



KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS
VOLUME 1 • ISSUE 1 • SEPTEMBER 2013



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KENO HAS ARRIVED IN DELAWARE!

On January 22, 2013, the Delaware Lottery officially launched Keno in the First State! This fun, fast-paced, bingo-style game became available in more than 70 new and existing Lottery retail locations throughout Delaware. Some of these retail locations included new lifestyle venues such as restaurants, pubs, coffee shops, gas stations, books and news retailers, and convenience stores.

To celebrate its Delaware debut, the Delaware Lottery hosted a Keno kick-off party on January 22 at Fraizer's Restaurant in Dover. The event was well attended by restaurant patrons and players, Lottery and Scientific Games staff, as well as local government officials.

Lottery Director Vernon Kirk led the kick-off party with some opening remarks and a warm welcoming of guests. Former Director, Wayne Lemons, assisted Mr. Kirk in the unveiling of a Keno monitor to the public through a formal ribbon-cutting ceremony.

A tremendous thank you to everyone who attended the Keno kick-off party and a special thank you to all those who had a hand in successfully launching and helping to bring Keno to Delaware! Be sure to check out photos from the party!

KENO
Fun. On the spot.

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A MESSAGE FROM THE DIRECTOR

Greetings Keno Retailers and welcome to the first edition of "Kenotes!" We are so very pleased that many of our existing Retailers as well as a handful of new Lottery Retailers have come aboard to introduce and help sell our newest game. Delaware is now one of 14 states in the country to offer this new and exciting fast-paced bingo-style game!

Since the launch of Keno in January 2013, we have over 80+ Retailers actively selling Keno. The addition of Keno to the Delaware Lottery's product mix followed the passage of House Bill 333, which allowed the Lottery to issue both Sports Lottery and Keno Retailer licenses to Delaware businesses operating outside of the state's racinos.

Our new licensing partnerships, which now include restaurants, pubs and other lifestyle venues creates another win-win relationship between the Lottery, its Retailers, players and the local business community. Players can now enjoy playing the Lottery at many of their favorite social gathering places, while sales from Keno bring new business opportunities and additionally help support the State's General Fund.

The Lottery staff extends a big thanks to you, our Retailers, for helping to make the launch and continued sales of Keno a success.



Vernon Kirk



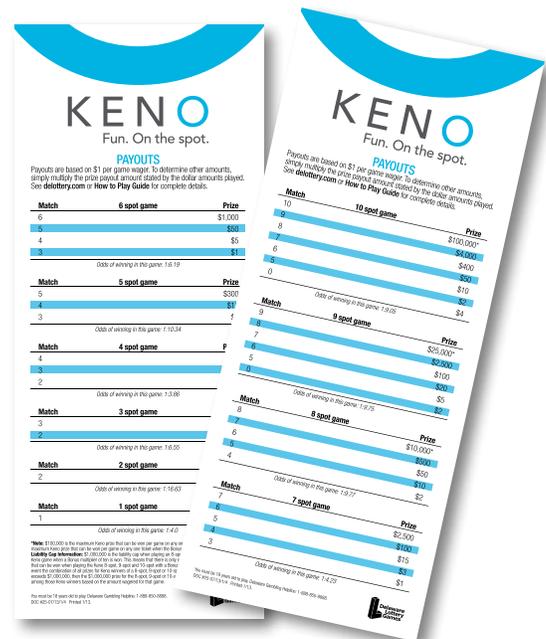
CHOOSE, WAGER, WATCH, WIN: How To Play & Keno Drawing Times

Keno is available daily from 6:04 AM to 12:04 AM. It's as simple as Choose, Wager, Watch and Win!

Players choose up to 10 numbers or "spots" using a field of numbers from 1 to 80. In any game, players can wager anywhere between \$1 to \$20.

Drawings are held every four minutes. The Lottery's Keno server continuously generates random sets of 20 numbers, which are displayed on the Keno monitor.

Players win based on how many numbers they match and how much they wagered. Prizes range between \$1 and \$1 million!



What's Keno Bonus?

By choosing "Yes" on their Keno playslip, players can opt for the Keno feature that gives them the chance to multiply their winnings by up to 10 times the original amount.

The amount wagered on Keno Bonus will always equal the amount wagered on Keno. For example, if you wager \$1, your bonus cost is an additional \$1, making the total ticket cost \$2.



WATCH The Bonus Wheel

The Bonus wheel appears on the Keno monitor right before each drawing.

Possible multipliers are 3, 4, 5 and 10. There are also slots on the wheel for "NO BONUS." Players win the bonus if their ticket is a winner for that game.

Fore more information about how to play Keno, Keno drawings or what players can win, visit: <http://www.delottery.com/keno/index.html>



POS Available

We have a variety of POS items that are available and that can be customized at your retail location. Please see your Keno Field representative if you need any new or additional POS.



Bringing Fun On The Spot Into Your Store: Tips To Sell Keno

Interested in becoming a Keno Retailer or already selling?

Here a few helpful tips to keep in mind when selling Keno at your location.

TIP #1

Try new creative uses of space in your store or location to display as much information about Keno as possible.

EXAMPLES:

- Display winning Keno tickets
- Display indoor and outdoor signage
- Display pictures of Keno winners when granted permission from winner

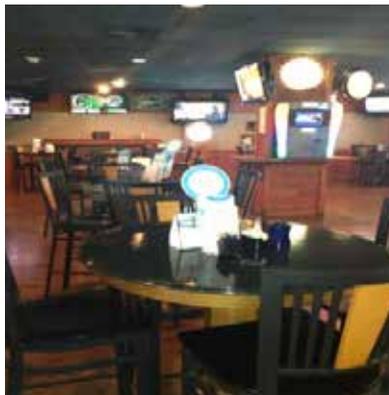


TIP #2

Designate or brand a specific area of your store location for selling or playing Keno.

EXAMPLES:

- Create a sitting area near the monitor or terminal
- Have pencils and playslips conveniently located for customers to fill out
- Bars and restaurants should keep playslips and pencils on every table and around the bar



TIP #3

Invest in your location to enhance Keno for players and new customers.

EXAMPLES:

- Place extra TVs or projection screens to show Keno in a different area of your location and to create player awareness
- Make your area inviting for players with extra chairs, tables or maybe even a couch for players to stay and play



SPOTlight

With new Keno winners everyday, we've put the spotlight on a few Retailers who have been successful at ramping up and selling Keno in their locations.



Daily Market & Owner, Brad Alwood

Brad Alwood attributes his successful Keno sales to the fact that he, along with his staff, educates players on all aspects of the game. They make sure to interact with customers and offer extra assistance to players who might be less familiar with the game. The Daily Market staff will even go as far as to help a player fill out their playslip when necessary.

When you pull up to the Daily Market, you can tell right away by the signage displayed outside the store's location that it is a Keno Retailer. Once inside the store, Brad has provided a designated area for customers to play Keno and winner

awareness signage is posted throughout the store that includes the dates and amounts of prizes won.

Having adequate seating for players to watch the Keno drawings is another tip Brad says has partly contributed toward his sales. Since Keno first launched, he has doubled the seating area for customers to play Keno.

Brad continues to increase Keno sales without having a loss in sales in any other Lottery game. He is truly a fine example of what it takes to be a successful Keno Retailer!



The Reef Restaurant & Owner, Charlie Ross

Charlie Ross is a top performer when it comes to selling Keno. The staff at the Reef makes it a priority to be well versed in the game and takes the time to explain the game of Keno to their customers.

Employees of The Reef also teach customers about the different odds in the game, which in turn, helps players become more comfortable in placing their Keno wagers.

You will often see The Reef bar staff and waitresses run Keno tickets for their customers. If a customer happens to win on a ticket run by a staff member, then the entire wait staff is typically rewarded as well.

The Reef's interior set-up is also very inviting for playing Keno. The restaurant not only features a monitor near the terminal, but also has a huge projection television screen that covers one entire wall of the restaurant. Additionally, there's a designated Keno wagering window modeled from the Old Brandywine Racetrack to give players that traditional feel of placing their wagers when playing Keno.

Charlie's Reef Restaurant is a great place to play Keno and his sales prove it!



Books & News Plus & Owner, Niten Amin

Customer service is Books & News Plus' number one priority, according to Niten Amin, and he makes sure that his staff gives 101% in that area.

"You must take time to explain the game to customers and answer any questions they may have," he said. "Be sure to interact with customers, keep track of the bonus numbers, and inform the regular players of those numbers."

"You also need to have two people to operate Keno at your location," said Niten. He also encourages new customers playing Keno to try other Lottery games they've never played before, other than POWERBALL® and MEGA MILLIONS®.

Like some other Retailers, Niten has designated a special seating area with bar stools for his Keno players to watch the monitor as they play. "So, visibility of the monitor is very important," he said.

Lastly, "Winner awareness is also key in becoming a successful Keno Retailer," said Niten. As you can see from the pictures of Niten's "Winner's Wall Of Fame," he posts the winning Keno tickets sold in his store to help drive his Keno sales.



Beach Towel



Hat



Keychains

Playing Cards



T-shirt

In-Store Player Incentives (Keno Parties & Promotions)

It is vital for Lottery Keno Retailers to offer in-store incentives from time-to-time that will ultimately engage players and build awareness as well as excitement for the game of Keno among new and existing players.

Retailers should contribute incentives such as store products, merchandise, or gift cards. Other options would be to offer

store discounts or refreshments and food when hosting a Keno party, or simply when players are sitting down in your store waiting for their game to come up on the monitor. The Lottery is also able to provide premium items and staff members to assist Retailers who would like to host Keno parties.

Keno Retailer Promotions

Attention, Retailers! Take a look at some of the past and present Keno promotions from the Delaware Lottery! Don't miss out on some of the great upcoming opportunities to increase Keno sales and engage customers!

Keno VISA Gift Card Promotion

In July, the Lottery gave away a total of \$2,500 in VISA gift cards to retailers, clerks, bartenders, servers and Delaware Lottery Keno terminal operators who sold Keno tickets from July 22, 2013 to July 31, 2013. For pictures of Keno VISA Gift Card winners, see page 11.

Here's how the promotion worked:

For every 5th Keno ticket sold statewide during that time period, an entry form was generated for the chance to win one of 30 VISA Gift Cards. First prize was a \$100 VISA gift card and second prize was a \$50 VISA gift card. The Lottery had a total of 20 first prize winners and 10 second prize winners! Congrats to our winners and a special thank you to all who participated and worked hard to sell and promote Keno!

KENO VISA CARD PROMOTION WINNERS

\$100.00 WINNERS

Chrissie Tatman – Royal Farms Bridgeville

Sam Patel – Convenience Store 70077

Rebecca Jacob – Harrington Raceway

Paresh Parikh – One Stop Milford

Lissa Warner – Your Neighborhood Store

Diane Long – Uncle Willies Woodside

Charlie – Delaware News Center

Shayla Andrews – Harrington Raceway

Candice Marsh – Boxwood Books and News

Minesh Patel – Mike's Food Mart

Amir Nilesh – Elsmere Liquors

Marisa Dibernardo – Grey Hare Tavern

Alicia Courtney – Smitty McGee's

Cathy Walls – Books and Tobacco, Inc.

Ken Messick – Bodies Selbyville

Gail Loughin – Bodies Millsboro

Brad Alwood – Daily Market

Jimmie Riggi – Rackers

Barbara Dymond – JB McGinnes

Katie Sayer – McGlynns Peoples Plaza

\$50.00 WINNERS

Susan Schenkel – General Store

Charlie Ross – The Reef Restaurant

Rick/Murph – Smitty McGee's

Michael Mears – Big Sissy's Bar & Grill

Jerry Mariner – R&R Grill

Mark Steele – Tobacco Time

Lauren Olson – Dover Downs Sports Book

Andrea Carter – Fraizers

Connie – The Reef Restaurant

Nishith Patel – Books and News

End of Summer Keno Player Promotion

The Lottery is having a summer send-off with a Keno player promotion where players have a chance to get a FREE \$1 Keno ticket per transaction of \$2 or greater!

Beginning August 26 through September 1, players who spend \$2 or more on a single Keno ticket, get a \$1 Keno (4 spot) Quick Pick Ticket for FREE.

Keno Mystery Shopper – COMING SOON in October!

Coming in late October 2013, you will receive a visit from a Mystery Shopper at your retail establishment. This visit could result in you receiving CASH ON THE SPOT if you ask the Mystery Shopper to purchase a Keno ticket or mention the game of Keno. Look for complete details mailed to your store in October.

Get To Know Your Keno Reps



Don Cahall • Keno Supervisor

On December 31, 2012, Don Cahall was promoted to manage the field services staff for our new game Keno.

Don started with the Lottery in October 2001 as a Lottery Field Representative and during that time,

he has traveled throughout the state and has been the only Lottery Representative to manage all territories within the state. Don's experience and knowledge will be a valuable asset to our new Keno game.

Don will continue to work with some of the traditional Lottery accounts that offer Keno and Sports Lottery, but will also be working with restaurants, bars and taverns that have become licensed Keno and Sports Lottery Retailers.

Additionally, Don will manage a field services staff consisting of one Delaware Lottery Field Representative, Shamika Veney, and two Scientific Games Keno Field Representatives.



Shamika Veney

Shamika Veney will be working with Don Cahall on Keno and Sports Lottery products. She joined the Delaware Lottery in April from our gaming partner, Scientific Games. She brings with her over 10 years

of experience in the gaming industry working as a Lottery Field Representative. Her strong emphasis on implementing and developing the Keno product is what makes her a great addition to the team. We are happy to have a self-starter and go-getter like Shamika who is dedicated to assisting her Retailers in any way she can.



Tina Cahill

Tina recently joined Scientific Games as a Keno representative. However, her extensive merchandising background and experience with G&G Outfitters is a perfect fit for a Keno representative. Her ideas and knowledge can help

make your location stand out. Please welcome Tina as the newest member of the Scientific Games team.



LaBarron McAdoo, Jr.

Many of you may already know LaBarron as a Scientific Games' field service technician. However, he recently transitioned to become a Keno representative, and will be servicing the northern part of Delaware. LaBarron has

a unique combination of technical and marketing skills, which will benefit the Keno Retailers in his territory.



Katherine "Katie" Ommanney

Katie is a familiar face or voice to many Keno Retailers. She previously developed Scientific Games' local Hot Line operations and was part of their staff for one year. She recently returned to Delaware, and both

Scientific Games, and the Lottery, are fortunate to have her join our Keno staff as a representative. Many of you will see Katie in her territory (the southern part of the state) when she visits your location or helps out with a Keno party.



Laurie Singley

Laurie joined Scientific Games in 2012 as a field technician for Sports Lottery. When Keno was launched in Delaware, she became a full-time Keno representative. Because of her extensive experience with Sports

Lottery, she was very familiar with many of the new Keno locations since many of these locations were also former Sports Lottery retail locations. Laurie participated in Scientific Games' Ambassador Program to ensure a successful Keno launch. Laurie's role has now shifted to focus on Sports Lottery during the football season, but she will continue to support Keno Retailers.

WOO-HOO! We've Got Winners!

Winners are popping up all over the state with Keno and the Delaware Lottery! Since its official launch, the Lottery has paid more than 300,000 winners in 2013 with prizes worth over \$1.7 million! A few of our lucky winners are featured in this issue.



In Store Training

Please contact any one of your Keno or Lottery Representatives if you are in need of in-store training for new employees, or if you would simply like a refresher training.

Monitor Your Monitor

It is very important to keep a close eye on your Keno Monitor at all times. Please report any trouble you experience with it functioning properly. This would include frozen screens, black screens, delayed or skipped drawings, etc. Please contact the hotline number to report any issues as soon as possible.

Know Your Important Hotline/Contact Info

HOTLINE NUMBER: 1-800-233-7014

MARKETING STAFF CONTACT INFO

SHAMIKA VENEY
Delaware State Lottery,
Keno Representative
302-632-9002

KATIE OMMANNEY
Sussex County,
Keno SGI Keno Representative
646-574-8515

DON CAHALL
Keno Supervisor
302-270-9343

TINA CAHILL
New Castle & Kent County,
SGI Keno Representative
646-574-8505

LABARRON MCADOO
New Castle County,
SGI Keno Representative
646-574-8459

Everything's More Fun With Friends...And Keno!

Keno parties are now playing! Keno isn't just a game. It's a catalyst for fun and Keno Retailers statewide are taking advantage of hosting Keno parties at their retail locations to create awareness and excitement for the game.

Customers who have attended Keno parties have not only learned how to play Keno, but also experienced the thrill and joy of winning through free giveaways and other great prizes on us! We have a variety of Keno branded premium items that can be used for in-store promotions and hosting Keno parties.

We've also teamed up with local radio stations at some of our Keno retail locations to further spread the word and excitement that Keno brings.

Hosting a Keno party is a great way to tie in the fun gaming attributes of Keno and to drive players to your location. If you'd like to host a Keno party, be sure to contact your Keno representative and check out some of the highlights from other Keno parties happening near your area.



KENO VISA GIFT CARD WINNERS



Lissa Carter
Fraizers



Chrissie Tatman
Royal Farms Bridgeville



Susan Schenkel
General Store



Lissa Warner
Your Neighborhood Store



Marisa Dibernardo
Grey Hare Tavern



Minesh Patel
Mike's Food Mart

SIGN UP

To Receive Future "KENOTES"

If you'd like to receive future issues of Kenotes, please fill out the form below.

First & Last Name

Name of Store/Restaurant Location

Address

Phone Number

E-mail

- Sign me up to receive future Kenotes via mail.
 Sign me up to receive future issues of Kenotes via e-mail.

DOC# 25-07/13/9/5 Printed 9/13

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