

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



May/June 2012

South Dakota gets first \$250,000 Mega Millions winners

The record-breaking \$656 million Mega Millions jackpot hit in the March 30, 2012 drawing may not have been won in South Dakota but the 18-draw jackpot run did give the state its first \$250,000 winners in the game. Linda and Pete Marcus of Huron (right) were the first South Dakota players to hit Mega Millions' \$250,000 second prize with a ticket they purchased for the March 23, 2012 drawing at Corner Pantry on Dakota Avenue South in Huron. Michael Stokke of Sioux Falls followed suit a week later, picking up a quarter of a million dollars in the historic March 30, 2012 drawing; his lucky ticket came from Casey's General Store on West Burnside in Sioux Falls. Both retailers received \$10,000 bonuses for selling the winning tickets. South Dakota also had one \$30,000 Mega Millions winner sold in Mitchell during the historic jackpot run, and five \$10,000 winners.



Rock on and win!

The hip guitar-themed Rockin' 5's game is guaranteed to catch your players' attention with its rock star graphics and \$55,000 top prize!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal a "STAR" symbol and win the prize automatically. Get a "5X" symbol and win five times the prize.

INSIDE:

Check out our new "JUST THE FACTS" column, the Lottery's own myth-busting stories.

Get spring promotion ideas and see two more upcoming scratch games.

Don't forget to turn in this issue's Trivia Quiz. You could win a cool prize.

PROMOTIONS that PROFIT



Hy-Vee stores "Think Spring" this time of year. The grocery chain celebrates spring each year with a nation-wide "Springtime Party" which includes themed decorating and costume contests. The Lottery donates premium items and tickets for the store to give away at the event.

Kwik Mart hosts second-chance drawing

Kwik Mart in Sturgis offered players a fun Lucky Leprechaun promotion that ran for two weeks in March.

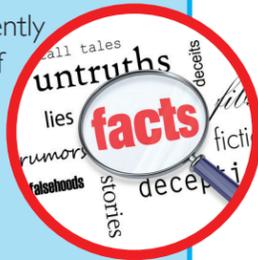


Players entered by tossing their non-winning tickets into an "end-of-the-rainbow" pot. Custom signs were supplied by the Lottery.

Names were drawn for 15 Lucky Leprechaun tickets, a Lottery sweatshirt and a 12-pack of pop.

JUST THE FACTS! Busting Lottery Myths

MYTH: Accidentally settling a pack of scratch tickets automatically voids that pack of tickets.



FACT: The act of pack settling does not void those tickets. You will be billed sooner than what you may be used to, but the pack is still active. Many retailers activate and settle their scratch tickets at the same time in order to ensure a steady flow of scratch tickets to their store.



Make sure the transaction display area of the advertising monitor (where players can view how much they've won) is visible at all times. Encourage players to view the screen while their tickets are being processed.

NEW instant TICKETS



Carnival Cash

Reveal a  and win the prize shown.

Win up to \$1,000 and up to seven times.

3X Cashword

Scratch YOUR LETTERS to reveal your 18 letters. Scratch the corresponding letters on the CROSSWORD PUZZLE and win the prize indicated in the PRIZE KEY.

Scratch the "BONUS" spot and multiply your total winnings by that number.

Win up to \$30,000!



BONUS winners



Newman Enterprises Brookings

Gary Newman accepted a bonus check for selling a \$30,000 Hot Lotto Sizzler winner. His bonus was tripled because the player purchased the multiplier.



Mike's Package Liquor Madison

Gary Seitz received a \$1,000 bonus for selling a \$10,000 Powerball winner.



Gas N Goodies Mobridge

Tara Kramer received a \$2,028 bonus check for selling a \$40,533 Dakota Cash jackpot winner.

Welcome aboard!



Welcome to our newest South Dakota Lottery retailer – Don Rusch of the Trading Post in Raymond.

TERMINAL talk



Q: What can I do to keep my terminal running at its best?

A: Our lotto vendor GTECH recommends that you dust off all the equipment as part of your daily cleaning routine. Spray a soft, dry, lint-free cloth with a mild cleaner that contains no ammonia. The same cleaner can be used to clean the terminal, touch screen, the playslip scanner lens (located inside the terminal behind the touch screen) and the advertising display monitor. **NOTE:** Do not spray the cleaner directly onto the equipment.

RETAILER spotlight



Mary Schweitzer (left) and her mother, Linda Hagggar

Haggar's Grocery

Location: Summerset

Owner: Tim & Linda Hagggar

Manager: Mary Schweitzer

Signs for the times

Haggar's Grocery makes it clear to all who enter that it sells Lottery products. There is signage at each check stand and a large lotto sign in the second floor office window that is even visible from outside the store. More POS items hang throughout the store as well as at the gas pumps.

More choices = more sales

According to manager Mary Schweitzer, each customer has his or her own favorites when it comes to scratch games. Lottery supervisor Starla Volk said Haggar's sells every game available. By using a 20-game ticket dispenser, the store shows players they have plenty of options to choose from – and that keeps everyone happy!

Active ticket packs at the ready

Running out of scratch tickets is not a problem at Haggar's. Mary keeps two packs of each ticket activated for each game. "If we sell out of one game, we have another pack ready to go," Mary said.

Customer service is the key

Mary said that Haggar's Grocery caters to a very local customer base. "We want to keep our customers coming back," she said. "We pride ourselves in excellent customer service."

★ TRIVIA Quiz ★

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a sweatshirt and 20 people will win mugs. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is June 15.

Congratulations to last month's winner of a Lottery sweatshirt: Sherri Clouser, Wolsey, 281 Travel Center. The following won stocking caps & flashlights: Jan Lamphere, Sturgis, Kick Start; Linda Bednarz, Rapid City, Common Cents #104; Edward Barksdale, Rapid City, Flying J Travel Plaza; Cheyenne McGrady, Rapid City, Common Cents #104; Gail Quam, Wolsey, 281 Travel Center; Rich Niesent, Belle Fourche, Big D Oil; Kathy Cundy, Custer, Lynn's Dakotamart; Rosemary McKane, Webster, CMB Oil & Gas; Sean Carr, Custer, Lynn's Dakotamart; Kevin Jurgens, Wilmot, Jurgens Oil Co.; Carole Funk, Woonsocket, Express Stop; Dan Trull, Sioux Falls, Lewis Drug Southwest; Janice Eining, Clear Lake, Cowboy Country Store #4; Van Arp, Custer, Lynn's Dakotamart; Kery Post, Volga, ValleyMart; Wendy Edwards, Rapid City, Cenex/EZ Mart; Nicole Dennis, Rapid City, Comer Pantry; Nancy Long, Mitchell, Coborn's Superstore; Diane Ekroth, Winner, Casey's General Store; and Tiffany Tennis, Newell, Newell Conoco.

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| 1. What should you use to clean your lotto terminal? | 3. What was the theme of the Kwik Mart second-chance drawing? | 5. When was the first \$250,000 Mega Millions ticket sold? |
| 2. What is the top prize in the Carnival Cash game? | 4. Where can players view their transactions while a clerk scans their tickets? | 6. What is the name of the latest cross-word scratch game? |

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

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| 1. _____ | 3. _____ | 5. _____ |
| 2. _____ | 4. _____ | 6. _____ |