



1st Quarter 2012

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

# Lottery Links

News and Ideas for Lottery Retailers

## Upcoming 2by2 Promotion

From June 3 to 30, the North Dakota Lottery will be running a 2by2 7 draw promotion. The qualifying purchase is a 7 draw 2by2 ticket for \$7. With this purchase, players have a chance to win another 7 draw 2by2 ticket instantly. Instant winners will be chosen on a random basis.

When a player is an instant winner, their free 7 draw ticket will print immediately after their purchased ticket.

With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

June 3<sup>rd</sup> - June 30<sup>th</sup>



Play 7 Days and **Double** Tuesday Prizes

Buy a 7 draw 2by2 ticket for \$7 and get a chance to win **another 7 draw ticket!**

**Plus all Tuesday prizes are DOUBLED!**

Thousands of North Dakota winners every day.



Please play responsibly  
[www.lottery.nd.gov](http://www.lottery.nd.gov)

## Upcoming Father's Day Promotion

Starting June 1, we will also be featuring a Father's Day promotion for subscriptions. All subscriptions will be available for up to 10% off. Clerks can print subscription applications from your terminal. Stores will receive the regular 5% commission on the regular ticket price of all subscriptions.

## Director's Message

Since the new \$2 Powerball game began on January 15, we have experienced a 22% increase in Powerball sales. Although it's early to make assumptions about the game's success, sales trends are positive.

When the new Powerball launched, the jackpot was \$81 million and grew to \$336 million before it was won. Based on the new game design, the average jackpot won is expected to be \$255 million. The largest Powerball jackpot on record is \$365 million in 2006. Powerball is played in 42 states, Washington D.C., and the U.S. Virgin Islands.

Powerball now offers a starting \$40 million jackpot and better odds, which produces more winners. However, we realize the \$2 game is not for everyone. Players that want a big game with life-changing jackpots at \$1 per play have the option to play Mega Millions. Mega Millions drawings are held each Tuesday and Friday night. The jackpot starts at \$12 million. For an extra dollar per play, Megaplier multiplies non-jackpot prizes 2, 3, or 4 times. Mega Millions holds the record for the largest U.S. jackpot of \$390 million in 2007. Mega Millions is played in 42 states, Washington D.C., and the U.S. Virgin Islands.

Subscriptions are available for all games, including Powerball, Mega Millions, Hot Lotto, Wild Card 2, and 2by2. Subscription application forms can be printed from your lottery terminal. To print, select the [REPORTS] icon on the main menu screen, select [Subscription Forms], select the game, enter the number of copies to print, and select [OK]. Instruct the player to complete the form and return to the Lottery with payment. The retailer earns 5% sales commission on the sale.

Remember to wear your jackpot alert stickers. Encourage players to purchase Power Play, Megaplier, and Triple Sizzler. These add-on features provide players a chance to increase their prizes and give retailers additional sales commissions, as well as double retailer bonuses when selling a winning ticket of \$5,000 and over.

If you have comments or suggestions to make the North Dakota Lottery even better, please contact your customer service specialist or the Lottery office at 701.328.1574 or 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter, or e-mail me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).



*Randy Miller*

## Mega Monday Promotion

The Mega Monday promotion is still in effect until the last Monday in April (April 30). Players can purchase 3 plays of Mega Millions with Megaplier for only \$5. This promotion is valid on Mondays only.



# Top Selling Retailers of 2011

Rank	Retailer
1	Hornbacher's Village, West Fargo
2	Dan's Super Market #2, Bismarck
3	Dan's Super Market #3, Bismarck
4	M&H Gas, Mandan
5	Marketplace Food and Drug, Minot
6	Hornbacher's Southgate, Fargo
7	Sunmart #103, West Fargo
8	Hornbacher's North Port, Fargo
9	Hornbacher's Osgood #05064, Fargo
10	Sooper Stop, West Fargo
11	Market Place Foods - Broadway, Minot
12	Dan's Super Market #5, Dickinson
13	Hugo's #8, Grand Forks
14	Simonson Station Store, Williston
15	Simonson Station Store, Minot
16	Sunmart #115, Fargo
17	Leevers County Market, Devils Lake
18	Cash Wise Foods, Fargo
19	M&H Gas, Minot
20	Rosie's Food and Gas, Dickinson
21	Red Carpet Carwash - South, Bismarck
22	Simonson Station Store, Grafton
23	Market Place Foods - Dakota Sq, Minot
24	Hiway Tesoro, Carrington
25	Dan's Super Market #6, Mandan
26	M&H Gas, Williston
27	Hugo's #9, Jamestown
28	UNISTOP, Bismarck
29	Main Tesoro, Bismarck
30	Loaf N Jug #682, Bismarck
31	Circle 'R', Oakes
32	M&H Gas, Jamestown
33	Pony Express Conoco, Bismarck
34	Brothers III Sports, Valley City
35	Cash Wise Foods, Bismarck
36	Central Market, Bismarck
37	Farmers Union Oil, Beulah
38	B & J Tesoro, Bismarck
39	Dan's Super Market #1, Bismarck
40	Kum & Go #802, Dickinson
41	Simonson Station Store, Bismarck
42	Frankies Westside Conoco, Dickinson
43	M&H Gas, Williston
44	Leroy's MVP Tesoro Store, Mandan
45	Farmers Union Oil, Bottineau
46	Central Market, Mandan
47	Juggie's Quik Stop, Stanley
48	Wally's Supermarkets, Grafton
49	Superpumper #22, Belfield
50	Hornbacher's Express, Fargo
51	UNISTOP, Mandan
52	Petro Serve USA #077, Bismarck
53	Economart, Williston
54	Farmers Union Oil, Berthold
55	M&H Gas, Dickinson
56	Hiway Express, Beulah
57	Pit Stop, Dickinson
58	Hugo's #6, Grand Forks
59	Farmers Union Oil, Velva
60	I-94 Super Xpress, Bismarck
61	M&H Gas, Fargo
62	Cenex of Parshall, Parshall
63	Simonson Station Store, Wahpeton
64	Little Dukes, Bismarck
65	Petro Serve USA #079, Mandan
66	County Market Fresh Foods, Jamestown
67	Hugo's #2, Grand Forks
68	Crosby Self Serve, Crosby
69	Red Carpet Carwash - North, Bismarck
70	Superpumper #4, Williston
71	Sunset MVP Store, Mandan
72	Cenex of Minot, Minot
73	Cenex of Minot, Minot
74	Wally's Supermarkets, Devils Lake
75	Kum & Go #806, Williston
76	Kum & Go #801, Bowman
77	Simonson Station Store, Dickinson
78	Ruthville Store, Minot
79	Leevers SuperValu Foods, Cavalier
80	Leevers SuperValu Foods, Valley City
81	Kum & Go #2812, Tioga
82	Cenex Convenience Store, Killdeer
83	Holiday Stationstore #96, Fargo
84	Gas Stop, Minot
85	Harley's Conoco, Minot
86	Dakota Plains Cenex, Valley City
87	Farmers Union Oil, Wilton
88	Runway Express Mart, Bismarck
89	Stop-N-Go Store #441, Fargo
90	Stop n Shop, Minot
91	Little Dukes, Fargo
92	Country West MVP Store, Bismarck
93	Stamart Travel Center, Bismarck
94	Expressway C-Store, Bismarck
95	Northbrook MVP Store, Bismarck
96	Hugo's #3, Grand Forks
97	Xpress Mart, Minot
98	May-Port Tesoro, Mayville
99	Dan's Sooper Stop, Jamestown
100	Petro Serve USA #083, Fargo



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## Lottery Tidbits:

- Always return lottery tickets and customer receipts to the player.
- Retailers should never keep players winning or non-winning lottery tickets.
- Lottery tickets cannot be voided, cancelled, or refunded.
- Your store can have a second chance drawing! For more information, contact your customer service specialist: Ryan at 701-328-1575 or Scott at 701-328-1581.
- Each ND Lottery game is played in the following jurisdictions:
  - o Powerball – 42 states, Washington, D.C. & Virgin Islands
  - o Mega Millions – 42 states, Washington, D.C. & Virgin Islands
  - o Hot Lotto – 14 states & Washington, D.C.
  - o Wild Card 2 – 4 states (ND, SD, MT & ID)
  - o 2by2 – 3 states (ND, KS & NE)
- Problems with your lottery terminal? Call the 24-hour terminal assistance number on the front of your terminal (1-866-719-2699).