



1st Quarter 2008

In This Issue

- ◆ Clerk Coupon Cash Incentive (Page 2)
- ◆ State's First 2by2 "Tuesday Double Jackpot" Prize Claimed (Page 2)
- ◆ Top 50 Retailers - 2007 (Page 3)
- ◆ \$400,000 Powerball Ticket Claimed (Page 3)
- ◆ Validating Tickets and Cashing Winning Tickets (Page 4)

Lottery Links is provided free 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.

Lottery Links

News and Ideas for Lottery Retailers



10X Returns, AGAIN!

It's time again for the 10X Powerball with Power Play promotion!

From March 30 to April 30 the number "10" will once again be added to the Power Play wheel giving players the chance to multiply their non-jackpot prizes by 10 times their normal value.

For example, "match 5" winners who would normally win \$200,000 playing Powerball with a Power Play purchase, would win \$2 million if the Power Play wheel lands on the number "10."

The promotion runs through the month of April, giving players a chance to multiply prizes by 10 times with all nine draws. If the "10" is not hit by April 30, the promotion will continue until the "10" is hit.

FOR CUSTOMERS

- Multiply prizes by 10 times and win up to \$2 Million!

FOR RETAILERS

- Opportunity to increase sales and foot traffic into your store by selling the Power Play option with each Powerball sale.

FOR CLERKS

- **ASK FOR THE SALE – CLERK COUPON CASH INCENTIVE**

Clerks win **cash prizes** of \$25, \$50 & \$100 - watch for random Clerk Coupons to print with Powerball with Power Play ticket sales for your chance to win cash! The more Powerball with Power Play tickets clerks sell, the more chances they have to win!

Clerk Coupon Cash Incentive

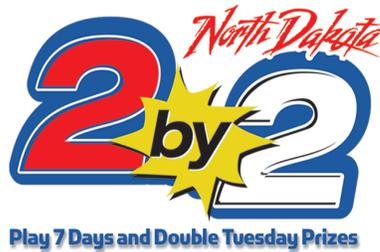
Win cash prizes of \$25, \$50 & \$100!

Watch for RANDOM Clerk Coupons to print with Powerball with Power Play ticket sales from March 30 through April 30.

Look for Winning Clerk Coupon numbers each Tuesday:

April 8, 15, 22, 29 and May 6!

Winning Clerk Coupon numbers will be posted on the Lottery's website: www.lottery.nd.gov/retailers/
The More You Sell, The More Chances You Have to Win!



State's First 2by2 "Tuesday Double Jackpot" Prize Claimed

Play Every Day of the Week - Sunday through Saturday - with a Seven Day Multi-Draw Ticket and DOUBLE all Tuesday Prizes!

Roger Stensaker of Williston is a "lucky, lucky" man. He won the state's first 2by2 Tuesday Double Jackpot Prize, worth \$44,000, in the March 4th draw. Roger claimed his double jackpot winnings at the Lottery's office in Bismarck on March 7th.

When asked if he had any plans for the money, Roger said "I plan to pay off some bills and taxes and take the family out to a nice supper." He said he picks his own numbers and has always played 2by2 using the multi-draw feature. Roger was eager for the Tuesday draw and was excited to have won double the jackpot prize.

Roger purchased the winning seven day multi-draw ticket at Superpumper located at 1621 2nd Ave W in Williston. Superpumper received a \$500 bonus: \$250 for selling the 2by2 winning ticket and an additional \$250 for selling the Tuesday Double Prize feature.

2007 ~ Top 50 Retailers ~ 2007

Sales Rank	Retailer	City
1	Dan's Super Market #2 - North	Bismarck
2	M&H Gas	Mandan
3	Dan's Super Market #3 - South	Bismarck
4	Hornbacher's Village West	West Fargo
5	Sooper Stop	West Fargo
6	Hornbacher's Southgate	Fargo
7	M&H Gas	Minot
8	Marketplace Food and Drug	Minot
9	Miracle Mart - South Broadway	Minot
10	Hornbacher's North Port	Fargo
11	Sunmart #103	West Fargo
12	Hugo's #8	Grand Forks
13	Farmers Union Oil - Cenex	Beulah
14	Simonson Station Store	Grafton
15	Dan's Super Market #5	Dickinson
16	Dan's Super Market #6	Mandan
17	Simonson Station Store - Main Ave	Bismarck
18	Simonson Station Store	Minot
19	Simonson Station Store	Williston
20	Miracle Mart - Dakota Square	Minot
21	Rosie's Food and Gas	Dickinson
22	Red Carpet Carwash - South	Bismarck
23	Leroy's MVP Store Tesoro	Mandan
24	Harley's Conoco	Minot
25	M&H Gas	Jamestown
26	Leevers County Market	Devils Lake
27	Loaf 'N Jug #682	Bismarck
28	B & J Tesoro	Bismarck
29	Circle 'R'	Oakes
30	Central Market	Mandan
31	Miracle Mart - Arrowhead	Minot
32	Stamart #16	Bismarck
33	Hugo's #9	Jamestown
34	Central Market	Bismarck
35	Cash Wise Foods	Bismarck
36	Ruthville Store	Minot
37	M&H Gas	Williston
38	Sunmart #115	Fargo
39	Stamart #17	Mandan
40	Hiway Express	Beulah
41	Frankies Westside Conoco	Dickinson
42	Brothers III Sports	Valley City
43	UNISTOP - North	Bismarck
44	Farmers Union Oil	Bottineau
45	Cash Wise Foods	Fargo
46	M&H Gas	Fargo
47	Dan's Super Market #1	Bismarck
48	Farmers Union Oil - Cenex	Hazen
49	Stop n Shop	Minot
50	UNISTOP	Mandan

\$400,000 Powerball Ticket Claimed

After four weeks of waiting, two people showed up at the Lottery on Friday, February 25, to claim the \$400,000 Powerball ticket, only to add more suspense to "who won it."

The two individuals, who wish to remain anonymous, claimed the January 26 winning Powerball ticket. The lucky players, both from Bismarck, have been pooling their lottery tickets with the agreement to split the winnings.

"Sometimes we don't check our tickets for weeks," was the comment from one of the winners. After reading the story in the newspaper, the duo began checking the winning numbers on the Lottery's website. "We couldn't believe we won. I kept checking the ticket again and again to make sure my eyes weren't playing tricks on me!"

The winners do not have plans to spend the prize money. "Right now we are still trying to absorb the fact that we won," was another comment. "Pinch me! I can't believe this is real," remarked one of the winners as they left the Lottery office.

The winning Powerball with Power Play ticket, purchased at Main Tesoro in Bismarck, matched the five white balls and because the multiplier was two, the \$200,000 prize doubled to \$400,000. Main Tesoro received a \$5,000 Retailer Bonus for selling the winning ticket: \$2,500 for selling a \$200,000 winning ticket, plus an additional \$2,500 for selling the Power Play option.

Overall, Lady Luck has found fourteen winners in North Dakota who have won \$100,000 or more playing Powerball since the game was launched in 2004.



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

Validating Tickets and Cashing Winning Tickets

As a refresher on validating tickets and cashing winning tickets, here is how the process works:

Insert the ticket, face up, into the far right side of the terminal reader slot.

- If the ticket is a winner, the terminal announces and displays, “Congratulations! You’re a winner.” The ticket is branded with the winning amount. A retailer is obligated to pay a winning ticket up to \$50. At \$51 to \$599 the terminal will prompt the retailer clerk asking if the clerk wants to pay the ticket. A winning ticket of \$600 or more must be redeemed through the Lottery office; at this point, a message appears and a claim receipt prints. A claim form can also be printed at any time for a player through the REPORTS screen.
- If the ticket is not a winner, a message appears stating that the ticket is not a winning ticket.
- After validating a winning or non-winning ticket, return the ticket to the player.
- Retailers should use the receipt printed with winning tickets for their auditing purposes.
- Retailers may not use the name of a winning player unless they have the player’s written permission.

This information is also available on the “Quick Reference” guide. If you need additional assistance with cashing tickets or if you have other questions, contact the Help Desk at 1-866-719-2699 or touch HELP in the right-hand corner of the terminal screen.
