



**SOUTH DAKOTA
LOTTERY™**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

LINK

JULY/AUGUST
2016

DAKOTA CASH WITH EZ MATCH: Where Scratch Meets Lotto

The anticipation of the draw and the chance to win big jackpots is what keeps many people playing their favorite lotto games. Knowing within seconds of buying the ticket if they're a winner is what draws players to scratch ticket games. A new option expected to be added to Dakota Cash this summer will give players the thrill of both experiences on a single ticket.

The South Dakota Lottery Commission at its June 2, 2016 meeting approved rules to allow the EZ Match option on on-line games in South Dakota. The rules

go to the Legislative Rules Review Committee for approval on July 12, 2016 and when they receive the nod there, the first game to feature EZ Match will be Dakota Cash beginning sometime in August.

Here's how Dakota Cash with EZ Match will work:

- Players can purchase the EZ Match option for an additional dollar when they buy their Dakota Cash ticket. So a single play Dakota Cash ticket with EZ Match will cost \$2.
- Two sets of randomly generated numbers will be displayed on the ticket - five numbers for Dakota Cash and five EZ Match numbers.

- The EZ Match numbers will appear below the Dakota Cash numbers.
- If any of the EZ Match numbers match any of the Dakota Cash numbers, you instantly win the prize amount shown next to the matched EZ Match numbers.



Can the player claim the EZ Match prize instantly? Yes, that's the whole idea. If they claim it on the spot, an exchange ticket will be generated for the Dakota Cash drawing for which they purchased the

Dakota Cash with EZ Match ticket. What if the player waits until the Dakota Cash drawing to see if they've won in that drawing, too, and then wants to claim both their Dakota Cash and EZ Match winnings at the same time? Can do. The prize amounts for each win are added together and paid in one lump sum.

With the EZ Match option, players can win \$2, \$3, \$5, \$10, \$15, \$20, \$50 or \$100 instantly.

More information on Dakota Cash with EZ Match will be provided by your sales rep and through the Lottery's Facebook and Twitter pages and website prior to the launch.

Lottery.SD.gov or GoodFunSD.com



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SUMMER SIZZLE SECOND CHANCE PROMOTION ENDS AUG. 26

Someone will take home a \$30,000 grand prize when the Play It Again Summer Sizzle Second Chance promotion officially ends on Aug. 26, 2016. Launched on March 1, the promotion gives players the opportunity to enter their non-winning \$2 and \$3 scratch tickets for a chance to win cash, gift cards or more scratch tickets. All \$2 and \$3 scratch tickets available for purchase between now and Aug. 24 are eligible. Entry deadline is 11:59 p.m. on Aug. 24.

In addition to the \$30,000 grand prize drawing on Aug. 26, mini-drawings are being held monthly in which five people are randomly drawn from among all entrants to win their choice of \$100 in scratch tickets or a \$100 gift card from a participating retailer. More than 200 retailers statewide are providing gift cards for the promotion. To date, winners are evenly split as to which prize they've chosen - 50% have opted for more tickets while the other 50% selected gift cards. Mini-drawings were held in April, May and June; only two such drawings remain - on July 22 and Aug. 19. Mini-drawing winners can still win the grand prize. Their

names are announced on the Lottery's Facebook and Twitter feeds as well as the website (lottery.sd.gov) once they've been confirmed as winners and their prizes have been sent.

One grand prize winner will be randomly drawn on Aug. 26 to receive \$30,000. The winner will be notified by email after the drawing and must confirm their information by the specified deadline to receive their prize. If they are not confirmed by the deadline, the prize goes to an alternate. The grand prize winner will be announced on the Lottery's social media platforms and website when the prize claim process has been completed. Terminal messages will also be sent to all retailers as a reminder of the upcoming drawings and to announce the grand prize winner.



Thanks to all of our retail partners who are participating in the promotion and encouraging their players to enter.

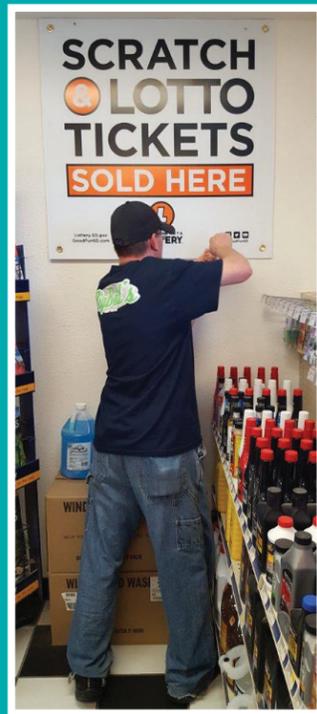
SUCCESS stories

ROADWAY EXPRESS STOP>
 Manager Tom Robinson and the crew at Roadway Express Stop near the Tea exit and Interstate 29 have always had great scratch ticket sales. They use coin mats at both registers and do an excellent job of getting new games out right away. Earlier this year they got a jackpot sign and displayed it prominently so it could be seen when entering the store. In the first quarter of 2016, they more than doubled their year over year lotto sales! Way to go gang!



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GAS N GOODIES & GAS N MORE
 Gas N Goodies and Gas N More in Mobridge have noticed an increase in sales since adding new counter promoters.

ways to Display



BIG BAT'S in HOT SPRINGS had Eric Dubois hang their CORRUGATED SIGN on a previously blank wall.

BIG D in RAPID CITY has their POS displayed in the FRONT WINDOWS.



FRESH START in SPEARFISH has their "Good Fun" POS in an OUTSIDE MARQUEE.



SHOPKO in RAPID CITY has their POS displayed on a CART CORRAL.

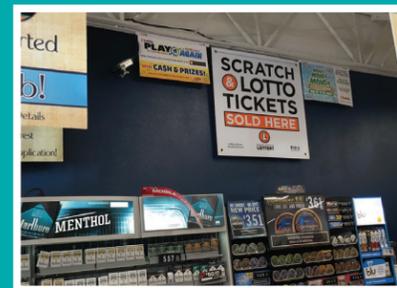


DON'S VALLEY EXPRESS in RAPID CITY has POS displayed behind the CHECK OUT COUNTER.

T & C SELF-SERVE in DELL RAPIDS has a generic lotto sign on their GAS PUMPS.



LYNN'S DAKOTAMART in MARTIN has their POS displayed near their GAS PUMPS.



35TH ANNIVERSARY at Cowboy Country Store in DeSmet



Trevor Hein, Scratch Ticket Winner



Ann Nuttrock, Scratch Ticket Winner



Glen Wendel, Scratch Ticket Winner



It was GOOD FUN with lots of WINNERS!
 Kari Anderson, Manager



Tim Gruis, Scratch Ticket Winner



Gerald Skyberg, Scratch Ticket Winner

PLANNING A REMODEL?

Q How much advance notice does the Lottery need if I'm planning to remodel and need to move my Lottery equipment?

A The Lottery needs as much advance notice as possible so please contact your sales representative or call one of our offices to schedule a time to move your Lottery equipment. If a lotto terminal, monitor, and printer need to be moved, our technical support partners, IGT, will also need to know and can be reached at 1-888-473-5688.

RETAILER bonus spotlight

**Cubby's
DELL RAPIDS**

Doc Henry accepted a \$600 bonus check for selling a \$6,000 Wild Card 2 ticket.



NEW retailer

**Holiday C-Store
RAPID CITY**

Manager is Steve Delong.
Welcome to the Lottery!



TRIVIA Quiz

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is August 15.

Congratulations to last month's winner of a Lottery t-shirt: **Cara Unruh from the Cowboy Country Store in Pierre.**
The following won assorted Lottery promotional items: Jenny Krueger, Hy-Vee-Sioux Falls; Terrence Pumpkin Seed, Wanblee Mart-Wanblee; Janice Eining, Cowboy Country Store-Clear Lake; Francis Thunder Hawk, Common Cents-Porcupine; Tena Henry, 212-79 Service Center-Newell; Koreena Strande, Clark Pump N Pak-Oacoma; Gina Thorson, Coyle's Super Valu-Philip; Lisa Kistler, Cubby's-Sioux Falls; Sally Neeb, Lynn's Dakotamart-Custer; Jamie Johnson, Lewis Drug Westgate-Sioux Falls; Dillard Enright, Kick Start-Sturgis; Sharon Dailey, Maynards-Flandreau; Robbie Willhite, Safeway-Rapid City; Jeffrey Felix, Country Pride-Winner; Gwen Johansen, Lewis Drug Eastgate-Sioux Falls; Holly Clements, Pioneer Country Mart-Murdo; Kirstina Dubray, Common Cents-Porcupine; Donna Gleason, Kwik Mart-Sturgis; Sue Vander Heiden, County Fair Foods-Mitchell; Kim Stimson, Casey's General Store-Watertown.

1. What lotto game is getting an EZ Match add-on option?
2. What is the grand prize in the Summer Sizzle Play It Again August drawing?
3. True or False: The EZ Match game is an instant win game like a scratch ticket.
4. What retailer had a 35th Anniversary promotion?
5. What retailer accepted a \$600 bonus check?
6. What retailer used a cart corral to display a Lottery sign?

NAME _____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

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



LOTTERY WINNERS

RECENT WINNERS

Travis Carrico, Watertown
Hy-Vee Food Stores - Watertown
\$35,658 - Dakota Cash

Lea White Hat, White River
Gus Stop - White River
\$1,000 - Spot Some Cash

Jacob Lauhany, Aberdeen
Hurst's Corner - Huron
\$1,000 - Caesars

Samantha Brumbaugh, Rapid City
Boyd's Drug Mart - Rapid City
\$500 - 10X the Cash

Nicholas Woods, Eagle Butte
Don's Sinclair - Pierre
\$500 - Wild Cash Bonanza

Becky Bjerke, Clear Lake
Cowboy Country Stores - Clear Lake
\$500 - 10X the Cash

Lauri Rosenau, Spearfish
Minitman Food and Fuel - Spearfish
\$1,000 - Beginner's Luck Bingo

Mark Ober, Wagner
Casey's General Store - Wagner
\$5,000 - Money, Money, Money

Troy Wiebe, Pierre
Don's Sinclair - Pierre
\$5,000 - Lucky Dog Doubler

Chad Fisher, Black Hawk
Pilot Travel Center - Rapid City
\$1,000 - Secret Symbol Cashword

Roger Mathey, Madison
Scooby's Convenience - Madison
\$500 - 10X the Cash

Eric Parmely, Tulare
Casey's General Store - Redfield
\$500 - Wild Cash Bonanza

Cante Heminger, Sisseton
Holiday Service/Amoco BP - Sisseton
\$500 - Beginner's Luck Bingo



RECENT WINNERS

Jaime Martchinske, Highmore
Hall Oil & Gas - Highmore
\$500 - Money, Money, Money

Jack Ostlie, Sioux Falls
The Gas Stop - Sioux Falls
\$1,000 - Luck O The Irish

Jason Moistner, Rapid City
Big D Oil Company - Rapid City
\$1,000 - Caesars

Celestine Two Eagle, Parmelee
Discount Fuel - Kadoka
\$500 - 10X the Cash

Vickie Heick, Mitchell
Cubby's Mitchell West - Mitchell
\$500 - 10X the Cash

Diane Kury, Custer
Lynn's Dakotamart - Custer
\$1,000 - \$50K Jumbo Bucks

Shawnda Esterling, Gregory
Burke One Stop - Burke
\$7,000 - Score Me 7's

Alec Antonen, Sioux Falls
Gary Cone's Amoco 18th - Sioux Falls
\$1,000 - Holiday Magic

Vaeriatta Geerhart, Rapid City
Corner Pantry - Rapid City
\$1,000 - 10X the Cash

Michele Pitlick, Pierre
Grey Goose Store - Pierre
\$520 - Powerball with Power Play

Gerald Williams, Watertown
Freedom Valu Center - Watertown
\$500 - Make My Year

Dennis Cummings, Hot Springs
Sonny's Super Foods - Hot Springs
\$500 - Franklin's Fortunes

Gilbert Janis, Pine Ridge
Yellow Bird's - Pine Ridge
\$500 - Wild Cash Bonanza



GOOD FUN!

Lottery.SD.gov or GoodFunSD.com

