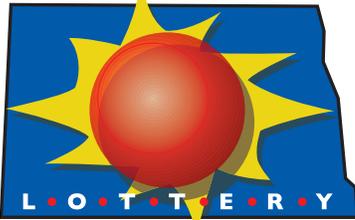


North Dakota



www.lottery.nd.gov

3rd Quarter 2008

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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

Feast on This!

Get a 7 DAY
MULTI-DRAW
2BY2 TICKET
for ONLY \$6



That's SEVEN chances to play for only \$6 - YOU SAVE \$1

Need something to be thankful for this turkey season? Then feast on this – beginning November 2nd through November 29, players save \$1 with the purchase of a 2by2 seven day multi-draw ticket - that's seven chances to play for only \$6! And don't let players forget – with a seven-day multi-draw ticket, prizes DOUBLE on Tuesdays – including the jackpot!

The promotion will be supported with radio advertising. To give your sales the extra bump, take advantage of the lottery marketing materials that have been distributed to your store. Make sure the lottery POS is visible and not cluttered. Clerks – remind players that they are getting a dollar discount with the “2by2 seven day multi-draw purchase” and that players will qualify to DOUBLE PRIZES on TUESDAYS!

Players love discounts – so get ready to DOUBLE the FUN with 2by2!

Director's Message

Randy Miller

As recently appointed Director by Attorney General Wayne Stenehjem, I look forward to continuing the partnership between the Lottery and its retailers. This partnership, which has been the foundation of the Lottery since the launch on March 25, 2004, is critical to the Lottery's success. It would not be possible without you, the retailers, and the hard work of your employees. When we work together, it is truly a team effort and becomes a win-win situation for everyone.

In fiscal year 2008, the Lottery retailers earned \$1.1 million in commissions and \$56,000 in bonuses. Retailers sold 85 winning tickets with a prize value of \$5,000 or more. The prizes include two Wild Card 2 jackpots in the amounts of \$552,000 and \$711,000 and a POWERBALL with Power Play prize of \$400,000. Ticket sales totaled \$22.1 million with \$5.9 million transferring to the general fund to benefit North Dakota citizens.

My goal is to continue to build our relationship by placing a high priority on quality customer service to maximize revenues for the benefit of the citizens of North Dakota. With many plans under consideration, improving communication in an organized format, between the Lottery and retailers, is paramount. Improving communications will provide retailers an opportunity to express their interests and perspectives on issues, and allow the Lottery opportunities to learn more about players and their habits inside a retail store.

In addition to improving communication, research is being conducted on a new multi-state lottery game concept. The new game research is a critical element, as the product needs to appeal to our present and potential players, while adding value to the product mix.

I express my gratitude to all of our retailers and have a very high respect for the work you and your employees do for the Lottery. As our partnership continues to move forward, if you have any comments or suggestions on how to make the Lottery even better, please contact your Customer Service Specialist, the Lottery office at 328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at rcmiller@nd.gov.



Gone Wild With Wild Card 2



The Lottery's Go Wild with Wild Card 2 was met with great player enthusiasm. For the August promotional period, Wild Card 2 sales increased by 67% with a total increase in sales of \$98,850. Another goal was to increase purchases from the \$1 to \$4 level to the \$5 price point. Five dollar ticket sales increased from 25% to 50% of total sales with the lottery awarding 24,358 free tickets to players! The Lottery is pleased to add value to the games for players and provide promotional opportunities for retailers. Look for more offers coming soon!

Powerball Changes Coming in January

Beginning January 4th, Powerball will be adding Florida into the game, which will bring changes. By adding Florida to the mix, it will bring bigger jackpots, but odds will be longer for winning the big prize. However, players will have a better chance of winning smaller prizes.

The number of white balls will change from 55 to 59, while the number of red balls – the Powerball – will be reduced from 42 to 39. The jackpot odds will be increased to 1 in 195 million and overall odds of winning any prize will improve to 1 in 35.

More changes designed to make the game more attractive are:

- ◆ The starting jackpot will increase from \$15 million to \$20 million.
- ◆ The average jackpot won will increase from a current average of \$95.5 million to an expected \$141 million.
- ◆ The Match 5 prize will now have a guaranteed \$1 million prize, or a guaranteed 5X multiplier, when players purchase the Power Play option.
- ◆ Overall odds of the game have been reduced to add more than 3 million extra prizes won per year.

To prepare for the changes, the lottery will be updating POS materials. Look for more information and the materials to be delivered in December.



Enhanced Security Measures

As part of the lottery's commitment to instill player confidence and to increase security measures, terminals have been re-programmed to emit an audible chime each time a ticket, winning or non-winning, is scanned.

If the ticket is a winning ticket you will hear the familiar "Congratulations, you're a winner" message after the chime. If the ticket is a non-winning ticket, only the chord sound will chime.

In addition to the chime, all validated tickets and player receipts are to be returned to the player.

For the improvements to be effective, the sound device must be active on the terminals. ***If you do not hear the chime, contact your customer service support to have the sound option enabled: 1-866-719-2699.***

The Lottery is pleased to introduce these changes to make the lottery experience more fun for both, the retailer and the player. We appreciate your cooperation in making the process successful.



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Promotional Coupons Spur Ticket Sales

The Lottery's latest form of promotion utilizes coupons for dispensing FREE lottery tickets. The coupons will be used for a variety of promotional opportunities, such as promoting high jackpots and special events. The coupons are game and value specific, ranging from a one dollar to a seven dollar value and have a 14 day redemption period from the date printed on the coupon.

The coupons are bar-coded and can be scanned at any North Dakota Lottery terminal. When scanned, a lottery ticket will print for the player and a retailer receipt will print for the retailer. This transaction does not generate a payout request – it only dispenses FREE tickets.

REPORTING FREE TICKETS: EXAMPLE - the \$6 Powerball with Power Play ticket that is generated from the FREE TICKET coupon (as shown), will report as a \$6 Powerball sale and a \$6 "Cashes" credit on the retailers Daily and Weekly Invoice. The net \$6 sale, less \$6 credit equals zero. For a detailed report displaying cashed coupons, contact the lottery and a report will be sent to you.

As an added bonus to retailers, retailers will receive commission on redeemed coupons. Thank you for your cooperation in promoting the lottery as we look forward to generating more player excitement.



Top 50 - Store Sales Rank January - September 2008

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

Top 50 - Store Power Play Rank 3rd Quarter 2008

(Power Play as a % of Powerball sales)

Rank	Retailer Name	City	Power Play %
1	Huber`s Corner	Westhope	80.42%
2	Farmers Union Oil	Sherwood	80.34%
3	Medina General Store	Medina	78.91%
4	Fitterer Gas & Oil	Flasher	77.62%
5	Zuroff Repair	Hebron	77.38%
6	Bingorama	Minot	77.04%
7	Town and Country Stnd	Rolette	76.86%
8	D.J.`s Foods	Lignite	76.80%
9	Jollie`s Supermarket	Belcourt	74.35%
10	Blind Duck	Minot	72.19%
11	Ruthville Store	Minot	71.73%
12	Southside MVP Store	Mandan	68.49%
13	Farmers Union Oil	Glen Ullin	68.37%
14	Farmers Union Oil	Mohall	68.05%
15	Mini Mart #673	Minot	67.66%
16	Fitterer Oil	New England	67.48%
17	Hiway Express	Hazen	67.27%
18	Ladots	Belcourt	66.86%
19	Xpress Mart	Minot	66.71%
20	Village Mart	Mandan	66.02%
21	4 Bears Casino & Lodge	New Town	65.62%
22	Garrison Bay Express	Garrison	64.67%
23	Miracle Mart Dakota	Minot	64.56%
24	Simonson Station Store	Minot	64.49%
25	Gartners Jack n Jill	Kenmare	64.34%
26	Kum & Go #807	Williston	63.29%
27	Stop n Shop	Minot	62.98%
28	M&H Gas	Mandan	62.95%
29	HiWay MVP Store	Rugby	62.93%
30	Simonson Station Store	Dickinson	62.80%
31	Hook, Line & Sinker	Beulah	62.75%
32	Dale`s Truckstop	Dunseith	62.45%
33	Cenex of Rolla	Rolla	62.20%
34	Kum & Go #802	Dickinson	62.04%
35	Mini Mart #682	Bismarck	61.87%
36	Superpumper #21	Minot	61.87%
37	Herman Oil Convenience	Williston	61.82%
38	Farmers Union Oil	Towner	61.70%
39	Scott`s Bait and Tackle	Pick City	61.66%
40	Pit Stop	Dickinson	61.64%
41	Grimsley`s Fuel & Exhaust	Underwood	61.10%
42	Superpumper #32	Minot	60.85%
43	One Stop	Watford City	60.72%
44	Gas-N-All	Ray	60.45%
45	Judes Prairie Mart	Elgin	60.17%
46	Jack & Jill	Watford City	59.88%
47	Little Mart C-Store	Harvey	59.88%
48	1 Stop Market	Belcourt	59.84%
49	Marketplace Food & Drug	Minot	59.83%
50	Superpumper #22	Belfield	59.72%

Lady Luck Strikes Twice For Lottery Player



When David Liuska (Loo-ESS-ka) of rural Wing, North Dakota, purchased another 2by2 multi-draw ticket, he just wanted to be sure he was included in every draw and now David is the lucky winner of **TWO - \$22,000 2BY2 jackpots – that’s \$44,000!**

Because David lives in the country and doesn’t get to a lottery retailer every day, he usually purchases multi-draw tickets. “That way I know that my numbers are in every draw,” he said. “I’ve been sticking with the same numbers since the game came out and once in a while I will do a quick pick along with it.” His lucky moment came when he decided to get another multi-draw ticket, using the same set of numbers, just because he was in town running errands. The tickets, both with the same numbers, over-lapped for the October 3rd draw, which turned out to be David’s stroke of luck.

“I knew I was getting close to finishing the first ticket, so I stopped to buy another one. When I won, I had no idea I won \$44,000 – I thought it was \$22,000 – what a nice deal that was,” said David.

David’s career is in farming and the winnings will be put to good use paying off a few farming expenses.

The 2by2 winning jackpot tickets were purchased in two locations: Cenex located in Sterling, and Lander’s Conoco located in Bismarck. Each retailer will receive a retailer bonus of \$500 for selling the winning ticket.

Since the 2by2 game was introduced in February 2006, 103 jackpots have been awarded to North Dakota Lottery players. Congratulations to David!

To learn more about the latest winners,
visit the Lottery’s website at www.lottery.nd.gov.

The pages represent only a partial listing of North Dakota Lottery winners as winners have the option to release their information or to remain anonymous.

North Dakota Lottery Players Have Won Over \$33.4 million!