lottery is the source for policy, contract or ticket questions and the Scientific Games Help Desk is the source for mechanical and technical issues.

Lucky Sellers

Wild Card 2 JACKPOT

\$420,094, July 13, 2005: Michigan
Amoco, Michigan

\$135,546, November 19, 2005:

Barlow's Miracle Mart, Mandan

\$268,699, October 22, 2005: Tim's
Quick Stop, Thompson

\$200,000 Powerball/Power Play

July 20, 2005: Barlow's Miracle
Mart, Minot

October 15, 2005: Herman Oil,
Williston

\$50,000 Powerball/Power Play

October 19, 2005: Stamart, Fargo

\$30,000 Powerball/Power Play

September 21, 2005: Hugo's #2,
Grand Forks

\$20,000 Powerball

September 28, 2005: Circle 'R',
Oakes

\$10,000 Hot Lotto

October 8, 2005: Farmers Union
Oil, Hazen

October 19, 2005: M&H Gas,
Grand Forks

November 16, 2005: Valley Dairy,
Grand Forks

\$5,000 Wild Card 2

July 13, 2005: Valley Dairy #18,
Grand Forks

July 13, 2005: Farmers Union Oil,
Kenmare

\$5,000 Wild Card 2 continued

July 16, 2005: Stamart, Mandan

August 10, 2005: Sooper Stop,
West Fargo

August 20, 2005: North Hills Food
& Gas, Dickinson

September 3, 2005: B & J Tesoro,
Bismarck

September 24, 2005: Dan's
SuperValu, Bottineau

September 28, 2005: Expressway
Amoco, Bismarck

October 1, 2005: Farmers Union
Oil, Beulah

October 26, 2005: M&H Gas,
Wahpeton

November 5, 2005: Farmers Union
Oil, Mohall

November 9, 2005: Demers BP
Amoco, Grand Forks

November 16, 2005: Cenex, Velva

Subscriptions



In the first month of availability, Powerball and Hot Lotto subscriptions have become a hot item for players - and a great earning tool for retailers.

Facts about Subscriptions:

- Averaged 41 new subscriptions a week.
- Subscription sales totaled \$14,924.
- Powerball is 67.44% of subscriptions; Hot Lotto 32.56%.
- Power Play percentage of subscriptions - 41.38%.
- 43.61% of subscriptions are assigned to a retailer; 35.47% are applications printed from the website; 15.12% are applications received from the Lottery's direct mailing efforts and walk-ins; and 5.81% are phone applications and non-designated brochures.

**Subscriptions are convenient
for you and your customer!**

New Retailers

Marketplace Foods, Valley
City; **Hometown Grocery**,
Maddock

Welcome!



The Lottery's Promise: To provide the highest quality service to retailers.

Office of Attorney General
Lottery Division
600 East Boulevard Avenue
Dept. 125
Bismarck, ND 58505-0040

(701) 328-1574
1-877-NDLOTTO (635-6886)
FAX (701) 328-1580

Coming Soon ~ Excellent Odds, More Winners!

The game **2by2** will begin on February 2, 2006.

Odds are, you and your players are going to like this game!

See enclosed insert for more information.





The North Dakota Lottery Introduces



Coming February 2, 2006!

The game **2by2** will begin on February 2, 2006. Odds are, you and your players are going to like this game!

Players select 2 red numbers from 1 to 26 and 2 white numbers from 1 to 26 for each play. A play costs \$1 and drawings are held nightly Monday through Saturday. The overall odds of winning one of the four prizes are 1 in 3:59. There are eight different ways to win. 2by2 is currently played in Kansas and Nebraska.

Matching the 2 red numbers and 2 white numbers drawn wins \$20,000¹. By matching one number from either the red or white numbers, the player wins a FREE Quick Pick Play²!

PRIZE CATEGORIES AND GAME ODDS

MATCH			PRIZE	ODDS PER \$1 PLAY
RED NUMBER(S)	+	WHITE NUMBER(S)		
2	+	2	¹ \$20,000	1:105,625
2	+	1	\$100	1:1,100
1	+	2		
2	+	0	\$3	1:37
0	+	2		
1	+	1		
1	+	0	² Free QUICK PICK Play	1:4
0	+	1		

- 1 The grand prize payout is \$20,000, except that if there are more than 5 grand prize winners in any draw, the maximum grand prize payout of \$100,000 will be pro-rated and paid out equally among the grand prize winners.
- 2 The Free Quick Pick prize is for one 2by2 Quick Pick Play, valid for the next drawing. The Free Quick Pick Play will print automatically after the ticket is validated. Prize winners cannot pick numbers for the Free Quick Pick Play.

2by2 Promotion -

Buy 5 Draws, Get One Free



As part of the **2by2** game launch, the Lottery is conducting a **Buy 5 Draws, Get One Free** promotion to educate lottery players about the **2by2** game. The promotion will run from **February 2-16, 2006**.

The **Buy 5 Draws, Get One Free** promotion will give players the opportunity to buy a 6-draw/single play ticket for \$5. (The free draw is not offered for other multi-draw/multi-play purchases.) Lottery retailers will be issued a 95 cent credit (\$1 less 5 cent commission) for each free draw awarded at their terminal and will see the credit on the weekly invoice. Retailers will receive their standard commission for the free draw.

There is no limit to the number of 6-draw/single play tickets that a player can purchase but the tickets must be purchased separately to qualify for the free draw.

2by2 offers the most favorable odds of all the on-line games offered by the North Dakota Lottery. Let your players know that draws are held nightly six times a week, Monday through Saturday.

The Lottery will distribute game information and promotion material in January 2006.