



KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS
VOLUME 1 • ISSUE 2 • MARCH 2014



KENO CELEBRATES 1 YEAR!



We are pleased to announce that on January 22, Keno marked its one-year anniversary in the state of Delaware!

Since Keno's inception, the Delaware Lottery not only became the 14th state lottery to offer the game, but we were able to garner over \$5 million in sales, a portion of which benefits our state's General Fund for necessary and vital state services that are needed throughout the year. Additionally, we added over 30 Retailers. To date, we now have more than 100 Retailers statewide selling Keno to players ages 18 years and older.

Our players reaped the benefits of

Keno as well. In just one year, Keno accounted for 461,021 winners in our state with prizes totaling \$2,627,433.

The success of Keno in Delaware can be attributed to our Retailers and staff who work so well together and do a fantastic job of creating awareness for the game among players. The overwhelming participation we had from both our traditional Lottery Retailers and the new lifestyle venues (bars, restaurants, etc.) helped immensely grow our presence, partnerships and player base in the community.

On behalf of all the Lottery staff, thank you for a great year and for being supportive of this new product launch. We look forward to another great year of Keno and sharing more good news with you in the coming months.

Vernon A. Kirk

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Fun. On the spot.

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Fun. On the spot.

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



Ken Messick

Bodie's Market - Millsboro

Bodie's Market has five locations throughout Sussex County who have been dedicated and successful Lottery Retailers for many

years. Since the launch of Keno however, Bodie's Market in Millsboro has proven to be a frontrunner when it comes to selling Keno.

The Millsboro Bodie's Market began selling Keno soon after its initial launch and since then, it has consistently been one of the top Retailers for Keno sales.

One reason for their success is the enthusiastic staff at this location, who take all of the necessary steps to sell the game, and to ensure customers have a positive experience when playing Keno. The staff not only provides instruction on how to play Keno, but also encourages their customers to give Keno a try. In addition, the staff displays winning tickets so that customers can see which numbers are being played and won.

The interior of Bodie's in Millsboro is also welcoming and inviting for customers to try Keno because they have provided a seating area where customers can sit, relax and watch their game on the Keno monitor without feeling rushed or pressured to buy.

The fact that Bodie's in Millsboro has popped up several times on our winner awareness list of \$300 and above is another reason why customers are drawn to this location. Their favorite spot to play Keno has also become their LUCKY SPOT!



Jesse Dendy

James & Jesse's Barber Shop

Two brothers, James Dendy and Jesse Dendy, started a barbershop on Bennett Street in Wilmington in the year 1960. In 1973, they moved to a larger

location directly across the street. The brothers then added a beauty shop and their sister, Maud Matthews, joined the team. This is a family owned business that not only has been passed down for many generations, but has also been a Retailer with the Delaware Lottery since 1976 when the Lottery first began selling Instant Tickets!

Two years after, in 1978, the Delaware Lottery added terminal operating machines and the shop began selling Lottery draw games as well. Last year, when the Delaware Lottery launched Keno, James & Jesse's Barber Shop was on board for adding Keno to their already large Lottery product selection.

They attribute their Lottery and Keno sales success to consistent hours, a good relationship with their community, and the willingness to always please their customers by providing fast and courteous service, especially when cashing winning tickets. Similar to Bodie's Market, James & Jesse's Barber Shop also has a Keno seating area for their customers. Additionally, they have remodeled their store location to have more space and an area solely for Lottery purchases in the back of their shop.

James & Jesse's Barber Shop truly is a Keno success story and their business has thrived so many years because of the fun and friendly atmosphere they offer customers to enjoy their Lottery experience.

TOP TEN KENO LOCATIONS

1. **The Reef Restaurant** – Wilmington, DE
2. **Books & News** – New Castle, DE
3. **Dover Downs Gazebo Bar** – Dover, DE
4. **Daily Market** – Lewes, DE
5. **Books & Tobacco, Inc.** – Wilmington, DE
6. **New Castle Shell** – New Castle, DE
7. **Smitty McGees** – Selville, DE
8. **Tobacco Time** – Bear, DE
9. **Convenient Store** – Wilmington, DE
10. **Harrington Raceway** – Harrington, DE

Tips For Selling Keno

Interested in becoming a Keno Retailer or already selling?
Here are a few helpful tips to keep in mind when selling Keno at your location.

TIP #1

Ask for the sale.

TIP #2

Make sure all staff has been trained on the product. A trained staff is able to sell the product easily and professionally.

TIP #3

Let your customers know that you are attentive to their needs and purchase by producing their tickets in a quick and friendly manner.

TIP #4

Offer discounts on items or giveaways for purchasing Keno. Show the customer that you appreciate their patronage.



Welcome New Keno Staff!



Chris Kunzweiler

Chris has been a part of the Lottery staff since 2012, working as a Scientific Games field technician, but recently he transitioned roles to become a Keno representative in October 2013. Chris also has previous experience in marketing

after spending many years with Mosaic Sales as a Microsoft Entertainment Representative. His marketing background will certainly benefit Keno Retailers in his territory, which will encompass the northern part of Delaware. Chris says that he is excited to be part of the Keno group and is ready to help out in anyway he can!

EMAIL – Christopher.kunzweiler@scientificgames.com

PHONE – 646-574-8459

Welcome New Keno Retailers!

Dover Super Soda and Deli
Dover, DE

James & Jesse's Barber Shop
Wilmington, DE

24-7 Food Mart
New Castle, DE

Sunset Deli & Market
New Castle, DE

Talleyville Food Mart
Wilmington, DE

State Line Cigarette Outlet
Newark, DE

Hockessin Books & Tobacco
Hockessin, DE

Tobacco Zone
Newark, DE

Tobacco Express Tristate Mall
New Castle, DE

Faber Newsstand
Wilmington, DE

Elsmere Gulf
Elsmere, DE

TJ's Food Mart
Wilmington, DE

Christiana Pub Omega
Newark, DE

Keno Anniversary Second Chance Drawing

The Lottery is inviting players to celebrate Keno's first anniversary with a second chance to win a trip to summer's hottest spots! Players who mail in their non-winning Keno tickets between March 31 and May 18 will be entered to win one of two great destination prizes. One lucky second chance winner will receive the GRAND PRIZE of a four-day, three-night, stay for two at the Boardwalk Plaza Hotel in Rehoboth Beach, Delaware.

Two FIRST PRIZE second chance winners will receive two general admission passes to the east coast's premier summer concert event in Dover, Delaware – The Firefly Music Festival!

So Retailers, encourage your players to play Keno and start celebrating! Visit delottery.com/hotspots for more information.

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!

FEBRUARY: Keno VISA Gift Card Promotion

For a limited time in February, for every 5th ticket sold, Retailers and clerks received an entry form to fill out for the chance to win \$100, \$50 or \$25 in VISA gift cards.

MARCH – MAY: On the Spot Keno Parties Promotion

Retailers and clerks, get ready to be on the lookout! In April and May, Lottery representatives will be randomly popping in to various Keno retail locations throughout the state to host "On the Spot" Keno parties! If you receive a visit from a Lottery field representative during these months, there's a good chance an impromptu Keno party will take place. These impromptu Keno parties could feature the Keno prize wheel, Keno Free Play, and other great Keno giveaways. "On the Spot" Keno parties are yet another simple and creative way we are helping our Retailers incentivize their customers to try their luck at Keno.

MAY: Keno Visa Gift Card Promotion

For a limited time period in May, for every 5th ticket sold, Retailers and clerks will receive an entry form to fill out for the chance to win \$100, \$50 or \$25 in VISA gift cards.

JUNE: Partner Play Promotion

For every customer that spends \$5 or more per Keno transaction, the Retailer, clerk or Keno wait staff that made the transaction will receive a FREE \$1 partner play 4 Spot ticket. In order to participate in this promotion, Retailers must notify the Keno Supervisor, Don Cahall, at 302-744-1626 by May 15, 2014.

**Be on the lookout for more details on all the promotions indicated above.*

Player Promotions

JANUARY: Keno Anniversary \$2 Four Spot Ticket Promotion

Players were invited to join us in the celebration of Keno's one-year anniversary with a player promotion that brought them some additional fun! From January 22 through January 29, players who bought \$5 or more of Keno received a \$2 four spot ticket for FREE. The promotion was a great success and resulted in a sales increase of more than \$21,000 when compared to the same time period from the previous week.

APRIL: Keno Anniversary Second Chance Drawing

Retailers are encouraged to share the details and invite players to participate in our statewide Keno second chance anniversary drawing promotion taking place between March 31 and May 18. Players that mail in their non-winning Keno tickets during the promotion's time frame will be entered to win one of two prizes: a vacation getaway to the Boardwalk Plaza Hotel in Rehoboth Beach or tickets to the Firefly Festival in June.

Congrats To The Winners Of Our Keno Mystery Shopper Promotion!

In late October 2013, the Delaware Lottery held a special promotion where our Retailers received a special visit from a Mystery Shopper at their retail establishments for a chance to win cash on the spot for either mentioning

our newest game Keno, or encouraging the Mystery Shopper to purchase a Keno ticket. Congrats to our winners listed below who took advantage of this special offer and helped spread awareness for the game of Keno!

KENO MYSTERY SHOPPER WINNERS 2013

1ST Prize Winners of \$100

- | | |
|---|--|
| 1. Tonia Argo – Royal Farms – Glasgow | 4. Monica Allen – Royal Farms – Bridgeville |
| 2. Howard Hundley – Daily Market – Lewes | 5. Atul Patel – Claymont News – Wilmington |
| 3. Robert Farrow – Convenient Store – Wilmington | |

2ND Prize Winners of \$50 Instant Ticket Packets

- | | |
|---|---|
| 1. Jerry Harrison – Bowlerama (Keglers-Pub) – New Castle | 5. Najib Chowdhury – Convenient Store – Wilmington |
| 2. Ken Malin – Malin's Market – Newark | 6. Shannon Notty – Royal Farms – Oak Orchard |
| 3. Zabien Asbury – Royal Farms – Bridgeville | |
| 4. Haley Chapin – McGlynn's – Polly Drummond – Newark | |

3RD Prize Winners of Delaware Lottery Prize Packs (\$25 value)

- | | |
|--|--|
| 1. Christine Jannuzzio – Books & Tobacco – Wilmington | 6. Brandon Mayfeild – Jame's & Jesse's Barber Shop – Wilmington |
| 2. Megan Miller – Deer Park – Newark | 7. Marianne Tylor – Mio Fratello – Fenwick Island |
| 3. Antonica Johnson – DOT #114 – Selbyville | 8. Tammy Ganter – Shore Stop – Fenwick Island |
| 4. Karen Smith – The Laurel Oasis – Laurel | 9. Linda Marshall – Stanley's Tavern – Wilmington |
| 5. Robin Sharita – Christiana Pub Omega – Newark | 10. Jennifer Sale – Smitty McGees – Fenwick Island |

WOO-HOO! We've Got Winners!

As Keno celebrated its one-year in the First State, we want to celebrate the fact that we finished out the year with more than 460,000 Keno winners who won prizes worth more than \$2 million!

A big thank you goes out to all our Keno Retailers who helped make Keno's first year a success and such a positive and winning experience for our players!

Keno Parties Continued...

We started off the New Year with several Keno parties throughout the month of January and Retailers are continuing to host Keno parties in order to drive players to their store locations and increase sales. Our first Keno party of the New Year was held at Delaware News Center in Wilmington.

Remember, hosting a Keno party is a great way to not only create awareness for the game among your patrons, but it also helps incentivize player participation in the game through the prize giveaways and discounts offered.

To host a Keno party, please contact your Keno representative and check out the list of fellow Retailers who have or will be hosting a Keno party in your area.

January 2014

1/10 – Delaware News Center
 1/15 – Smyrna News and Tobacco
 1/17 – Laurel Oasis
 1/24 – Books and News
 1/25 – Rehoboth Ale House
 1/30 – The Reef

February 2014

2/7 – R&R Grill
 2/10 – Stop & Shop
 2/12 – Dover Super Soda
 2/14 – Books & Tobacco, Inc.
 2/19 – James & Jesse's Barber Shop
 2/20 – Tobacco City
 2/21 – Jeff's Taproom
 2/21 – Middletown News & Tobacco
 2/26 – New Castle Shell

March 2014

3/1 – Claymont News & Gifts
 3/5 – Boxwood Books, News & Tobacco
 3/13 – Timothy's On The Waterfront
 3/15 – Rehoboth Ale House
 3/19 – Windsor Market
 3/20 – Talleyville Food Mart
 3/22 – Tobacco Express
 3/22 – Big Sissie's Bar & Grill

April 2014

4/3 – McGlynn's Peoples Plaza
 4/5 – De-Lux Dairy Market



Know Your Important Hotline/Contact Info

HOTLINE NUMBER: 1-800-233-7014

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To Receive Future KENOTES By E-mail:

If you'd like to receive future Kenotes by e-mail, please e-mail Keno Supervisor, Don Cahall, via Don.Cahall@state.de.us.

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THE DELAWARE LOTTERY

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