

TICKET TALK

Supporting Delaware Lottery Retailers | Issue 77 | delottery.com

Get Ready for New Gaming Equipment

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HAS ARRIVED**

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ARE YOU READY?

We are beginning the process of installing new gaming equipment in all of our Retailer locations. This new equipment has added functionality, including the new debit readers to give your players another payment option. You need to complete the “Wave Terminal and Peripherals” and “What’s New on the Wave” eLearning courses before your equipment arrives. This equipment will be installed by our vendor Scientific Games or contractors hired by Scientific Games. They will need access to all of your Lottery equipment to complete the installation.



ONLINE TRAINING HAS ARRIVED

We’re excited to announce that Delaware Lottery training courses are now available online for you and your employees. This new eLearning tool lets you train in a way that works with your schedule. Use it when things are slow in your store or after hours. Just visit <https://tinyurl.com/DELotteryTraining> to get started. To access the courses, use the same login as you are using for the new terminal training. If you have any questions, your Lottery Field Rep is happy to help.



THE DEFINITION OF FUN!

It can be hard to sum up the fun and excitement of the Delaware Lottery in just a few words. So in our new spring campaign, we created some new words to help. Billboards, social posts, and email blasts use words like “scantastic,” “funfinity,” and “cashplosion” to describe the joys of playing and winning. Remember to display the POS materials sent to your location to help increase sales this spring. If you are interested in having an in-store promotion, please contact your Lottery Field Rep.



Draw Game payouts exceeded \$12 million from January - March 2024

MULTI-WIN LOTTO PLAYER WINS BIG - AND SO DOES SHOPRITE

On January 12, 2024, a customer at ShopRite of Newark won a \$248,000 prize while playing Multi-Win Lotto, which provided ShopRite with a \$2,480 bonus. Our team visited the store and presented the Retailer with an oversized check to display to celebrate the occasion. Many thanks to Customer Service Manager Nelson (pictured) and the ShopRite team for helping us celebrate.



CONGRATULATIONS TO THE RETAILERS BELOW FOR SELLING HIGH-TIER WINNERS

| RETAILER | CITY/TOWN | GAME | AMOUNT |
|-----------------------------|------------|-------------------------|-----------|
| North DuPont Shell | New Castle | 362 \$100 Grand Blowout | \$100,000 |
| Kirkwood Exxon | Wilmington | 363 Cash Bonanza | \$150,000 |
| ShopRite of Newark | Newark | Multi-Win Lotto | \$248,000 |
| Super G #2351 | Millsboro | 384 Cash Party | \$100,000 |
| Country Tobacco | Wilmington | 386 \$50,000 Richer | \$50,000 |
| K & K Gas & Deli | Millsboro | 365 Nothing But Cash | \$300,000 |
| Greenville Shell | Wilmington | 365 Nothing But Cash | \$300,000 |
| Royal Farms #337 | Selbyville | 365 Nothing But Cash | \$300,000 |
| Airport Liquors | New Castle | 363 Cash Bonanza | \$150,000 |
| Food Lion #2561 | Milton | Megamillions | \$50,000 |
| Sunrise Market & Smoke Shop | Wilmington | 397 Cash X 50 | \$50,000 |
| Shore Stop #277 | Middletown | Powerball | \$50,000 |
| Claymont News and Gifts | Claymont | Multi-Win Lotto | \$83,000 |
| Tobacco Time | Bear | 391 Platinum Payout | \$150,000 |
| First State Exxon | New Castle | Powerball | \$50,000 |



A LITTLE FRIENDLY COMPETITION AT ROYAL FARMS

In our latest corporate in-store promotion, we challenged Royal Farms Retailers to keep their PHD Instant Game ticket dispensers 100% utilized for 30 days. We had a lot of top prizes hit during this time, which made the challenge even more difficult. Many rose to the occasion, but these stores came out on top by earning the highest utilization percentages. Many thanks to everyone who participated. We hope to bring this “friendly competition” to more Retailers throughout the year.

TOP PLACE WINNERS

Bin utilization of 95% or greater

1st Place

Royal Farms 197 Stanton



2nd Place

Royal Farms 109 Bridgeville



3rd Place (Tie)

Royal Farms 119 Cheswold
Royal Farms 161 Bear



PRIZE PACKS



Leader Prize Pack



2nd Place Leader Prize Pack



3rd Place Leader Prize Pack

HONORABLE MENTIONS

Bin utilization of 88% to 92%

Royal Farms 171 Laurel

Royal Farms 114 Laurel

Royal Farms 120 Greenwood

Royal Farms 117 Hartly

Royal Farms 158 Georgetown

WISHING ANNE LEWIS A HAPPY RETIREMENT



After nearly four decades with the Lottery, our trusted Instant Games Product Manager Anne Lewis has announced her retirement. Anne joined our team in July of 1986. Her first responsibilities were addressing Retailer inquiries, answering player questions, and licensing. Working closely with our field staff, she went on to oversee the marketing of all Draw Games and Instant Games. As the Lottery grew and our products expanded, she was the obvious choice to become our Instant Games Product Manager.

Anne has been an essential part of our marketing operations since first joining our team. She helped take us from launching one new Instant Game a year to over 60. Her analytical skills, attention to detail, and wealth of knowledge will be greatly missed. The Lottery is indebted to her for propelling us to our present industry position, and her work has ensured our success into the next century. We thank Anne for her many years of hard work and wish her a very happy retirement.

LOTTERY TEAM UPDATES

MEET OUR NEW INSTANT GAMES PRODUCT MANAGER STEVE KERNEKLIAN



While we're sad to see Anne go, we're incredibly excited to welcome Steve Kerneklian to our marketing team. Steve brings over 20 years of product marketing, creative design, and advertising development experience to his Instant Games Product Manager role. He has represented multiple Fortune 500 brands throughout his career, producing work that spans digital (web, social, and mobile), traditional (print and direct mail), and experiential (promotions and events).

Steve is skilled in driving engagement, increasing reach, and adding entertainment value — traits that will serve him well while bringing new and unique Instant Games to market. He said he is looking forward to meeting all of our Retailer and encourages anyone to reach out to him with any questions or suggestions at 302-739-5291, ext. 1624.



BECKY GODWIN LOTTERY FIELD REPRESENTATIVE

The Lottery would like to welcome Becky Godwin to the team and to her new position as a Field Representative in territory 3, North Dover to New Castle. Becky has over 20 years of sales, marketing, and customer service experience. Becky will be making her way around the territory to introduce herself in the next few weeks, so please help her to feel welcome!

DAILY MARKET PASSES THE BATON

CELEBRATING TWO SUCCESSFUL CAREERS

After running Daily Market in Lewes for more than 30 years, Tim Wallace and Brad Alwood are retiring. They have sold the business and will be passing it on to new owners.

While still unsure of their long-term plans, both look forward to relaxing during the warmer months after many years of busy summers. When asked what they will miss the most, Tim and Brad both said they will miss serving their customers on a daily basis.

They take pride in the welcoming environment they were able to create in their store. By always being willing to help customers and neighbors, they earned an excellent reputation throughout the community. They always made the Lottery a top priority in their store and consistently made the top ten list for Lottery sales. As they start new chapters in their lives, everyone here at the Delaware Lottery wishes Tim and Brad the very best.

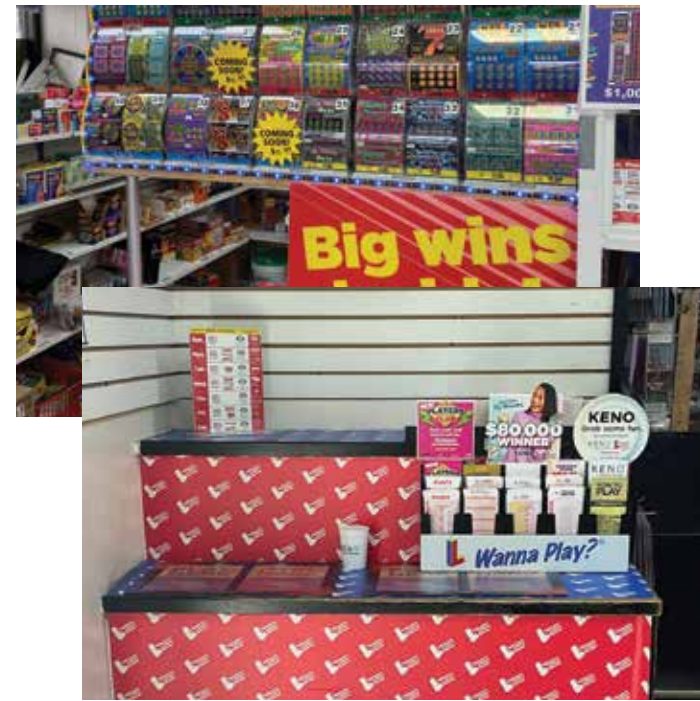


WELCOME ABOARD, STEVE AND BECKY!

RETAILER SHOUTOUTS/ DISPLAY UPGRADES

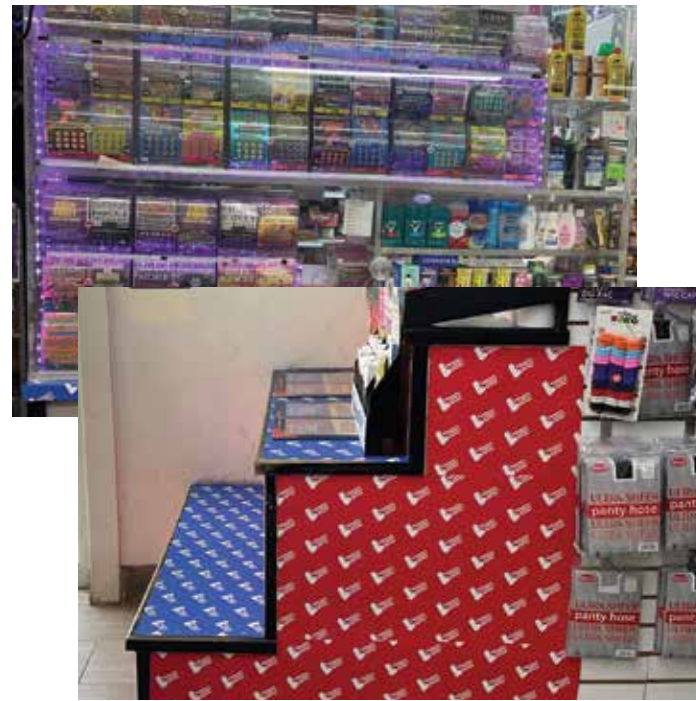
We're always happy to help create a great space for playing the Delaware Lottery within your store. These are just two examples of the eye-catching displays we recently helped Retailers bring to life. Ask your field representative how you can better engage with your customers by upgrading your display.

Mike's Food Mart - Milford



Orange Deli & Grocery - Wilmington

Orange Deli & Grocery - Wilmington



Orange Deli & Grocery - Wilmington

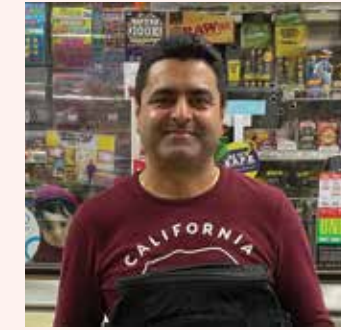
STAR SNACKS



TICKET TALK TRIVIA WINNERS

- Dimple Sharma - Shiva Grocery**
- Brenda Barrett - Shore Stop #257**
- Pratima Patel - Hiway Convenience**
- Chirag Patel - Best Liquors**

*See back page for details.



UPCOMING SPRING EVENTS

LOTTERY EVENTS

April 26, 27 & 28

DOVER MOTOR SPEEDWAY

Visit our Delaware Lottery trailer in the Fan Zone at the Monster Mile as we return to Dover International Speedway for another NASCAR® triple-header weekend.

April 27

BUG AND BUD FESTIVAL IN MILFORD

Visit our booth and play Plinko for fun and prizes.

May 3 & 4

DOVER DAYS

Stop by our Delaware Lottery trailer and play cornhole to win prizes.

RETAILER EVENTS

July 2

WILMINGTON BLUE ROCKS RETAILER EVENT

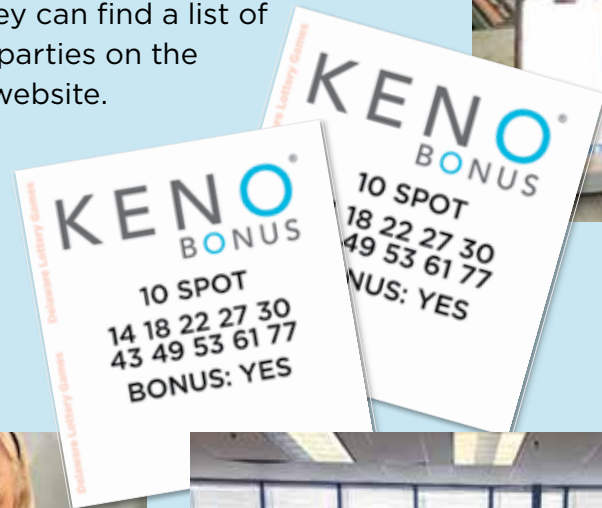
We're sponsoring the Wilmington Blue Rocks once again this season and giving our Retailers another chance to join us at a game. Keep an eye on your monthly mailers for more details.

KENO®/SPORTS PARTIES

Looking for a way to give your KENO® sales a boost this season? Talk to your field representative about throwing a KENO® party. They're a great way to welcome new players to your store and keep them coming back, even after the party's over. Remind your customers they can find a list of upcoming KENO® parties on the Delaware Lottery website.



Michael Oxbrough won \$204 at Delmarva Billiards Keno® Party and used the Player's Club app to check his ticket.



WELCOME NEW KENO® RETAILERS

- Cheers Wine & Spirits - Dover
- United Check Cashing - S. Union - Wilmington
- 896 Liquors - Newark
- Lewes Daily Market - Lewes
- Best Liquors - Wilmington
- Ram's Smoke Hut - Dover
- Star Snacks - Wilmington
- New Castle Sunoco - New Castle
- Beach Liquors - Bethany Beach
- Seaford Liquors - Seaford



WELCOME NEW TRADITIONAL RETAILERS

- Cheers Wine & Spirits - Dover
- United Check Cashing - S. Union - Wilmington
- 896 Liquors - Newark
- Lewes Daily Market - Lewes
- Best Liquors - Wilmington
- Ram's Smoke Hut - Dover
- Star Snacks - Wilmington
- New Castle Sunoco - New Castle
- Beach Liquors - Bethany Beach
- Seaford Liquors - Seaford



Retailers awarded more than \$1 million in KENO® payouts from January - March 2024

KENO® TOP TEN KENO® RETAILERS

New Castle County

Tobacco Time
Stanley's Tavern
McGlynn's - Polly Drummond
Books & News
Boyd's Corner Liquors
Spare Rib Xpress & Kegler's
McGlynn's - Peoples Plaza
Books & Tobacco
Pockets Discount Liquors
Snack and Tobacco Bazaar

Kent County

Market Place
Milford Plaza Cigarette
Mike's Food Mart
Touchdown Restaurant
Cigar Cigarette & More
The Greene Turtle
Smyrna News & Tobacco
Harrington Raceway & Casino
Nicks Corner Store
One Stop

Sussex County

Crab Barn Restaurant
Nicola Pizza
Fox's Pizza Den
Fox's Pizza Restaurant and Bar
Daily Market
R & R Grill and Bar
Jeff's Tap Room
Anon Stop #1
Harpoon Hanna's
Anon Stop #2

Bear
Wilmington
Newark
Newark
Middletown
New Castle
Newark
Wilmington
New Castle
Newark

Milford
Milford
Dover
Dover
Smyrna
Dover
Smyrna
Harrington
Dover
Dover

Millsboro
Lewes
Millville
Selbyville
Lewes
Laurel
Bridgeville
Millsboro
Fenwick
Dagsboro



Kimberly Clendaniel, Bing Spinelli, Jeannie Rash, Maria Zapata

RETAILER SPOTLIGHT

Harrington Raceway and Casino

Harrington Raceway and Casino sales have continued to grow not only in the gift shop but in the two bar areas as well. Players have several choices of games to play at this venue but love to watch their KENO® numbers come out. The staff here provides assistance when needed and is always complimented on their desire to please the players. Pictured left to right is Kimberly Clendaniel; Bing Spinelli; Jeannie Rash, Promotions Supervisor; and Maria Zapata, Supervisor. These ladies make it enjoyable to play KENO® and all other games at this location. Thank you, ladies!



TOP 10 TRADITIONAL RETAILERS JANUARY - MARCH 2024

Draw Games

New Castle County

Tobacco Time
Fairfax News
New Castle Shell
Books & News
Claymont News & Gifts
Boxwood Books, News & Tobacco
Airport News & Tobacco
Shiva Grocery
Hank's House of Liquors
Boyd's Corner Liquors

Kent County

Mike's Food Mart
Shore Stop #255
One Stop
Smyrna News & Tobacco
Food Lion #1426
Milford Plaza Cigarette Outlet
Wawa #853
Harrington Raceway and Casino
Stop & Shop
Eastside Package

Sussex County

Daily Market
Sweet Mart
Super Soda Center II
General Store
Super G #389
Back Bay Tobacco
Milton De-Lux
Shore Stop #254
Fenwick Island Goose Creek
Uncle Willie's

Bear
Wilmington
New Castle
Newark
Wilmington
Wilmington
New Castle
Wilmington
New Castle
Middletown

Dover
Dover
Dover
Smyrna
Smyrna
Milford
Smyrna
Harrington
Dover
Dover

Lewes
Milford
Seaford
Lewes
Millville
Millsboro
Milton
Lewes
Selbyville
Lewes

Instant Games

New Castle County

Books & News
Tobacco Time
Boxwood Books, News & Tobacco
Claymont News & Gifts
Royal Farms #196
Sunoco A-Plus
Snack and Tobacco Bazaar
Wawa #843
Wawa #863
Wawa #858

Kent County

Wawa #853
Shore Stop #231
Royal Farms #139
Cigar Cigarette & More
Mike's Food Mart
Royal Farms #13
Wawa #876
Wawa #855
Royal Farms #117
Royal Farms #121

Sussex County

Daily Market
Royal Farms #295
Wawa #837
Royal Farms #123
Wawa #865
Royal Farms #296
Royal Farms #158
Back Bay Tobacco
Royal Farms #114
Royal Farms #176

Newark
Bear
Wilmington
Claymont
Wilmington
Elsmere
Newark
Middletown
New Castle
Wilmington

Smyrna
Dover
Dover
Smyrna
Dover
Felton
Camden
Dover
Hartly
Harrington

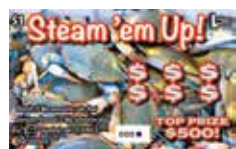
Lewes
Millsboro
Millsboro
Millsboro
Millsboro
Harbeson
Georgetown
Millsboro
Laurel
Ocean View

Retailers awarded more than \$19 million in Instant Game prizes from January – March 2024

INSTANT GAMES COMING SOON



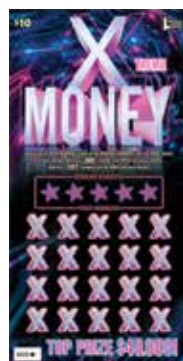
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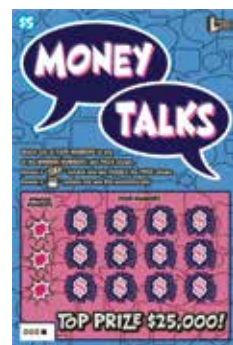
STEAM 'EM UP!!
(411)



BONUS SPOT
(414)



XTREME MONEY
(419)



MONEY TALKS
(410)



MONEY FRENZY
(409)



WAVES OF CASH
(413)



DIAMOND BINGO
(417)

INSTANT GAMES EXPIRING SOON

Expiring May 28, 2024

(\$10) X THE MONEY (322)
(\$5) X THE MONEY (321)

CASH LINES (311)
FIND \$\$\$ (308)

Expiring June 25, 2024

10X THE PRIZE (344)
THE MOST WONDERFUL TIME OF THE YEAR (337)
WHOLE LOTTA LOOT! (326)

DEEP POCKETS (325)
WIN IT ALL FAST (316)
CASH FEVER (312)

Expiring July 30, 2024

50X THE PRIZE (346)
20X THE PRIZE (345)

MORE MONEY (297)

For more information about the closeout schedule, please visit: <https://www.delottery.com/Instant-Games/Close-Out-Schedule>



REMEMBER TO CHECK THE RETAILERS TAB

There's a whole host of information just for Retailers on delottery.com. Just click the "RETAILERS" tab at the top of the page to access:

- Current Retailers promotions
- Past issues of *Ticket Talk* and our monthly mailers
- Customizable and printable in-store POS materials
- Shift and daily reconciliation forms

You can also see the latest prize and winner information for Draw Games and Instant Games by clicking the "CONSUMERS" tab. Check both occasionally to keep your customers informed of the latest Delaware Lottery news.

SCAN. PLAY. WIN.

Put your Delaware Lottery knowledge to the test for a chance to win a prize.

How it works:

1. Scan the QR code

Use your smartphone to scan the QR code and you'll be directed to a Delaware Lottery trivia question.

2. Answer the trivia question

Test your knowledge with our Delaware Lottery trivia question, fill out the form, and submit your answer.

3. Win a prize

If you answer correctly, you'll be automatically entered to win a prize. Winners will be announced in the next issue of *Ticket Talk*.

Good luck!

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Scan this code to answer trivia question.



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