



2nd Quarter 2006

Lottery Links

News and Ideas for Lottery Retailers

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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 web site at www.lottery.nd.gov.



Promotion a Huge Success

The lottery's latest promotion, the Powerball Power Play 10X Promotion, generated excitement for both players and retailers. The promotion was launched with statewide media coverage. To add additional value to the promotion, over 60 remotes were conducted throughout the state, where customers were invited to "spin the wheel" and win prizes.

During the Powerball Power Play 10X Promotion, players were provided an opportunity to win up to \$2 million by hitting the number "10" on the Power Play wheel. The multiplier was hit on the March 11th draw and all Powerball players who selected the Power Play option for this draw automatically had their prizes multiplied by ten.



J's Stop-In Go at Burlington featured Miss Wild Card and Miss Hot Lotto during a live remote.

During the promotion, forty-six percent of Powerball tickets were sold with the Power Play option compared to thirty-two percent of tickets sold in the 4th quarter a year ago. Due to the success, another similar promotion is being planned for 2007.

Look for Lady Luck at These Summer Promotions!

- ◆ North Dakota State Fair - July 21
- ◆ Mandan July 4th Parade

RETAILERS: To request a promotional event, contact the Lottery at 701-328-1574. Scott and Sherry will be happy to assist you!



Planning for the Lottery's Future

Without strategic planning, an effective marketing strategy would not be possible. To make the Lottery more effective, a great deal of emphasis is placed on two key teams: the Lottery Advisory Commission and the Retailer Advisory Board.

On April 21, there was a Lottery Advisory Commission meeting. At the meeting, the Lottery staff presented an overview of the year's progress and upcoming marketing programs. Lottery director, Chuck Keller, shared the progress on a new game, Crossmatch, that is being developed by the Multi-State Lottery Association. Keller also shared that sales for the Lottery through April 2006, are \$43.5 million. In per capita draw sales, North Dakota normally ranks the highest among other member states in Hot Lotto, Wild Card 2, and the 2by2 game groups. The commission members presented valuable feedback to assist the Lottery in obtaining financial goals and staying focused on the marketing programs.

A Retailer Advisory Board meeting was held on April 26. The board, represented by 12 retailers throughout the state, provides feedback to the Lottery from the retailer and player perspective, to assure that the Lottery's products and promotions are meeting player demands. Topics discussed included the launch of 2by2; the Powerball 10X Promotion; Point of Sale materials and feedback on upcoming promotions.

Both teams offer valuable input to help the Lottery stay focused on its mission: to maximize sales of lottery tickets while maintaining the highest standards of integrity, security, accountability and public trust.

Alert Alert Alert Alert

If you are thinking about remodeling or doing any roof work, remember that your Lottery communications equipment usually needs to be moved or relocated during this process. As one retailer has found out, if you remove the satellite dish from your roof, not remembering what it was for, your terminal will no longer work!

Before you start, the Lottery needs to be notified *at least two weeks in advance* of any remodeling or re-roofing that may interrupt or involve the relocating of the Lottery terminal or satellite communications equipment.

Without advance notice a technician may not be available on the day you need to have the equipment moved. That means your terminal could be out of service until a technician can be scheduled for your store.

To schedule service work, contact your customer service specialist or the Lottery at 1-877-635-6886.

Request for Credit verses Operator Errors

The Lottery reminds retail operators that no credit will be issued for misprinted tickets due to operator error. The most common operator errors causing misprinted tickets are as follows:

Improper paper loading:

- ◆ Not removing enough paper at the beginning of a new roll of ticket stock to remove the “sticky” tape residue on the new roll.
- ◆ Not checking the blue tabs on the upper portion of the ticket stock feeder in the “up” and “locked” position after reloading ticket stock.

Indicators of these types of paper loading errors include:

- ◆ A ticket that does not have print on the left or right hand side of the ticket.
- ◆ Ticket print that is compressed together.
- ◆ Barcodes that are cut off or cut short.
- ◆ Paper that bunches up in the paper feeder.

Other causes of errors include:

- ◆ Running out of paper during a lottery transaction
- ◆ Not reviewing the validation screen before printing a ticket with a price of \$6 or greater.
- ◆ Having a dirty scanner, causing play slips to print incorrect play information on a ticket. Scanners can be easily cleaned by lifting the cover of the scanner and wiping the scanner with a baby wipe.

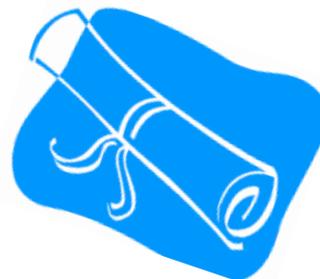
The complete Policy and Retailer Request for Credit Adjustments form is included in this newsletter. You can also download this form on the web site: www.lottery.nd.gov by clicking on the retailer tab, then click on application and license procedures.

If you have questions regarding credit, please contact your Lottery customer service specialist at 328-1574.

Fun Things to Do with Lottery Tickets

Add more fun to your next family celebration! Roll a lottery ticket to form a scroll, tie with a ribbon, attach a tag and add more fun to your family celebration!

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| Weddings: | <i>Example:</i> | Lucky and In-Love
Charlie Brown & Lucy – September 1, 2006 |
| Anniversaries: | | Lucky and In-Love for Twenty-Five Years
Fred & Wilma Flintstone – September 1, 2006 |
| Family Reunions: | | You're Lucky to be Part of Our Family
The Jones Family Reunion – September 1, 2006 |



Ask the Lottery for your retailer poster to promote these ideas!



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\$30,500 Paid in Retailer Bonuses

In January, the Lottery began giving retailer bonuses for selling winning tickets valued at \$5,000 or more. Total bonuses paid through April totaled \$30,500. Look for winning retailer photos in the next newsletter.

Lottery Promotions ~ Coming Soon

The North Dakota Lottery continues to develop promotions to keep lottery games fun and exciting. Look for more details soon on these upcoming promotions:

- ◆ X Millionth Ticket Promotion ~ late 2006
 - ◆ Subscription and Give-A-Gift Promotion ~ late 2006
 - ◆ New Game Launch ~ 2007
 - ◆ Powerball Power Play 10X ~ 2007
 - ◆ Victory Motorcycle Promotion ~ 2007
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