

SELLING points

May 2011 Vol. 11, No. 11

MONTHLY RETAILER NEWSLETTER



You could WIN
a Jeep® Wrangler Unlimited Rubicon Vehicle,
\$100,000
or a Jeep® Merchandise Prize Pack!



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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Selling to an underage player puts you at risk!



Dear Lottery Retailers:

May is here and that means summer will soon be upon us. As temperatures rise and yellow pollen dances gracefully with the breeze, students are beginning to look forward to a much deserved summer vacation. It is for these students that the South Carolina Education Lottery (SCEL) exists. Because of your dedication, SCEL's net proceeds provide financial support to students of all ages.

This month SCEL is launching an exciting promotion for our players - the Jeep® Summer Promotion. Players who purchase the new Jeep® ticket have a chance to win instantly up to \$100,000 or a Jeep® Wrangler Unlimited Rubicon vehicle. The second-chance promotion offers your customers the chance to win a Jeep® Wrangler Unlimited Rubicon vehicle prize valued at more than \$56,000, a Jeep® merchandise prize pack, or \$100,000! These exciting prizes will be awarded in second-chance drawings held throughout the summer. As you can see, the months of May, June, July and August are sure to be hot and full of prize-winning opportunities for your players!

During May, I hope all our retail partners have an opportunity to enjoy the pleasant weather and sunny skies of South Carolina. You are among the hardest working people I know. The students of South Carolina are grateful for the educational funding you help to provide.

I hope I will have the opportunity to visit with you over the summer. In the meantime, be safe and enjoy the spring and summer only experienced in South Carolina.



Happy Spring!

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Fans Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

JAKOB FOOD MART Clover, SC

By Monica Moreira, Upstate MSR

A successful lottery location since the beginning in 2002, **Jakob Food Mart** in **Clover** has been under new ownership since the end of last year. Neil Patel came to South Carolina from Georgia with the goal to be the #1 lottery retailer in Clover! He did it!

"We needed to find a way to do more than just sell lottery tickets," said Patel. "We needed to create not just a destination, but a distinction that set us apart."

His secrets to success: a big smile, great customer service, willingness to listen and support from his "Crew."

Patel states lottery sales have also improved because he explains how to play the Lottery's games. Lottery customers are also informed that their lottery purchase supports education in South Carolina. Players want to know where the lottery money goes. The Crew at **Jakob Food Mart** does a great job sharing the beneficiary message.

Lots of outside signage, full dispensers, updated jackpot signs, Customer Appreciation



Owner Neil Patel and assistant Lewis Burris have made Jakob Food Mart the #1 lottery retailer in Clover. They let customers know their lottery purchase supports education.

promotions and a lot of hard work went into reaching the top sales spot.

As a result, **Jakob Food Mart** has earned the position of the #1 lottery retailer in Clover, and with each sale is giving back to this small town full of families with students benefiting from lottery proceeds.

Jakob Food Mart is a shining example to retailers throughout the state of what can be accomplished through simple, yet effective, practices like those implemented by Patel and his Crew.

Selling Points

"We needed to find a way to do more than just sell lottery tickets. We needed...a distinction that set us apart."

- Neil Patel
Owner Jakob Food Mart



We have a WINNER! **Tiger Express** in **Varnville** had a \$200,000 Extreme Cash winner. The staff was excited to display the winner's poster. Pictured are Nicole, Tiffany, Patricia and Rhonda.



RhodesWay #106 in **St. George** enjoyed hosting the Lottery for a promotion. The manager, Carrie, had a great time watching her loyal lottery players spin the wheel.



Cashiers Willie Kelly and Karina Palomino of **Circle K Stores #5116** in **Fort Mill** sold a Powerball® ticket worth \$50,000. The location received a \$500 retailer commission for selling the winning ticket.

Win a Jeep!

By Christine Green, Product Manager

Drive your own adventure this summer with the South Carolina Education Lottery's **Jeep® Vehicle Second-Chance Promotion!**

Launching on Tuesday, May 3, this \$5 ticket allows players to win up to \$100,000 or win a Jeep® Wrangler Unlimited Rubicon vehicle instantly! The second-chance promotion offers even more ways to win! [Jeep® Wrangler Unlimited Rubicon vehicle prize is valued at more than \$56,000! The prize includes applicable Federal and state taxes.]

How To Enter:

Enter a non-winning, \$5 Jeep® (Game #475) ticket by mail or online at sceducationlottery.com. To enter by mail, players must completely and legibly fill in the ticket back, add postage, and mail the ticket like a postcard to the pre-printed address. To enter online, visit our website and click "Register Here" and enter the required information and 12-digit ticket identification number from your non-winning, \$5 Jeep® (Game #475) ticket.

Drawings:

The South Carolina Education Lottery will conduct a total of three (3) second-chance drawings. Drawing 1 and Drawing 2 will select 425 Jeep® merchandise prize pack winners in each drawing. Drawing 3 will select one (1) Jeep® Wrangler Unlimited Rubicon vehicle winner and the final \$100,000 grand prize winner after tickets are no longer available for sale. Entries not drawn in Draw 1 carry over to Draw 2; entries not drawn in Draw 1 or Draw 2 are eligible for Draw 3.

DRAW 1:	ENTRY DEADLINE - FRIDAY, JULY 1, 2011 DRAWING DATE - FRIDAY, JULY 8, 2011
PRIZES:	(425) Jeep® Merchandise Prize Packs
DRAW 2:	ENTRY DEADLINE - FRIDAY, JULY 29, 2011 DRAWING DATE - FRIDAY, AUGUST 5, 2011
PRIZES:	(425) Jeep® Merchandise Prize Packs
DRAW 3:	The final draw will be conducted no sooner than thirty (30) days after the last day to sell Jeep® instant tickets. Drawing 3 will select one (1) Jeep® Wrangler Unlimited Rubicon Vehicle Winner and one (1) \$100,000 Grand Prize Winner.
PRIZES:	(1) Jeep® Wrangler Unlimited Rubicon (1) \$100,000 Grand Prize

Jeep® Vehicle Second-Chance Promotion!

You could

WIN

a Jeep® Wrangler Unlimited Rubicon Vehicle, \$100,000 or a Jeep® Merchandise Prize Pack!



Overall odds of winning an instant prize are 1 in 3.55. Odds of winning a top prize are 1 in 520,000. Odds of not winning a prize are 1 in 1.39. Availability of prizes may vary depending on end of game requirements. For more information on entry deadlines and official rules, please see play station, visit sceducationlottery.com or call 1-866-736-9819.

Second-chance drawing odds depend on number of entries received. Tickets may continue to be sold after all top prizes, vehicles in the instant ticket game, and merchandise prize packs have been claimed.



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Do you appreciate your customers? **Here's an idea.**

HOST A CUSTOMER APPRECIATION DAY



Cruiser's #5 in Darlington

By Lauren Leviner, Promotions

Neil and Shital Patel, owners of **Cruiser's #5** in **Darlington**, have been "Asking for the Sale" in their store with fabulous results reflected in their sales!

The location coordinated with SCEL's Promotions Team to hold a Radio Remote and Customer Appreciation Day to give back to their loyal lottery customers. The owners purchased a flat screen TV, Clock Radio and other gifts for their customers to win in a great Second-Chance Drawing. They also invited other vendors to participate, ensuring all involved had a great day!

With the warm weather here, consider hosting your own Customer Appreciation Day celebration, and be sure to include us!

Retailer Reminder

You must call the SCEL Security Department's stolen ticket hotline (1-866-269-5668) to report ALL ticket thefts. Call local law enforcement first, then the SCEL Security Department. The hotline number is answered 24/7. Prompt notification can have an effect on credit given by SCEL for stolen tickets. Please DO NOT give this number to lottery players.

PROMOTION DEADLINE

Bass Pro Shops® Second-Chance Promotion
Wednesday, April 27:

Deadline for receiving entries for the second (2 of 3) drawing. This drawing will award two Adventure Trip winners and 250 Bass Pro Shops® Gift Card winners.

Wednesday, May 4:

Second (2 of 3) drawing held.

Holiday CLOSINGS

MAY:

Monday, May 30, 2011: SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 30, 2011. Tickets must be ordered by 5:00 p.m. on Thursday, May 26, 2011, for delivery on Friday, May 27, 2011. Tickets ordered on Friday, May 27, 2011, will be delivered on Tuesday, May 31, 2011. Drawings will be held as scheduled.



WE HAVE A WINNER!
 Mike Senn and Fiancée

THANK YOU for supporting last summer's Camaro® Second-Chance Promotion. We hope you are just as excited about the Jeep® Promotion coming your way this month.

The final Camaro® drawing was held March 2, and Betty Bond of Iva won the Chevrolet® Camaro® 1SS™. The Grand Prize Winner of \$100,000 was Mike Senn of Lexington. Here's his story.

Lexington Man Turns Losing Lottery Ticket into \$100,000 Lottery Win

Mike Senn of Lexington turned a losing lottery ticket into the cash he needed to finish his dream home.

Senn entered his non-winning Camaro® ticket in the Lottery's Camaro® Second-Chance Promotion, and from more than 222,000 entries, his ticket was selected as the \$100,000 grand prize winner.

"When I was told I won the grand prize, I wasn't sure if it was cash or a Camaro®," Senn said.

Senn is pleased with the cash.

Not only is he going to use the money to complete the home he designed and built from the ground up, he is looking forward to experiencing life debt free.

"I've never been able to get one step ahead until now," he shared.



POWERBALL® WATCH TO WIN PROMOTION A SUCCESS

We hope you and your lottery players enjoyed discovering the "SECRET WORD" along with us during the **Powerball® Watch to Win Promotion**. Six South Carolina Powerball® players won fabulous tech prizes complements of Powerball®.

Sandra Frazie, Charleston, HP® Mini Notebook

Larry Rushing, Anderson, Sony® 3D Blu-Ray® Player

John Williams, Darlington, Yamaha® Home Theater Systems

Juanita Rosenstein, Cayce, Garmin® GPS Unit

Ulli Surginer, Columbia, Garmin® GPS Unit

Carolyn Gathers, Goose Creek, Bose® Quiet Comfort® Headphones

SELLING TO AN UNDERAGE PLAYER PUTS CLERK AT RISK OF BEING CHARGED WITH A MISDEMEANOR

CHECK ID – Selling a lottery ticket to anyone underage is a misdemeanor which puts the seller at risk of being fined between \$100 and



CHRIS LAFFERTY
 Lottery and NASCAR®

NASCAR® AND LOTTERY, A WINNING COMBINATION: We'll see you at the races Friday, May 6 through Saturday, May 7. The Lottery will be selling tickets and holding a promotion during the Showtime Southern 500 Race at the historic Darlington Raceway.

Chris Lafferty, driver of the #89 Chevy in the NASCAR® Camping World Truck Series, will be on hand signing autographs and showing off his truck for lottery players. In March, the South Carolina Education Lottery was Lafferty's primary sponsor for the Too Tough to Tame 200 Race at the Darlington Raceway.

\$500 and/or being imprisoned from 30 up to 60 days. The store can also lose its lottery license.

Retailer Staff, please remember to check the ID of any person who appears younger than 18 and wishes to purchase a lottery ticket. Checking a customer's ID protects you, your store and your customer.

A player must be 18 at the time of the purchase. The terminal provides the age verification date on the front screen in the black box in the upper left corner.

WINNERS' board



\$10,007 Powerball®

David Bolding – Clover
 Purchased from V Mart – Clover

\$5,000 Pick 4

Lashayla Gilliam – Simpsonville
 Purchased from Li'l Cricket #855 – Greenville

\$20,000 Bank Vault

Van Huynh – Rock Hill
 Purchased from Xpress Beverage – Rock Hill

\$1,000 Bank Vault

John Hogan – Columbia
 Purchased from El Cheapo – Columbia

\$1,000 Cash Explosion 3rd Edition

Rachel Bricco – Mauldin
 Purchased from Li'l Cricket #855 – Greenville

\$2,700 Pick 4

Raheem Logan – Sumter
 Purchased from A & P Coastal Mart – Sumter

\$1,000 Money Mania

Tasha Ivery – Mauldin
 Purchased from Pumper's #9 – Mauldin

\$15,400 Pick 4

John Scaperrotta – Surfside Beach
 Purchased from Kangaroo Express #792 – Surfside Beach

UPCOMING games

The following games are scheduled to launch Tuesday, May 3, 2011:



The following games are scheduled to launch Tuesday, May 24, 2011:



Launch dates and tickets are subject to change as necessary. Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Wednesday, May 4, 2011: Last day to sell Bonus Word Crossword (#420) and Green and Gold (#425).

Wednesday, May 11, 2011: Last day to sell Maximum Money (#437).

Friday, May 13, 2011: Last day to return Mint Money (#431).

Wednesday, May 18, 2011: Last day to sell Double Lucky 7's (#443).

Tuesday, May 24, 2011: Last day to redeem Double Time (#406).

Wednesday, May 25, 2011: Last day to sell Jeweled 7's (#451) and Hot \$50's (#454).

Tuesday, May 31, 2011: Last day to redeem Right on the Money (#422).

ENDING games*

Please start selling down the following:

SC-420 Bonus Crossword
SC-425 Green and Gold

Last day to sell:
Wednesday, May 4, 2011

Last day to return:
Friday, June 3, 2011

Last day to redeem:
Tuesday, August 2, 2011

SC-437 Maximum Money

Last day to sell:
Wednesday, May 11, 2011

Last day to return:
Friday, June 10, 2011

Last day to redeem:
Tuesday, August 9, 2011

SC-443 Double Lucky 7's

Last day to sell:
Wednesday, May 18, 2011

Last day to return:
Friday, June 17, 2011

Last day to redeem:
Tuesday, August 16, 2011

SC-451 Jeweled 7's
SC-454 Hot \$50's

Last day to sell:
Wednesday, May 25, 2011

Last day to return:
Friday, June 24, 2011

Last day to redeem:
Tuesday, August 23, 2011

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Thursday March 31, 2011.