



1st Quarter 2011

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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

New Promo Coming!



Beginning May 1, players will have a chance to win great merchandise prizes when they play Wild Card 2 "Wild Winnings." A qualifying purchase will be a \$5 current draw, quick pick, Wild Card 2 ticket. With this purchase, a player coupon will print after the quick pick ticket. This coupon will be given to the player. Each Tuesday, the lottery will draw 20 winning numbers from the player coupons. Players will be able to check their coupon number to see if they have won a merchandise prize. The winning numbers will be available each Tuesday: May 10, 17, 24 and 31, online at www.lottery.nd.gov, by calling 701.328.1111 or by visiting a retailer. A winning numbers report will be available on the terminal. Official rules will be available online.

The top prizes are valued at \$500. Prizes include Visa gift cards, iPods, GPS units, Nintendo Wiis, NOOKs, video cameras and blu-ray players. For more details, watch for your customer service specialist to be visiting you soon.

May 1-May 28



Purchase a \$5 **WILD CARD 2** Quick Pick ticket & get a coupon for a chance to win great prizes!

To see if you've won, check your coupon number every Tuesday at www.lottery.nd.gov.

Top prizes valued at \$500



Visa gift cards, iPods, GPS units, NOOKs, Video cameras, Blu-ray players, and Wiis

Drawings will occur every Tuesday, May 10, 17, 24 and 31, 2011. Final winning coupon numbers at www.lottery.nd.gov, at your retailer or by calling 701-328-1111. For official rules, visit www.lottery.nd.gov. All prizes must be claimed or postmarked by June 28, 2011. Original coupon required to claim prize.



Please play responsibly
www.lottery.nd.gov

Director's Message

In March 2009, the ND Lottery conducted a manager opinion survey to assess retailer satisfaction. One of the questions asked if there was any additional service or equipment the retailer would like from the lottery. Forty-seven percent of retailers completed the survey and only five percent of those who completed it requested a self-service ticket checker. It was not a high priority for our retail partners, so the lottery decided not to purchase self-service ticket checkers until the beginning of our next vendor contract in March 2014.



Over the last two years, several things have prompted the lottery to reconsider implementing ticket checkers:

- The booming oil industry, causing populations to grow and heavier traffic in retailers.
- The launch of Mega Millions in January 2010, causing increased ticket sales.
- The lottery is hearing more often that there is a need for them.

As a result, the lottery is considering the implementation of a limited number of self-service ticket checkers. I have asked the lottery's online games vendor, Scientific Games, for a cost proposal for 100-150 ticket checkers to be implemented at the end of the fourth quarter of 2011.

The lottery expects to receive the cost proposal by April and this issue will be discussed at the next Lottery Advisory Commission meeting. The cost proposal will be thoroughly evaluated and all factors will be considered. The Commission will make its recommendation to Attorney General Stenehjem.

If you have any comments or suggestions about self-service ticket checkers, I invite you to contact me at 701.328.1579 or rcmiller@nd.gov.

Randy Miller

Planning a grand re-opening or another special event?
Want special lottery signage just for your store?

Call your customer service specialist to see how the lottery could be able to help you!

Scott: 701.328.1581 Ryan: 701.328.1575

Remodeling or Having Repairs Done?

Please contact the lottery well in advance at 701.328.1574 if you plan on remodeling or having repairs done that may affect your lottery equipment (satellite dish, modem, terminal, etc.). Retailers should not disconnect or move any lottery equipment. After the lottery's approval, a qualified representative of the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.

Mega Millions Subscriptions Available

Mega Millions subscriptions are now available for players. They can sign up online by visiting the lottery's website at www.lottery.nd.gov. They can also sign up by picking up a subscriptions brochure at your store. If they send in this brochure, your store will receive a 5% commission on the sale.

Make sure that your retailer number is marked on all your subscriptions brochures.

Exchange Tickets

A winning multiple draw lottery ticket will generate an exchange ticket when it is cashed before the last draw on the ticket has occurred. The lottery terminal will stamp the winning lottery ticket. Both a retailer receipt and customer receipt will print, along with an exchange ticket. The original, stamped lottery ticket becomes invalid and the remaining draws on the ticket are transferred to the exchange ticket. Retailers should pay the winning prize amount to the player and keep the retailer receipt for their records. The customer receipt, original lottery ticket and exchange ticket should be given to the player.

When a non-winning multiple draw lottery ticket is cashed before the last draw on the ticket has occurred, the lottery terminal will print a receipt that says "not a winner - draws remaining." In this case, the lottery ticket is not stamped by the terminal and is valid for the remaining draws on the ticket. The retailer should return the customer receipt and ticket to the player.

The Big 3 Promotion a Hit!

The Big 3, the lottery's promotion that ran February 6 through March 5, was well received by both players and retailers. ND Lottery players saved a total of \$100,368 by playing The Big 3. The lottery's sales were up 15% after expenses.

Thanks to all our retailer partners for supporting this promotion!



Did you know that North Dakota Lottery players have won over **\$55.7 Million?**

ND's Lucky Retailers of 2010 (Sold tickets of \$5,000 and Up)

<u>Draw Date</u>	<u>Prize</u>	<u>Lottery Game</u>	<u>Lucky Retailer, City</u>
Jan. 2	\$30,000	Powerball w/Power Play	Farmers Union Oil, Edinburg
Jan. 6	\$5,000	Wild Card 2	Cenex on Divide, Bismarck
Jan. 6	\$10,000	Powerball	Central Market, Bismarck
Jan. 9	\$5,000	Wild Card 2	Frankies Westside Conoco, Dickinson
Jan. 9	\$200,000	Powerball	Stamart #12, Fargo
Jan. 13	\$5,000	Wild Card 2	Petro Serve USA #60, West Fargo
Jan. 17	\$22,000	2by2 Jackpot	Interstate Tesoro, Bismarck
Jan. 20	\$10,000	Powerball	Tiger Discount, Dickinson
Jan. 22	\$22,000	2by2 Jackpot	Sunmart #103, West Fargo
Feb. 3	\$192,422	Wild Card 2 Jackpot	Lakota Cenex, Lakota
Feb. 3	\$192,422	Wild Card 2 Jackpot	Brother III Sports, Valley City
Feb. 10	\$5,000	Wild Card 2	One Stop, Watford City
Feb. 12	\$22,000	2by2 Jackpot	Miracle Mart South Broadway, Minot
Feb. 13	\$5,000	Wild Card 2	Paul's Petromax, Larimore
Feb. 17	\$10,000	Powerball	UNISTOP, Washburn
Feb. 17	\$10,000	Powerball	Bjornson's Tesoro, Devils Lake
Feb. 20	\$22,000	2by2 Jackpot	Simonson Station Store, Wahpeton
March 8	\$22,000	2by2 Jackpot	Simonson Station Store, Bismarck
April 3	\$22,000	2by2 Jackpot	M&H Gas, Mandan
April 10	\$22,000	2by2 Jackpot	Pit Stop, Dickinson
April 21	\$30,000	Hot Lotto w/Triple Sizzler	Red Carpet South, Bismarck
April 21	\$200,000	Powerball	Pony Express Conoco, Bismarck
April 23	\$22,000	2by2 Jackpot	UNISTOP, Mandan
April 24	\$20,000	Powerball w/Power Play	Farmers Union Oil, Berthold
April 29	\$22,000	2by2 Jackpot	Northbrook MVP Store, Bismarck
May 12	\$200,000	Powerball	Hornbacher's Northport, Fargo
May 15	\$5,000	Wild Card 2	Hornbacher's Express, Fargo
May 18	\$250,000	Mega Millions	County Market Fresh Foods, Jamestown
May 24	\$22,000	2by2 Jackpot	Cash Wise Foods, Bismarck
May 24	\$22,000	2by2 Jackpot	Cash Wise Foods, Bismarck
May 24	\$22,000	2by2 Jackpot	Cash Wise Foods, Bismarck
May 24	\$22,000	2by2 Jackpot	Cash Wise Foods, Bismarck
May 24	\$22,000	2by2 Jackpot	Cash Wise Foods, Bismarck
May 29	\$40,000	Powerball w/Power Play	Stamart Travel Center, Bismarck
June 2	\$5,000	Wild Card 2	Hornbacher's Village West, Fargo
June 3	\$22,000	2by2 Jackpot	UNISTOP - South, Bismarck
June 18	\$22,000	2by2 Jackpot	Hornbacher's Village West, Fargo

ND's Lucky Retailers of 2010 (Sold tickets of \$5,000 and Up)

<u>Draw Date</u>	<u>Prize</u>	<u>Lottery Game</u>	<u>Lucky Retailer, City</u>
June 19	\$5,000	Wild Card 2	Ken's Shopping Center, Napoleon
June 19	\$22,000	2by2 Jackpot	Hugo's #2, Grand Forks
June 23	\$5,000	Wild Card 2	B & J Tesoro, Bismarck
June 28	\$50,000	Powerball w/Power Play	Sunmart #115, Fargo
July 3	\$5,000	Wild Card 2	Cenex of Parshall, Parshall
July 10	\$5,000	Wild Card 2	M&H Gas, Minot
July 14	\$5,000	Wild Card 2	Northbrook MVP Store, Bismarck
July 23	\$22,000	2by2 Jackpot	Main Tesoro, Bismarck
July 29	\$22,000	2by2 Jackpot	Hornbacher's Express, Fargo
Aug. 6	\$750,000	Mega Millions w/Megaplier	Farmers Union Oil, Bottineau
Aug. 11	\$10,000	Powerball	M & H, Grand Forks
Aug. 11	\$10,000	Powerball	Lottery Subscription
Aug. 14	\$10,000	Powerball	Petro Serve USA #87, Fargo
Aug. 20	\$22,000	2by2 Jackpot	Leroy's MVP Store, Mandan
Aug. 25	\$10,000	Powerball	Holiday #383, Grand Forks
Sept. 3	\$40,000	Mega Millions w/Megaplier	Leevers SuperValu Foods, Rugby
Sept. 8	\$5,000	Wild Card 2	Lottery Subscription
Sept. 11	\$5,000	Wild Card 2	Interstate Cenex, Beach
Sept. 21	\$40,000	Mega Millions w/Megaplier	1 Stop Market, Belcourt
Sept. 25	\$5,000	Wild Card 2	Divide Cenex, Bismarck
Sept. 29	\$5,000	Wild Card 2	Judes Prairie Mart, Elgin
Oct. 2	\$200,000	Powerball	Farmers Union Oil, Berthold
Oct. 4	\$22,000	2by2 Jackpot	Cenex of Washburn, Washburn
Oct. 23	\$10,000	Hot Lotto	Zuroff Repair, Hebron
Oct. 30	\$50,000	Powerball w/Power Play	Kum & Go #813, Bismarck
Nov. 3	\$5,000	Wild Card 2	Cenex - West, Devils Lake
Nov. 3	\$22,000	2by2 Jackpot	Lottery Subscription
Nov. 6	\$5,000	Wild Card 2	Market Place Foods, Valley City
Nov. 17	\$5,000	Wild Card 2	Minot Gas LLC, Minot
Dec. 1	\$30,000	Powerball w/Power Play	Cenex, Fairmount
Dec. 4	\$5,000	Wild Card 2	Hiway Express, Hazen
Dec. 11	\$10,000	Powerball	Stop N Shop, Minot
Dec. 21	\$44,000	2by2 Jackpot-Double Tues. Prize!	Hornbacher's Village West, Fargo
Dec. 21	\$22,000	2by2 Jackpot	Central Market, Mandan
Dec. 22	\$5,000	Wild Card 2	Michigan Tesoro, Michigan
Dec. 25	\$1,000,000	Powerball w/Power Play	Holiday Stationstore #96, Fargo
Dec. 25	\$5,000	Wild Card 2	John's Food Center, Lincoln



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Lottery Division
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701.328.1574
1.877.NDLOTTO (635.6886)
Fax 701.328.1580

Reminders and Suggestions:

- Please order ticket stock when you're down to 2 rolls.
- Confirm the sale amount with the player before you print the ticket(s).
- Wear a jackpot sticker to alert players to high jackpot amounts.
- If possible, have players fill out play slips when selecting their own numbers.
- Return all non-winning tickets and customer receipts to the player.



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