



3rd Quarter 2013

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Lottery Links

News and Ideas for Lottery Retailers

Mega Dash Promotion

Beginning October 19 through November 16, players will have the chance to win instant cash prizes by purchasing a qualifying Mega Millions with Megaplier (Mega Dash) ticket. All 5 play, Mega Millions with Megaplier purchases for \$10 will qualify for a chance to instantly win up to \$500!

The promotion will focus on increasing player awareness of the new Mega Millions game and the Megaplier feature by offering cash prizes with the purchase of a qualifying Mega Millions/Megaplier sale. The Lottery will award \$20,000 to players, on a random basis, in individual Mega Dash prizes of \$5, \$20, \$100 and \$500.

Simply ask players if they would like to play Mega Dash. Touch the Mega Dash icon on the main screen of the terminal, verify the sale, and the ticket will print. Randomly selected Mega Dash transactions will win instant cash prizes.

If a qualifying Mega Dash sale is a winner, you will hear: "Mega-Congratulations! You are a Mega Dash instant winner!" A Mega Dash coupon will immediately print from the terminal with the prize amount. In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer, or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Credit for all scanned and cashed coupons will be reflected in the PROMO line of your store's DAILY SALES ACTIVITY and WEEKLY INVOICE reports. Pre-printing Mega Dash transactions is strictly prohibited. Please see official rules at www.lottery.nd.gov for complete details.

OCTOBER 19 - NOVEMBER 16

BUY 5 PLAYS OF MEGA MILLIONS WITH MEGAPLIER FOR \$10 AND

GET A CHANCE TO INSTANTLY WIN \$5, \$20, \$100 OR \$500

ASK FOR **MEGA DASH**

THE NEW MEGA MILLIONS:
Add Megaplier for \$1 more and multiply all non-jackpot prizes up to 5 TIMES.
Match 5 white balls with Megaplier and win up to \$5 million!
Overall odds improve to 1 in 14.71. Still only \$1 to get in the game!

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PLEASE PLAY RESPONSIBLY.

Director's Message

Thanks to you, our valued partners, the Lottery continues to enjoy public support. Fiscal year 2013 generated record setting sales of \$27.8 million, and record net proceeds of \$8.3 million. Compared to last fiscal year, sales increased by 6.92%. The biggest contributing factors were six large jackpot runs: two jackpots over \$200 million, two over \$400 million and two over \$500 million.

Total prizes won in North Dakota for the fiscal year ending June 30, 2013 totaled over \$7.6 million. Retailers earned \$1,359,799 in sales commission and \$37,000 in bonus commission.

The Lottery transferred \$7.3 million to State General Fund, along with \$200,000 to the Compulsive Gambling Prevention and Treatment Fund and \$422,500 to the Multi-Jurisdictional Drug Task Force Grant Fund.

We look forward to another fun and successful year for our retailers and the Lottery. To meet this objective the Lottery's strategic plan will include:

1. Adding great new features to Mega Millions that will provide better odds, more winners and bigger jackpots.
2. Bringing back the random multiplier for Powerball's Power Play.
3. Updating lottery equipment; including new terminals, self-service ticket checkers, jackpot alert signs, LCD monitors for marketing and much more.
4. Developing and conducting innovative promotions and public awareness campaigns.
5. Conducting a re-branding campaign to bring an exciting and refreshing feel to the Lottery.
6. Implementing an automated subscription process and Player's Club that will provide an easy way for players to manage their subscriptions and reward them for their continued patronage.

I express my gratitude to all retailers. The Lottery's success would not be possible without your support and hard work.

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 a letter or email me at rcmiller@nd.gov.

Randy Miller



2by2 7 Draw Promo Records Super Sales!

The 2by2 7 Draw promotion was a super success! When players purchased a 7 draw 2by2 ticket for \$7, they were eligible for a chance to instantly win another 7 draw ticket for free or \$500 cash. The promotion ran August 4 through August 31.

During the promotion, players won \$19,500 in instant prizes, including 2,500 free 7 draw 2by2 tickets and four (4) \$500 cash prizes. 2by2 sales increased over 60% during the promotion (compared to six month average weekly sales), equal to a \$162,000 sales increase. There were five (5) \$22,000 2by2 Jackpot winners during the 28 days of the promotion.

Meet North Dakota's Big Winners!

1. \$22,000 2by2 Jackpot Winner

No initial plans for this lucky guy, but David thinks his next ticket may be just as lucky! Winning ticket sold at Casey's General Store in Horace.



David from Horace

2. \$10,000 Powerball Winner

Karen has a couple things in mind, maybe pay some bills or spend some on a little fun with the grandkids. Winning ticket was sold at Dale's Truck-stop in Dunseith.



Karen from Dunseith

3. \$22,000 2by2 Jackpot Winner

Good things came to a relatively new player. A new car or a trip back home may be on the horizon for Joshua and his winnings. Winning ticket was sold at the May-Port Tesoro in Mayville.



Joshua from Mayville

4. \$22,000 2by2 Jackpot Winner

No plans are set in stone for this lucky winner. Sheila is hoping to visit the Lottery office again real soon for another big check! Winning ticket sold at M&H Gas in Dickinson.



Sheila from Dickinson

5. \$22,000 2by2 Jackpot Winner

John was SUPER excited to have won and is planning to pay off his truck. He promises to visit the ND Lottery office again real soon. Winning ticket sold at the Holiday Station Store (South 25th Street) in Fargo.



John from Fargo

6. \$22,000 2by2 Jackpot Winner

This is the SECOND time Rose has hit the 2by2 jackpot. The last time she was here, she said she'd be back and it didn't take her long! Next on her list is to hit it big with Powerball!



Rose from Minot



Mega Millions Game Change Coming October 19, 2013

- The cost per play remains \$1 (extra \$1 to add Megaplier) and the jackpot will start at \$15 Million.
- The Match 5 prize will increase from \$250,000 to \$1 Million.
- The Match 5 prize with Megaplier is eligible to be multiplied 2, 3, 4 or 5 times (\$2 Million to \$5 Million).
- The number of white balls will increase to 75 and the number of gold balls (Mega Ball) will decrease to 15.
- Overall odds of winning any prize will improve to an amazing 1:14.71.

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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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2by2 7 Draw Promotion Top 60 Retailers

(Ranked by number of prizes awarded)

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Hornbacher's Village West - Fargo	21	Dan's SuperMARKET #1 - Bismarck	41	M&H Gas - Dickinson
2	Dan's SuperMARKET #2 - Bismarck	22	Dakota Square Market Place Foods - Minot	42	Hiway Express - Hazen
3	M&H Gas - Mandan	23	Cenex of Parshall - Parshall	43	Kum & Go #801 - Bowman
4	Dan's SuperMARKET #3 - Bismarck	24	B & N Auto Plaza - Grand Forks	44	Plaza-Makoti C-Store - Plaza
5	Sooper Stop - West Fargo	25	Cenex Convenience - Mayville	45	Northdale Oil - Park River
6	Simonson Station Store - Wahpeton	26	Hugo's #9 - Jamestown	46	Superpumper #22 - Belfield
7	Red Carpet Carwash (South) - Bismarck	27	Petro Serve USA #079 - Mandan	47	Enerbase North Cenex - Minot
8	Main Tesoro - Bismarck	28	Hugo's #10 - Grafton	48	Gordy's C-Store - Mapleton
9	Dan's SuperMARKET #6 - Mandan	29	Cash Wise Foods - Fargo	49	Kum & Go #802 - Dickinson
10	Dan's SuperMARKET #5 - Dickinson	30	HiWay MVP Store - Rugby	50	Kum & Go #2812 - Tioga
11	M&H Gas - Minot	31	Neighborhood Grocery & Gas - Jamestown	51	May-Port Tesoro - Mayville
12	Rosie's Food and Gas - Dickinson	32	Expressway C-Store - Bismarck	52	Central Market - Bismarck
13	Market Place Food & Drug - Minot	33	Petro Serve USA #079 - Mandan	53	Juggie's Quik Stop - Stanley
14	UNISTOP - Bismarck	34	Stop-N-Go Store #444 - Hillsboro	54	Cenex Userve - New Salem
15	Hiway Tesoro - Carrington	35	Enerbase South Cenex - Minot	55	Simonson Station Store - Williston
16	Brothers III Sports - Valley City	36	Sunmart #103 - West Fargo	56	Red Carpet - North - Bismarck
17	Broadway Market Place Foods - Minot	37	Enerbase Xpress Mart - Minot	57	Dale's Truckstop - Dunseith
18	Little Dukes - Bismarck	38	Sunwest All-Stop - West Fargo	58	Cenex C-Store - Killdeer
19	Dakota Plains Cenex - Valley City	39	Simonson Station Store - Grafton	59	M&H Gas - Jamestown
20	Simonson Station Store - Minot	40	Sunset MVP Store - Mandan	60	Enerbase Southeast Cenex - Minot