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# Lottery Links

News and Ideas for Lottery Retailers

## In This Issue

- ◆ Add Triple Sizzler (Page 2)
- ◆ Coming in February - 2by2 Tuesday Double Prize Feature (Page 2)
- ◆ Directors Message (Page 3)
- ◆ Debit Card vs. Credit Card (Page 3)

*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](http://www.lottery.nd.gov).*



## Hot Lotto is Now Hotter Than Ever with Triple Sizzler

For just another buck, players can add Triple Sizzler to TRIPLE all non-jackpot prizes.

Starting January 3, players have a chance to make Hot Lotto even hotter. For just \$1 more, players will TRIPLE all Hot Lotto non-jackpot prizes. For example, if a player selected the Triple Sizzler option and won \$10,000, the prize will be multiplied by three times for a total of \$30,000 (\$10,000 x 3).

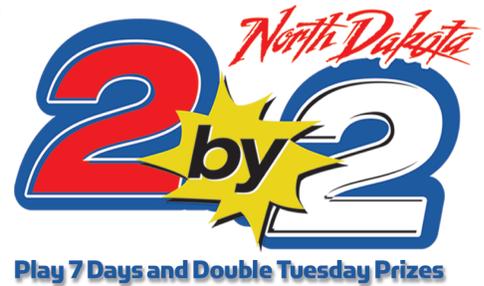
Hot Lotto is the game with the best odds for winning a million. Each play costs \$1 and features nine ways to win. If a player adds Triple Sizzler, each play will cost \$2. With Hot Lotto, jackpots start at \$1 million and continue to grow until someone wins. Drawings are held twice each week on Wednesday and Saturday evenings. Overall odds of winning are still the same: 1:16. It's the same game with TRIPLE the fun.

Starting  
January 3 -  
Add Triple  
Sizzler to  
TRIPLE all  
non-jackpot  
prizes!

PAYOUT TABLE			
Match	Prize	With Triple Sizzler	Odds
●●●●●+●	JACKPOT	DOES NOT APPLY	1 in 10,939,383
●●●●●	\$10,000	\$30,000	1 in 607,744
●●●●●+●	\$500	\$1,500	1 in 64,349
●●●●●	\$50	\$150	1 in 3,575
●●●●+●	\$50	\$150	1 in 1,950
●●●●	\$4	\$12	1 in 108
●●●+●	\$4	\$12	1 in 183
●●+●	\$3	\$9	1 in 47
●	\$2	\$6	1 in 39
<b>Overall Odds: 1:16</b>			

Jackpot prize will be divided equally among multiple winners.

## Coming in February 2by2 Tuesday Double Prize Feature



Beginning February 22, North Dakota Lottery players will have a chance to play 2by2 every day of the week and DOUBLE all their 2by2 Tuesday prizes. In addition to the new Sunday draw, the Lottery is also increasing the jackpot from \$20,000 to \$22,000.

If a player purchases a multi-draw 2by2 ticket for the draw EACH DAY OF THE WEEK – that’s one or more plays for seven consecutive draws – the ticket qualifies for the 2by2 Tuesday Double Prize Feature in which ALL prizes won on Tuesday DOUBLE in value!

For example, if a player purchases a 7-draw ticket (or increments of 7 draws) – that’s one ticket with the same play (set of numbers) for each day of the week - and wins the JACKPOT on the Tuesday draw, the \$22,000 jackpot prize increases to \$44,000! Players who match the number on one red ball or the number on one white ball, instead of winning one, players win TWO FREE Quick Pick Plays. A \$100 prize will double to \$200.

“This is an opportunity for retailers to increase sales and for players to have more fun,” said Lottery Director Chuck Keller. “Players look forward to periodic freshening of the games. This is still the same game, the same cost per play, with a lot more entertainment value.”

For North Dakota Lottery players, 2by2 is the game with excellent odds that can be played every day of the week - Sunday through Saturday with a chance to DOUBLE Tuesday prizes. The overall odds of winning one of the eight prizes on a \$1 play remain the same – an incredible 1 in 3.59! Look for more information coming soon!

# Director's Message

*By Chuck Keller, Lottery Director*

The Christmas Season has always been the time of year when I reflect back on the accomplishments of the North Dakota Lottery. I am very thankful for the dedicated support of our 400 retailers – the hours you apply to sell lottery tickets alongside your other store products and your vital contribution to the growth of the lottery industry. I am also very thankful to the lottery staff for their passion and extraordinary hard work.

When the Lottery launched Powerball nearly four years ago, my vision was to be the most innovative, energetic, pro-active Lottery imaginable. Our Lottery was not going to be an ordinary Lottery, but rather a Lottery which delivered an extraordinary level of products and services, from attractive point-of-sale items and creative marketing promotions to a responsive retailer outreach program and rich product mix, to make a difference in profits for our retailers and maximize net proceeds for our state.

Among state lotteries which are similar demographically and geographically to North Dakota, our Lottery enjoys the highest annual per capita sales for each of our four games and the highest net proceeds to sales ratio. For the 2005-07 biennium, the Lottery's sales of \$45.2 million and net proceeds of \$13.6 million are multiples of the initial forecast of sales of \$14.7 million and net proceeds of \$2.6 million. Also, since the launch of the Lottery, retailers have earned a total of \$3,950,000 in commissions, including bonus commissions of \$102,000. As a retailer, you can be proud of these achievements as you made the difference.

Looking ahead, I would like to provide you an insight as to what is presently being planned or considered for calendar year 2008. The year will be our 4th anniversary, and promises to be the most exciting year yet for retailers and players as the Lottery raises the sales curve of tickets by offering players better value and choice, and providing retailers better service and more profit. Besides the re-launches of the Hot Lotto and 2by2 games – the changes of which are featured in this newsletter – the Lottery is planning or considering:

- Conducting the 3rd annual Powerball Power Play 10X Promotion
- Re-launching the Powerball game
- Launching a unique fifth game
- Conducting a raffle with another state lottery
- Replacing the retailers' interior acrylic winning number/jackpot awareness sign
- Providing players an option on their tickets to pool play with other players
- Providing retailers with an exterior facing wireless multi-game jackpot awareness sign
- Expanding information available on the Lottery's website
- Holding regional meetings with retailers on a myriad of topics
- Increasing the level of print, radio, and television advertising

Your customers have many choices for gifts this Christmas. Suggest a purchase of a Lottery gift certificate or lottery tickets.

The Lottery staff and I wish you and your employees a very joyous Holiday Season!

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## Debit Card vs. Credit Card

The lottery rules allow retailers to accept cash, checks and debit cards as payment for lottery tickets, but prohibit retailers from accepting credit cards.

Although the rules do not allow players to purchase tickets from lottery retailers by credit card, the rules do authorize players to purchase subscriptions from the Lottery by credit card. Credit cards are authorized for subscriptions for these reasons:

- ◆ A purchase of a subscription is different than a purchase of a lottery ticket. Through a subscription, a player purchases one play for each draw of the subscription period.
- ◆ A player cannot suddenly chase high jackpots by spending a large amount of money on many plays for a specific draw.
- ◆ The Lottery created a subscription service as a supplemental distribution channel for sales, particularly in response to the growing popularity of e-commerce. The subscription service is no different than other businesses using online services to sell product, such as Dell Computer or Sears, in which credit cards are accepted.

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*Season's Greetings* From the North Dakota Lottery

