

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



JAN/FEB 2013

Roll out the new year with Cash Deluxe's \$55,000 top prize!

Players love a game with lots of bling, exciting play action and, of course, an awesome top prize. Cash Deluxe has it all! Be watching for Cash Deluxe to arrive in your store in mid-January.

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown.
- Get a "5X" symbol and win five times the prize shown.
- Get a "Deluxe" symbol and win all 15 prizes automatically!
- Popular \$5 price point.



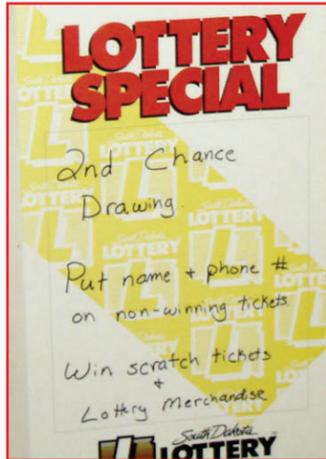
A record jackpot, by the numbers

When the \$587.5 million Powerball jackpot was finally won on November 28, 2012, not only was it a record breaker as the largest top prize in the history of the game and the largest jackpot in the world on that day, it also broke all South Dakota sales records. Powerball sales in the state on the day of the jackpot-winning draw totaled \$1,329,503, giving the Lottery its highest one-day lotto game sales total ever. During peak selling, South Dakota retailers were selling \$144,000 worth of Powerball tickets per hour, with the highest one-day sales occurring in the cities of Sioux Falls, Rapid City, Spearfish, Watertown and Aberdeen. The November 28, 2012 draw resulted in 25,736 Powerball game winners in South Dakota, with prizes ranging from \$4 to \$10,000.



The record jackpot was split by Mark and Cindy Hill of Dearborn, MO and Matthew Good of Fountain Hills, AZ. Each chose the cash option, pocketing about \$192.5 million before taxes.

PROMOTIONS that PROFIT



Main Stop hosts second-chance drawing

Main Stop in Scotland recently ran a second-chance drawing. Players used their non-winning scratch tickets to vie for scratch tickets and Lottery merchandise.

Main Stop has a large outdoor Lottery sign next to the front entrance. Inside, an in-counter dispenser and winner awareness cards remind players to make a Lottery purchase. Lottery sales rep Jeff Thomas said Main Stop's impressive sales are the result of its marketing efforts.



T&C Self Serv in Dell Rapids used its outdoor marquee to display jackpot amounts during the recent record Powerball run. Owner Michael Parks said the marquee gets lots of attention and helps increase ticket sales.



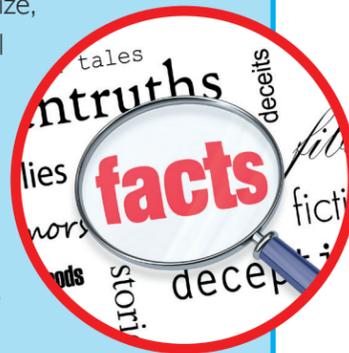
Young's Mobil in Pierre created great signage to draw attention to its "Holiday Pack" promotion. Players received \$13 worth of holiday scratch tickets for \$12! The sign fit neatly into its change mat ticket display.

JUST THE FACTS!

Busting Lottery Myths

MYTH: If I win a substantial Lottery prize, people will come out of the wood-work to ask me for money.

FACT: Lottery officials have interviewed many big prize winners over the years and most all of them said they were never hassled at all. A \$10 million jackpot winner reported that one person asked him for by money by taping a note to his door. A recent \$300,000 Lottery winner said that other than a couple of co-workers, nobody mentioned anything to her. A Dakota Cash winner said no one asked her about her win. The Lottery's conclusion is that people are reluctant to ask Lottery prize-winners for money.



Fun 50's

Match any of YOUR NUMBERS to the WINNING NUMBER and win the prize shown. This game is LOADED with \$50 prizes!

Buck-A-Roo BINGO

Scratch the CALLER'S CARD. Scratch the numbers on Cards 1 through 4 that match those on the CALLER'S CARD. Match all 13 numbers in the HORSESHOE pattern on any card and win \$3,000 instantly!



Betty Boop

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown. Reveal a "BETTY" symbol and win the prize automatically.



Triple Fortune

Find the "MONEY BAG" symbol and win the prize shown! Find a "\$\$\$" symbol and win triple the prize shown. Find a "BILL" symbol and win all 10 prizes automatically!

TERMINAL talk



Q: What should I know about our new jackpot sign?

A: The new signs update automatically after you sign onto your terminal in the morning. If you notice that the sign is blinking and has no numbers, sign off and then back on again. This should solve the problem.

If that doesn't work, unplug the sign and plug it back in. Then sign off and back on. Still not updating? Check the switch located on top of the sign to be sure it is set to "WIRELESS." If none of these procedures update the sign, call the Hotline at 888-473-5688.



Welcome Karla Ryno and Charlie Sheded of Karla's Last Call in Wood. The business was licensed on November 28th, the day the biggest Powerball jackpot in history was won. The town of 63 eagerly awaited the store's opening just in time to have a chance at the big jackpot.

RETAILER spotlight



Howdy's

Location: Whitewood

Store type: Grocery & convenience store, butcher shop

Owners: Peg & Howdy Hobernicht

Howdy's has it all

Although Howdy says his last name (Hobernicht) means "has nothing" in German, Peg and his store seems to have everything. Besides grocery, deli and convenience store items, Howdy's on-site butcher serves up a feast of gourmet meat products from elk and buffalo jerky to smoked salmon and turkey breasts.

Lottery products offer players dreams

According to Howdy, Lottery tickets are fun because it gets people "postulating about what they would do if they'd win." Apparently a lot of Whitewood residents were in search of the dream during the recent Powerball run; they bought 3,500 tickets on the final day of the jackpot run.

Knowing who's boss

Howdy instructs his new employees as to who is the boss of his business. "It's *not* me," he said. "I have 860 bosses in this town who I answer to." Howdy is quick to acknowledge that he concentrates his efforts on serving the small community of Whitewood. "Taking care of the people of this town is my main focus."

Lottery products spark additional purchases

Buying a lottery ticket is part of the weekly routine for many of Howdy's customers. "Lottery gets people in the door. Then they almost always buy something else."

★ 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 T-shirt and mug and 20 people will win lunch coolers. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is Feb. 15.

Congratulations to last month's winner of a Lottery sweatshirt: Nola Ulmer, Winner, Ampride. The following won T-shirts: Joel Edman, Volga, Valley Mart; Mellisa Reede, Rapid City, Prairie Market; Tammy Young, Rapid City, M. G. Oil; Lisa Kistler, Sioux Falls, Cubby's; Nancy Long, Mitchell, Coborn's; Doug Hansen, Rapid City, I-90 Mobil; Peggy Alvarado, Volga, Valley Mart; Pauletta Bliege, Spearfish, Safeway; Laurie Hofer, Roscoe, Roscoe Best Foods; Nicole Dennis, Philip, Corner Pantry; Kelly Mitstedter, Rapid City, E-Z Mart; LaVonne Jeffers, Sturgis, Ranch Mart; Paula Collins, Custer, Lynn's Dakotamart; Frank Yellow Boy, Porcupine, Common Cents 141; Kelly Clarke, Buffalo, Henderson Oil; Lois Halverson, Vermillion, Casey's General Store; Lisa Reede, Rapid City, LaGrand Station; Lary Kiehl, Rapid City, Safeway; Sheila Menning, Murdo, Pioneer Country Mart; and Jamie Davidson, Whitewood, Howdy's.

1. What was the Powerball sales total statewide on November 28, 2012?
2. What do players get if they scratch the "Deluxe" symbol in the Cash Deluxe game?
3. What do players win if they scratch the "\$\$\$" symbol in the Triple Fortune game?
4. What is the unique win pattern in the Buck-A-Roo Bingo game?
5. What upcoming scratch game is loaded with \$50 prizes?
6. How did TC's Self Serv advertise the record Powerball jackpot?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____