



4th Quarter 2012

In This Issue

- ◆ Director's Message (Page 2)
- ◆ Retailer Bonus Photos (Insert)
- ◆ Exchange Tickets (Page 3)
- ◆ Holiday Subscriptions (Page 3)
- ◆ Cash Dash (Page 3)
- ◆ Retailer Sales Rankings (Back)

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Lottery Links

News and Ideas for Lottery Retailers

It's One Wild Deal!

Now through February 9, players will have the opportunity for "One Wild Deal". Players who purchase a \$5 Wild Card 2 Quick Pick ticket will get a \$1 Wild Card 2 Quick Pick ticket FREE. One Wild Deal increases players' awareness of the Wild Card 2 game and the exciting changes that started on January 13, 2013. This promotion will also increase retailer lottery sales and commissions.

Simply ask players if they would like to play One Wild Deal. Touch the One Wild Deal icon on the main screen of your terminal, verify the sale and the tickets will print. Qualifying purchases must be a \$5 Wild Card 2 Quick Pick ticket; **play slip purchases do not qualify.**

Your store will receive credit for all free, \$1 Wild Card 2 Quick Pick tickets that are generated, which will be reflected in the PROMO line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports. Good luck and happy selling!



Wild Card 2 New Game Features



- Jackpot will start at \$200,000 (increased from \$100,000).
- Match 5 prize will be \$6,000 (increased from \$5,000).
- Matrix change - Number of white balls: 1-33 (was 1-31).
- Cost to play remains 2 plays for \$1.

Director's Message

Happy New Year! I hope 2012 was a happy, healthy, and prosperous year for all of you. This is the time to reflect back on a memorable year for the North Dakota Lottery! The Lottery achieved record-setting ticket sales in 2012. This increase in sales is credited to the Lottery's partnership and support from our retailers, the work and dedication of the Lottery team, successful promotions, and big Powerball and Mega Millions jackpots (including the record-setting \$656 million Mega Millions jackpot).

For fiscal year 2012, retailers earned \$1.27 million in sales commission, \$41,000 in bonus commission and sold 74 winning tickets of \$5,000 or more, including:

- *two* Wild Card 2 jackpots (\$110,000 and \$100,000)
- *four* Hot Lotto match 5 prizes from \$10,000 to \$30,000
- *sixteen* Powerball/Mega Millions match 4 + 1 prizes from \$10,000 to \$40,000
- *thirty-eight* \$22,000 2by2 jackpots

The North Dakota Lottery accumulated \$26 million in ticket sales and transferred \$7 million to the general fund, \$422,500 to the Multi-Jurisdictional Drug Task Force Grant Fund, and \$200,000 to the Compulsive Gambling Prevention and Treatment Fund.

Fiscal year 2013, July through December, started with a 23.9% increase in ticket sales compared to the same period of fiscal year 2012. August and November had record-setting monthly sales. November sales hit \$4.5 million surpassing all previous monthly sales after the Powerball jackpot hit a game record of \$587 million. What a fun and exciting week that was for retailers and players! No matter where you went – the coffee shop, grocery store, or work – everyone was talking about the Powerball jackpot and what they would do if they won.

North Dakota did not have a Powerball jackpot winner on November 28, but there were two lucky winners (one in Fargo and one in Grand Forks) who were very close. These winners matched 4 of the 5 white numbers and the Powerball to win \$10,000 each. Statewide, North Dakota had 35,197 Powerball winners who won \$222,000 in prizes ranging from \$4 to \$10,000. The Lottery had record-setting daily Powerball sales of \$1.3 million from which retailers earned \$68,739 in sales commission and \$1,500 in bonus commission.

We look forward to another year that promises to be fun, exciting, and rewarding for the Lottery and our retailers. I wish to express my gratitude to all of our retailers, as the success of the Lottery would not be possible without you and the hard work of your employees.

I encourage all retailers to contact your Customer Service Specialist, Scott at 701.328.1581 or Mark at 701.328.1575, to schedule Lottery training for your new employees and/or current staff.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (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.

The Lottery staff and I wish you and your employees a happy and prosperous new year!!!

Randy Miller



Exchange Tickets

When a winning multi-draw lottery ticket is cashed before the last draw on the ticket has occurred:

- The lottery terminal will stamp the winning lottery ticket (example 1).
- A retailer receipt will print (example 2).
- A customer receipt will print (example 3).
- An exchange ticket will print (example 4).
- The remaining draws from the original ticket are transferred to the exchange ticket.
- **Give the player their prize, original lottery ticket, customer receipt and exchange ticket.**
- **Keep the retailer receipt for the store's records.**



Example 1



Example 2



Example 3



Example 4

When a non-winning multi-draw lottery ticket is cashed before the last draw on the ticket has occurred, the lottery terminal will print a customer receipt that says "NOT A WINNER - DRAWS REMAINING." The ticket is not stamped by the terminal and is valid for the remaining draws on the ticket. Return the ticket and customer receipt to the player.

Holiday Subscriptions

The Holiday Subscriptions promotion, which ran during December 2012, was once again a success. Subscribers had the opportunity to save up to 10% on all North Dakota Lottery subscriptions. Total subscription sales during the promotion period topped \$72,000 with players saving \$7,500 in discounts. Thank you for assisting players in their holiday subscription shopping!



Cash Dash

Cash Dash returned, November 2012, with a big bang! Due in part to a historic Powerball jackpot of \$587 million, sales during the Cash Dash promotion increased over 140% compared to the 26-week, weekly sales average prior to the beginning of the promotion. Players won over \$31,000 in instant prizes. Thanks for your help in making this year's Cash Dash a success!





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Remind players to sign up online for email or text messages:

- **Jackpot Alerts**
- **Winning Numbers**
- **Special Promotional Offers**

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Top 60 North Dakota Lottery Retailers

<i>Rank Retailer</i>	<i>Rank Retailer</i>	<i>Rank Retailer</i>
1 Hornbacher's Village West, Fargo	21 Economart, Williston	41 M&H Gas, Jamestown
2 Dan's Super Market #2, Bismarck	22 Dakota Sq. Market Place Foods, Minot	42 Brothers III Sports, Valley City
3 Dan's Super Market #3, Bismarck	23 Hugo's #9, Jamestown	43 Main Tesoro, Bismarck
4 M&H Gas, Mandan	24 Simonson Station Store, Grafton	44 Hornbacher's Express, Fargo
5 Hornbacher's Southgate, Fargo	25 Pony Express Conoco, Bismarck	45 Harley's Conoco, Minot
6 Sunmart #103, West Fargo	26 Hiway Tesoro, Carrington	46 Cenex of Parshall, Parshall
7 Marketplace Food and Drug, Minot	27 Sunmart #115, Fargo	47 Cenex Convenience Store, Killdeer
8 Hornbacher's Northport, Fargo	28 M&H Gas - South, Williston	48 Circle `R`, Oakes
9 Hornbacher's Osgood, Fargo	29 Leever's County Market, Devils Lake	49 Central Market, Bismarck
10 Dan's Super Market #5, Dickinson	30 M&H Gas - North, Williston	50 Simonson Station Store, Wahpeton
11 Broadway Market Place Foods, Minot	31 Dan's Super Market #1, Bismarck	51 Farmers Union Oil, Beulah
12 Sooper Stop, West Fargo	32 Frankies Westside Conoco, Dickinson	52 Cash Wise Foods, Bismarck
13 Rosie's Food and Gas, Dickinson	33 Dan's Super Market #6, Mandan	53 Horizon Resources/Cenex, Ray
14 Kum & Go #2812, Tioga	34 I-94 Clark, Bismarck	54 Loaf `N Jug #682, Bismarck
15 M&H Gas, Minot	35 Red Carpet Carwash - South, Bismarck	55 Kum & Go #802, Dickinson
16 Hugo's #8, Grand Forks	36 Simonson Station Store, Williston	56 Hiway Express, Beulah
17 Cash Wise Foods, Fargo	37 Superpumper #4, Williston	57 Farmers Union Oil, Bottineau
18 Simonson Station Store, Minot	38 B & J Tesoro, Bismarck	58 Superpumper #22, Belfield
19 UNISTOP - North, Bismarck	39 Pit Stop, Dickinson	59 Simonson Station Store - South, Bismarck
20 Juggie's Quik Stop, Stanley	40 Farmers Union Oil, Berthold	60 M&H Gas, Dickinson

Retailer Bonus Photos 2012



\$500 – Ashley Super Valu – Ashley



\$500 – Kum & Go #804 – Watford City



\$250 – Hugo's #3 – Grand Forks



\$500 – M&H Gas – Wahpeton



\$500 – Miller's Fresh Foods – Cooperstown



\$500 – Stop & Go – Jamestown



\$500 – Frankies Westside Conoco – Dickinson



\$500 – M&H Gas – Williston



\$500 – HiWay Express – Beulah



\$250 – Rud Corporation – New Salem



\$1,000 – Clark 194 Super Express – Bismarck



\$500 – Gas Plus – Linton



\$1,000 – M+H Gas – Mandan



\$250 – Cenex – Hazen



\$500 – May-Port Tesoro – Mayville

Over \$1.4 Million in Retailer Commissions for 2012!



\$500 – Jim's Super Valu – Park River



\$500 – Hugo's #6 – Grand Forks



\$1,000 – Kum & Go #800 – Horace



\$250 – Michigan Tesoro – Michigan



\$500 – Holiday/Minot Gas LLC – Minot



\$500 – Simonson Station Store – Wahpeton



\$500 – Dan's Super Market #3 – Bismarck



\$500 – Cenex Museum General – Dickinson



\$250 – Loaf & Jug #619 – Fargo



\$500 – Expressway C-Store – Bismarck



\$500 – Loaf & Jug #682 – Bismarck



\$500 – Clark I-94 Super Xpress – Bismarck



\$500 – Stop & Go #422 – Fargo



\$500 – Farmers Union Oil – Kenmare



\$250 – M+H Gas – Mandan

\$33,000 in Retailer Bonus for 2012!



\$500 – Hugo's #10 – Grafton



\$500 – Leaf N' Jug #671 – Minot



\$250 – Sunmart #116 – Fargo



\$1,000 – Dan's Super Market #6 – Mandan



\$500 – Western Star Conoco – Williston



\$500 – Unistop – Bismarck



\$1,000 – Loaf & Jug #682 – Bismarck



\$500 – Leaf & Jug #670 – Minot



\$250 – The Spirit Shop – Fargo



\$250 – M&H Gas – Williston



\$250 – Leever's County Market – Devils Lake



\$500 – Cenex Corner Express – Minot



\$1,000 – Stadium II Inc. – Bottineau



\$1,000 – Dakota Plains Cenex – Valley City



\$500 – M&H Gas – Grand Forks

Will Your Store Be the Next BIG WINNER!?!?



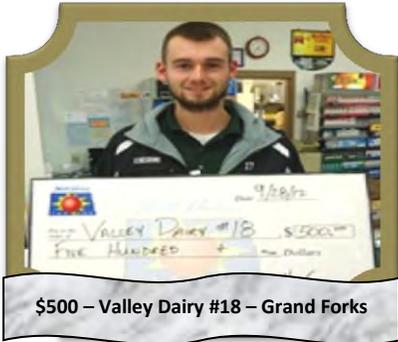
\$1,000 – Market Place Food & Drug – Minot



\$500 – Superpumper #7 – Minot



\$1,000 – Red Carpet Carwash South – Bismarck



\$500 – Valley Dairy #18 – Grand Forks



\$250 – Petro Serve USA #083 – Fargo



\$250 – Horizon Resources/Cenex – Williston



\$250 – Stop & Go Store #429 – Fargo



\$250 – M&H Gas – Wahpeton



\$250 – Red Carpet Carwash South – Bismarck



\$500 – Leavers Foods – Valley City



\$1,000 – Kum & Go #8 – Bismarck



\$500 – Gas Stop – Minot



\$500 – Hugo's #8 – Grand Forks



\$500 – Superpumper #6 – Emerado



\$500 – M&H Gas – Williston