



4th Quarter 2010

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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 website at www.lottery.nd.gov.

Lottery Links

News and Ideas for Lottery Retailers

The Big 3 is coming in February



Players have a chance to win BIG!

Beginning February 6 through March 5, players save \$1 with the purchase of 1 play of the 3 big jackpot games. A qualifying purchase includes:

- Powerball with Power Play
- Mega Millions with Megaplier
- Hot Lotto with Triple Sizzler

That's a \$6 sale for only \$5, plus a chance to win with the lottery's biggest jackpot games!

The promotion will be supported with radio and television advertising. To maximize your sales during this promotion, take advantage of the POS materials that are delivered to your store, making sure the items are visible to silently sell to your customers. Remind players that the multiplier features (Power Play, Megaplier and Triple Sizzler) multiply all non-jackpot prizes.

Players love to play their favorite games for a discount! To learn more about the promotion, look for the lottery's customer service specialists to visit you soon.



Director's Message

Happy New Year! I trust that 2010 was a happy, healthy and prosperous year. For fiscal year 2010, ending June 30, the Lottery achieved record-breaking sales of \$24.4 million. This increase in sales can be attributed to high jackpot amounts, the Lottery's partnership with retailers, the addition of Mega Millions and successful promotions.

During the past fiscal year, the Lottery transferred \$5.1 million to the state's general fund. Retailers earned \$1.19 million in regular commissions and \$58,000 in bonus commissions.



Retailers sold 83 winning tickets with prize values of \$5,000 or more, including:

- Two Wild Card 2 jackpots in the amounts of \$1,648,155 and \$384,884
- Six Powerball Match 5 prizes, each in the amount of \$200,000
- One Mega Millions Match 5 prize in the amount of \$250,000
- Thirty 2by2 jackpot prizes, each in the amount of \$22,000

Since the beginning of fiscal year 2011 on July 1, we have had a number of lucky winners. In August, a Bottineau man won the Mega Millions Match 5 with Megaplier prize for \$750,000. In October, a Donnybrook woman won the Powerball Match 5 prize for \$200,000. In December, a Fargo woman won the Wild Card 2 jackpot for \$130,000. Since July, we have had seven 2by2 jackpots, six totaling \$22,000 and one Double Tuesday Prize jackpot for \$44,000. To see more winners, visit the Lottery's website at www.lottery.nd.gov.

We look forward to another fun and rewarding year for the Lottery and our retailers, achieving high sales goals and commissions.

If you have any comments or suggestions regarding the relationship between North Dakota Lottery and its retailers, please call the Lottery office at 701.328.1574 or 1.877.635.6886 or email rcmiller@nd.gov. I encourage all retailers to call your customer service specialist (Scott at 701.328.1581 or Ryan at 701.328.1575) to schedule Lottery training for your staff and new employees.

I would like to express my gratitude to all Lottery retailers. The success of the Lottery would not be possible without our partnership. The entire Lottery staff and I wish you a joyful new year!

Randy Miller

Tips to Maximize Your Sales

Display all point-of-sale items:

- All POS items are designed to catch the player's eye and capture the sale.

Create excitement through in-store promotions:

- Entice new players through an event. Stores have hosted grand openings, holiday open houses, wheel spins, etc. The possibilities are endless!

Train your staff:

- Clerks must understand how to use the terminal and game features, especially the multipliers like Power Play, Megaplier and Triple Sizzler.

Ask for the sale:

- “Would you like a Powerball ticket today?”
- “Would you like to add Power Play for \$1?”

Remind customers of the current jackpot amounts:

- “Did you know the Mega Millions jackpot is at \$XX million?”
- Wear your jackpot alert stickers.

Understand the games and features:

- Know how to fill out a play slip.
- Know the draw days and time.
- Understand game rules.

If you need any help with training, in-store promotions, or other selling tools, contact your customer service specialist today! Call the Lottery at 701-328-1574.



Cash Dash Promotion a Success!

The November Cash Dash promotion was met with great player enthusiasm, resulting in a \$174,045 sales increase. During a comparable jackpot period, sales were up over 11%. One-of-each sales were up an amazing 215%! Players won a total of \$30,150 in instant cash prizes.

Lottery retailers were able to increase their commissions during this promotion. Thanks to all retailers for supporting the Cash Dash promotion!



Ticket Cashing

All non-winning validated lottery tickets and player receipts should be returned to the player. In the event that your terminal cannot read the ticket (torn ticket, faded barcode, etc.) a ticket may be cashed manually. Only an original, official lottery ticket may be manually cashed.

If a terminal is not reading tickets or experiencing other technical issues, please call the Scientific Games Help Desk at 1-866-719-2699. This number is also located on your terminal.

For any questions, please reference your Extrema Quick Reference card.

Out-of-the-Ordinary Customer Receipts

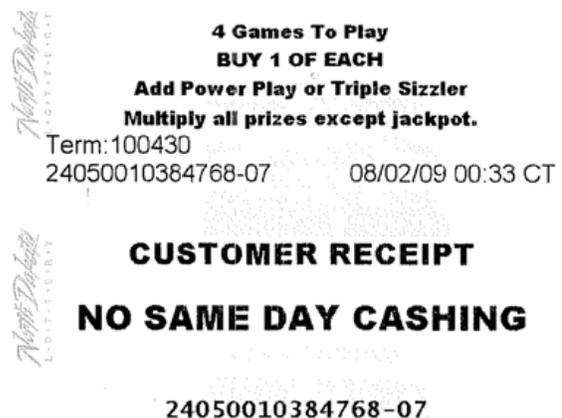
From 2:30 a.m. until 5:30 a.m. daily, the lottery terminals are being updated and tickets cannot be validated. For a brief period during the draw at 8:58 p.m., the lottery terminal will not allow you to sell a ticket.

If you run a ticket through the terminal during these times, the following message will print. This does not mean the ticket is a non-winner. Please inform the player to have their ticket validated at a later time.



Tickets also cannot be validated the night they are eligible for the draw. For example, a Powerball ticket eligible for the Wednesday draw could not be validated that night. It could be run through the terminal the following day at 5:30 a.m.

If a ticket is run through the terminal on the night of the draw it was eligible for, the following message will print.



SCIENTIFIC GAMES
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Extrema Quick Reference

<p>TRAINING MODE</p> <p>To set Training Mode: 1. From the Sign On screen, touch [DIAGNOSTICS]. 2. Touch [SET TRAINING MODE], then touch [EXIT]. Training Mode will display in the top left corner. 3. Touch [SIGN ON]. The training Enter User ID pop-up displays. 4. Enter User ID (999999) and touch [OK]. 5. Enter Password (123456) and touch [OK].</p> <p>To exit Training Mode: Touch [SIGN OFF] at the bottom of the Main Menu screen. Note: The terminal will automatically exit Training Mode after 5 minutes of inactivity.</p>	<p>CASHING TICKETS</p> <p>Insert the ticket (face up) into the far right side of the reader slot.</p> <ul style="list-style-type: none"> If the ticket is a winner, the terminal announces and displays, "Congratulations! You're a winner!" The ticket is branded with the winning amount and two receipts are issued: one for the customer and one for the retailer. A retailer is obligated to pay a winning ticket up to \$50. At \$51 to \$599 the retailer will receive a prompt asking if they want to pay the ticket. A winning ticket of \$600 or more needs to be redeemed through the Lottery Office. Please print a prize claim form for the player from the (Reports and Information) screens. If the ticket is not a winner a receipt will automatically print for the customer. After validating a ticket, return the ticket and customer receipt to the player. Retailers should retain and use the retailer receipts for their auditing purposes. Retailers may not use the name of a winning player unless they have the player's written permission. 	<p>GETTING REPORTS</p> <p>To access reports, touch (REPORTS) on the Main Menu. You can view and print sales transaction and game activity reports from the Reports & Info Menu. To change a date for a report, touch the backspace arrow key on your keypad.</p> <p>Note: Both Prize Claim and Subscription forms are available from the Reports & Info Menu.</p>	<p>CHANGING PAPER</p> <ol style="list-style-type: none"> From the Main Menu screen touch [SPECIAL] at the bottom of the screen. Touch [LOAD PAPER]. View instructional video (optional) then proceed to next step. Open the printer door on the left front side of the terminal. Tear off the remaining paper and discard old roll. Touch [FEED PAPER], then firmly pull the remaining paper from the terminal and discard. Tear off 3 feet of paper from the beginning of the new roll and discard. Place the new roll of ticket stock on the inside of the opened door and unroll approximately 2 feet of paper. Feed the end of paper into the paper feeder in an upward motion behind the silver plate. The new roll will automatically feed into the ticket channel. Print and examine at least three test tickets to ensure paper is loaded correctly. Wind the roll forward into the paper tray and carefully close the printer door. Touch [CANCEL] to close the screen. <p>Note: [ORDER SUPPLIES] and [REPRINT LAST TRANSACTION] are both under [SPECIAL].</p>
<p>CONFIRMATION SCREEN</p> <p>Any ticket with a cost of \$6.00 or more will prompt a pop-up confirmation screen, asking if you want to produce the ticket for the amount shown on the screen. After verifying the amount, touch [OK] to print or [CANCEL] to delete the play.</p>	<p>MANUALLY CASHING TICKETS</p> <ol style="list-style-type: none"> From the Main Menu screen, touch the [CASH] icon at the bottom of the screen to display the cash keypad. Enter the serial number of the ticket, located in the upper left corner (under the terminal number on the ticket). Touch [OK] to validate the ticket and a receipt will print. 	<p>LOTTERY GIFT CERTIFICATES</p> <p>To sell a lottery gift certificate:</p> <ol style="list-style-type: none"> Touch the (Give A Gift) icon on the Main Menu screen. Enter the amount of the gift certificate sale (must be \$1, \$5, \$10, or \$20). Touch [OK]. <p>To redeem a lottery gift certificate:</p> <p>Insert the Give A Gift Certificate (face up) into the far right side of the reader slot on the terminal. A credit amount will appear in the top right hand corner of the screen. This credit amount can be used to purchase any combination of lottery tickets and/or gift certificates.</p>	
<p>DRAW BREAK</p> <p>Sales are suspended each drawing day from 8:58 p.m. CST to 9:00 p.m. CST</p>	<p>MULTIPLE DRAWS</p> <p>To play Multiple Draws from any game's screens:</p> <ol style="list-style-type: none"> Touch [IF DRAWS]. Enter the number of consecutive draws 2 to 9 for the Powerball, Hot Lotto, and Wild Card 2 games, or 2, 3, 4, 5, 6, 7, 14, 21, 28, 35, or 42 draws for the 2by2 game. Touch [OK]. 	<p>Do not turn off or unplug terminal unless directed to do so by an authorized Scientific Games Representative.</p>	

Did you know that North Dakota Lottery players have won over **\$52.6 Million?**

To learn more about the latest winners, visit the lottery website at lottery.nd.gov. This page shows information on winners who have released their name.

The Big 3 Point of Sale Signage



North Dakota Lottery
the **BIG 3**

**3 BIG GAMES.
3 BIG JACKPOTS.
JUST 5 BUCKS.**

GET THE BIG 3 JACKPOT GAMES **WITH POWER PLAY, MEGAPLIER, AND TRIPLE SIZZLER** FOR JUST \$5.

North Dakota Lottery **POWER** ADD Power Play
North Dakota Lottery **MEGA MILLIONS** with MEGAPLIER
North Dakota Lottery **Hot Lotto** with Triple Sizzler

North Dakota Lottery

Please play responsibly.
www.lottery.nd.gov

If You Don't Buy A Ticket,
How Is Lady Luck Gonna Find You?
Limited Offer: February 6 - March 5.

North Dakota Lottery
the **BIG 3**

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Reminders and Suggestions:

- North Dakota Lottery Tickets cannot be cancelled or voided.
- No credit will be issued to retailers for misprinted tickets.
- Valid misprinted tickets may be sold to players before the draw occurs.
- The original ticket, “Reprint Last Transaction” or “Transaction History” reports should be attached to the Retailer Request for Credit form.

