



Instant Games Expiring Soon

Game Name	Game Number	Expiration Date
20x the Cash	659	November 2, 2015
4 Square Bingo	665	November 2, 2015
Triple Green 777	666	November 2, 2015
Word Games	680	November 2, 2015
Hit \$50,000	670	November 30, 2015
Lucky Lines	676	December 28, 2015

Reminder Instant Ticket Terminal Returns

As a reminder, you can now return certain Instant Games via the terminal. You may still call Tel Sel operations and return the tickets via the traditional method as well. At any time, there may be up to 10 Instant Games that can be returned via the terminal. Any games that are not set up for returns through the terminal will require calling the Tel Sel operations. **Please reference the training document for more information.**

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Ticket Talk

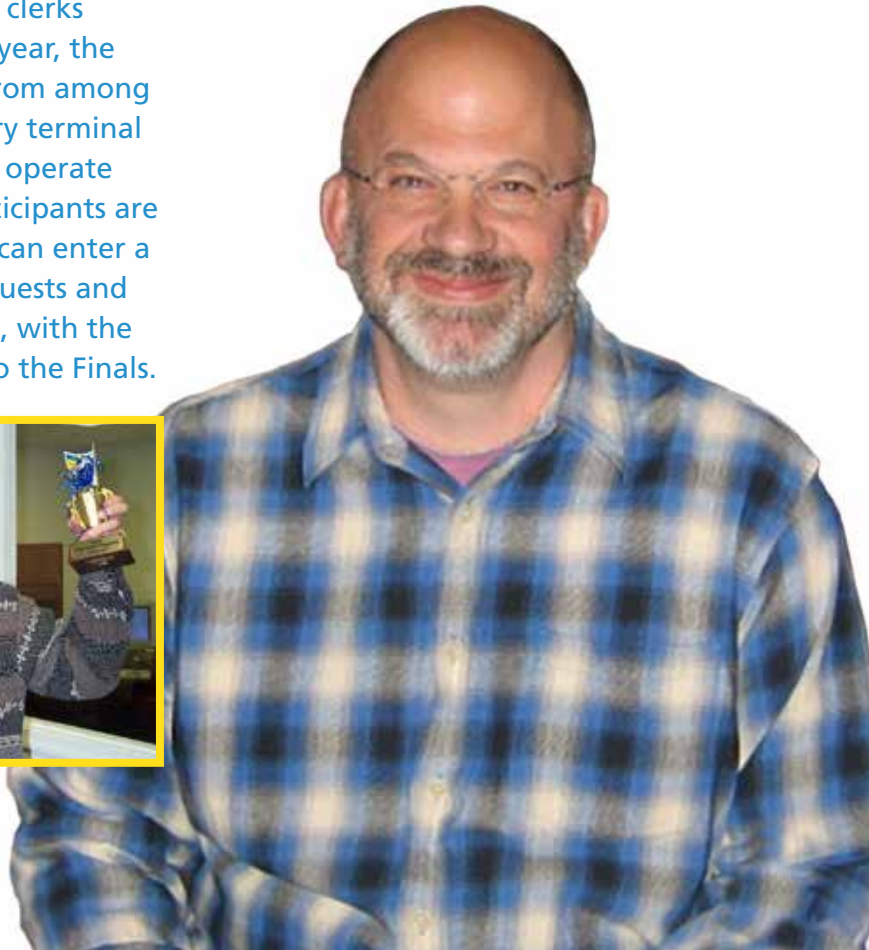
From Lottery Retailer to Lottery XFingers Winner!

When Brad Alwood became co-owner of the Daily Market in Lewes back in 1995, he decided the location would remain a Lottery retailer. His smart decision paid off, as the Daily Market soon became Sussex County's number-one overall Lottery retailer and Delaware's number-one Instant Ticket retailer. Brad's quick hands no doubt played a role in punching in so many lucky numbers.

Brad was the big winner back in 2000 and his quick hands put him in the Lottery's 2015 XFingers Challenge with other nimble-fingered clerks from across the state. Each year, the XFingers determines who from among all licensed Delaware Lottery terminal operators can most adeptly operate their Lottery machines. Participants are timed on how quickly they can enter a variety of Lottery ticket requests and transactions into a terminal, with the fastest players moving on to the Finals.

Starting in the preliminary Sussex County rounds in Millsboro, Brad quickly qualified for the Finals in Dover on April 9. He then faced four other preliminary winners from his own county and ten more from two other counties. In the end, Brad's flying fingers defeated all comers and snagged the top prize—a check for \$1,000, with our congratulations!

Brad hopes to compete again in our 2016 challenge. We're keeping our fingers crossed for him!



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A message from Lottery Director Vernon Kirk



As the Delaware Lottery celebrates its 40th anniversary, we look back with great pride on all the good we have accomplished for Delaware's citizens. Since the start of operations in 1975, the Delaware Lottery has contributed more than \$4.5 billion to the state's General Fund to help finance needed state services that benefit everyone in Delaware. Our contributions are used to support public and higher education, health and social services, public safety and homeland security, judiciary and corrections, family services, environmental control, and much more.

For Fiscal Year 2015, the Lottery is pleased to report that retailer ticket sales, including sports, totaled \$170.6 million! Retailers earned \$10.8 million in commissions and bonuses, and sold \$97.5 million in prizes to their players. Needless to say, a very large part of the Lottery's success story is due to you, our retailers. The collaborative partnership between you, the Lottery and our primary vendor, Scientific Games, rests at the core of our organization and really defines the accomplishments that we have been able to achieve together.

Looking forward, the Lottery remains committed to the ongoing development of innovative games and technologies that have made us a recognized industry leader. I can confidently say the Lottery's future is bright and its best days are ahead. **Here's to our next 40 years!**

Vernon A. Kirk
—Vernon A. Kirk

The Delaware Lottery is pleased to announce the following appointments:



In April 2015, **Barbara Hutchins** was appointed Assistant Director of Traditional Games for the Delaware Lottery. Barbara has been with the Lottery since May 1996 when she started in the position as a Lottery Field Representative and shortly after was promoted to Manager of Sales & Retailer

Development. She has played an integral part in the Lottery's expansion over the last two decades, and in her new position, Barbara will be overseeing the Lottery's operation of traditional product games, marketing planning, advertising strategies and the annual budget. Congratulations to Barbara on her new position as Assistant Director of Traditional Games.



Dale Hoffman was recently appointed to the position of Manager of Sales & Retailer Development. Dale originally joined the Delaware Lottery in June 2005 bringing an extensive background in sales and marketing and several years' experience working with our Lottery games vendor Scientific Games

International. Dale is completely deserving of this new position as he pioneered the position of Corporate Accounts Manager to a

record level of sales. Dale is looking forward to expanding on his relationship with the retailers in his new role and working together as a team to support the overall mission of the Lottery that will result in increased revenue for the retailers and the State of Delaware. The Lottery congratulates Dale on his new role as Manager of Sales & Retailer Development.



Barb Rogers accepted the position of Corporate Accounts Specialist for the Lottery after serving more than 10 years as a dedicated Lottery Field Marketing Rep. Barb developed an excellent rapport over the years and worked very hard in assisting her retailers, addressing their needs

and making herself available. In her new position, Barb will service and oversee the marketing and advertising for the corporate retail accounts statewide. Barb has enjoyed her role as the Marketing Field Rep but is looking forward to working more in depth with the corporate accounts and addressing some of the ongoing accounting concerns. Congratulations and best wishes to Barb on her new position as Lottery Corporate Accounts Specialist!

Happy Anniversary!

Jay's Liquors

Paresh Patel—Owner

10
YEARS

Paresh has a clear memory of the most exciting Lottery moment in his store's history. It was May 15, 2013, when he sold a Mega Millions ticket that earned one of his regular customers a \$2,000,000 payday. Jay's Liquors is a corner store in a historic Wilmington neighborhood known as Little Italy. Most of his Lottery customers live in the neighborhood. Many are senior

citizens. Paresh says that his players are loyal to him because he knows their preferences and can run their Play 3 and Play 4 numbers by memory. The rapport he has built with his Lottery players makes selling and talking about Lottery the fun part of his day. Paresh is delighted that most of his players have become fans of Lucky for Life. He also is bullish on the game, and hopes it will produce another big win for one of his players.



Kirkwood Exxon

Bobby Singh—Owner

10
YEARS

Bobby Singh of Kirkwood Exxon proudly proclaims that he has ownership interests in nine Delaware gas stations, and that he sells Lottery in each and every one of them. "Come rain or shine, you can count on your Lottery customers to visit your store and buy other products as well," Bobby says. Lottery, according to Bobby, is good for business and generates a special relationship with customers, unlike gas products and most convenience items. "It brings customers in from the pumps and gives the clerks and the players something more to talk about than just the weather," Bobby says. Kirkwood Exxon customers "love the Lottery's scratch games," he said, "and as a consequence the instant ticket has become the best-selling Lottery product at this location."



Fairfax News

Harry Shah—Owner

10
YEARS

Fairfax News does something consistently better than any other Delaware Lottery retailer—their POWERBALL and Mega Millions sales outperform every other store in our retailer network year in and year out. Why? Harry Shah has the answer: "We produce our own jackpot awareness signs for these games and print them out on brightly colored sheets of paper that we hang up in plain view throughout the store and in the doors and windows," Harry says. "The signs are hard to ignore and they prompt the customer to think about these games and dream of winning. The jackpot amounts are always up-to-date and a constant reminder that you can't win if you don't play," Harry says. "We have had numerous large payouts from these games and we never fail to advertise the outcome when we sell a big winning ticket. My staff and the Lottery marketing staff make winner awareness a priority in this store."

Harry has expanded the business he bought a little more than 10 years ago to give customers additional room to play Keno and Sports Lottery. Not unlike Harry's other store, Delaware News Center, this store in the Fairfax Shopping Center on busy Route 202 is a flagship Lottery location where Lottery players can expect knowledgeable service and lots of chatter. "Our customers have become our friends," adds Harry. "We aim to treat everyone with the same hopeful and cheerful outlook and to make new friends every day—and Lottery has helped us along this path."



Red Top Liquors

Ted Knight—Owner

10
YEARS

Ted purchased this location more than 10 years ago, and the Delaware Lottery was already being sold at the store. Ted felt it would be beneficial to his clientele if he kept the Lottery for the players' convenience.

Through the years the store has sold a \$7,500 winning Instant ticket, but nothing above that so far. Considering the jackpots are a lot higher now than they have been in the past, Ted isn't giving up hope for his store to sell the big one. Being on the Maryland line, he remembers having lines hanging out the door when the POWERBALL jackpot would get to \$100 million.

Ted feels the Lottery has done a great job over the years with new games as well as updating equipment. He enjoys seeing his Lottery reps and feels the Lottery staff works very hard.



Happy Anniversary! Continued...

Schoolside Lukoil

Kenny and Jigna Patel—Owners

10
YEARS

Schoolside Lukoil is a Dunkin' Donuts, a convenience store and a gas station—and in the midst of it all maintains a highly successful Lottery business. Talk about diversification! Fast and efficient service comes naturally to these energetic entrepreneurs, Kenny and Jigna Patel. They motivate their employees to strive for excellence in serving all patrons and to keep pace with the high customer traffic that crosses their threshold every day. Lottery players are treated with the same level of care as their food and coffee customers. Kenny insists on it. He and Jigna credit their improving sales to the Delaware Lottery's marketing support: "Pump handle signage, in-store displays, product ads and promotions—all contribute to adding new customers and bigger profits." Kenny also lauds the twice-a-year incentive bonus program of the Lottery. "We have made our bonus goals for three years running," says Kenny. "It has become a meaningful indicator of our success and a motivational tool that really works."



Seaford Liquors

Nehal Patel—Owner

10
YEARS

Nehal has been at this location for more than 10 years. Lottery has been a major convenience to his customers. Even though he hasn't sold any big winners, he still works very hard for the Delaware Lottery in promoting the games.

Nehal and his wife do not play the Lottery, but they love seeing the jackpots reach \$200–300 million. This really helps Lottery sales as well his regular business in the establishment.



Shore Stop/FasMart

Stuart Lawrence—Regional Operations Manager

10
YEARS

Asked why Shore Stop has sold Lottery products for so long, Stuart responds, "It's what our customers want and it keeps them coming back." He also noted how the Lottery has changed over the past 10 years. "The Lottery has continued to evolve to offer the public greater variety," he says. "From a business standpoint it has become much easier to handle with things like being able to scan tickets. That helps cut down on it being rung up incorrectly." He also appreciates the wow factor that comes with the big jackpots like POWERBALL and Mega Millions. "Our Lottery sales spike, and with the additional traffic, increases our ability to make additional sales like a drink or a candy bar." He adds, "The Delaware Lottery has been a great vendor partner for Shore Stop, and I can't think of anything they could do better."



Willow Grove Food Mart

Piyush Patel—Owner

10
YEARS

Paul (Piyush) couldn't believe he had been selling Lottery products in Wyoming, Delaware for more than 10 years now. The Lottery was already established at this location when Paul took over, but sales have grown in the last decade. Paul feels that having Lottery in the store, close to the Maryland state line, has given his customers a one-stop shopping location.

Though there haven't been many big winners at the store, Paul feels the Lottery has grown tremendously with a lot more Instant tickets, as well as better equipment. He did have a \$5,000 winner on an Instant ticket back in October 2013. In February, a regular customer checked his previously purchased Multi-Win Lotto ticket to find out that he was a winner of \$1,500. Paul says the customer didn't know the ticket was a decent winner and was very excited.

Being a longtime Delaware Lottery retailer, Paul feels the Lottery does a great job promoting games as well as handling the high jackpots that we have seen recently. His only suggestion for the Lottery was to "keep up the good work."



ACME #7816—Middletown

John Colantaono—Store Manager
Nancy Shimek—Office Coordinator
Jessica Powell-Kuntzaern

10
YEARS

For these ACME retailers, selling Lottery was an easy decision. All three believe it has increased traffic flow as another product available for consumers. Just a few years ago, they had a \$7,500 winner on the Operation scratch ticket.

John Colantaono gets a particular kick out of observing customers with superstitious habits, like when a customer wants to buy only the first few or last few tickets off an Instant scratch book. Lately, ACME has witnessed positive changes with overall service, technology and the Instant product line, with more price points and media coverage contributing to increased sales. Large jackpots with POWERBALL and Mega Millions continue to draw interest with players as well as employees. And as for their personal favorite games: John loves POWERBALL, and so does Nancy, while Jessica prefers Instant Games.



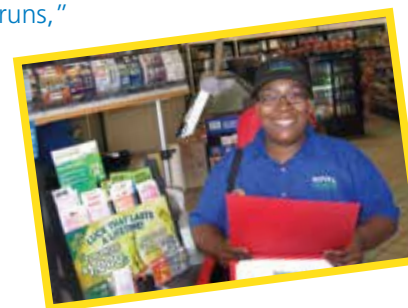
ROYAL FARMS #38—Seaford

Nadisha McNeill—Manager

20
YEARS

There's no doubt in Nadisha's mind that Lottery games play a positive role with her regular foot traffic, because Lottery customers usually purchase other items. "They absolutely love the various price points with the Instant Product line," she says.

Her store recently had a \$1,000 winner on one of the \$20 scratch tickets, but she never thought she'd see jackpots of \$500–600 million! "We see a definite increase in business during those runs," she adds. Nadisha's own favorite games are the \$1 and \$2 Instant products and occasionally the Play 3 and 4 numbers.



7-ELEVEN #11301

South Gerald Corporate Run Location
Suvarna Pasikanti—Manager
Michael Doonan—Field Consultant

20
YEARS

When you have numbers in your name like 7-Eleven, you know Lottery games are going to bring more customers into your store. Suvarna has seen a number of \$500-and-under winners, which encourages return play by her Lottery customers. Michael applauds the technological advances of Lottery equipment as very helpful in selling tickets. His favorite games are POWERBALL and Mega Millions when the jackpots are high. "Why not throw \$5 at that sum of money?," he suggests. Suvarna really doesn't have a favorite game, but she, too, has a suggestion: "If the technology could be developed, a permanent play slip—that a player could use over and over—would be nice, rather than the paper slips in the industry now."



ROYAL FARMS #44—Fenwick Island

Andrea Schlottman—Manager

30
YEARS

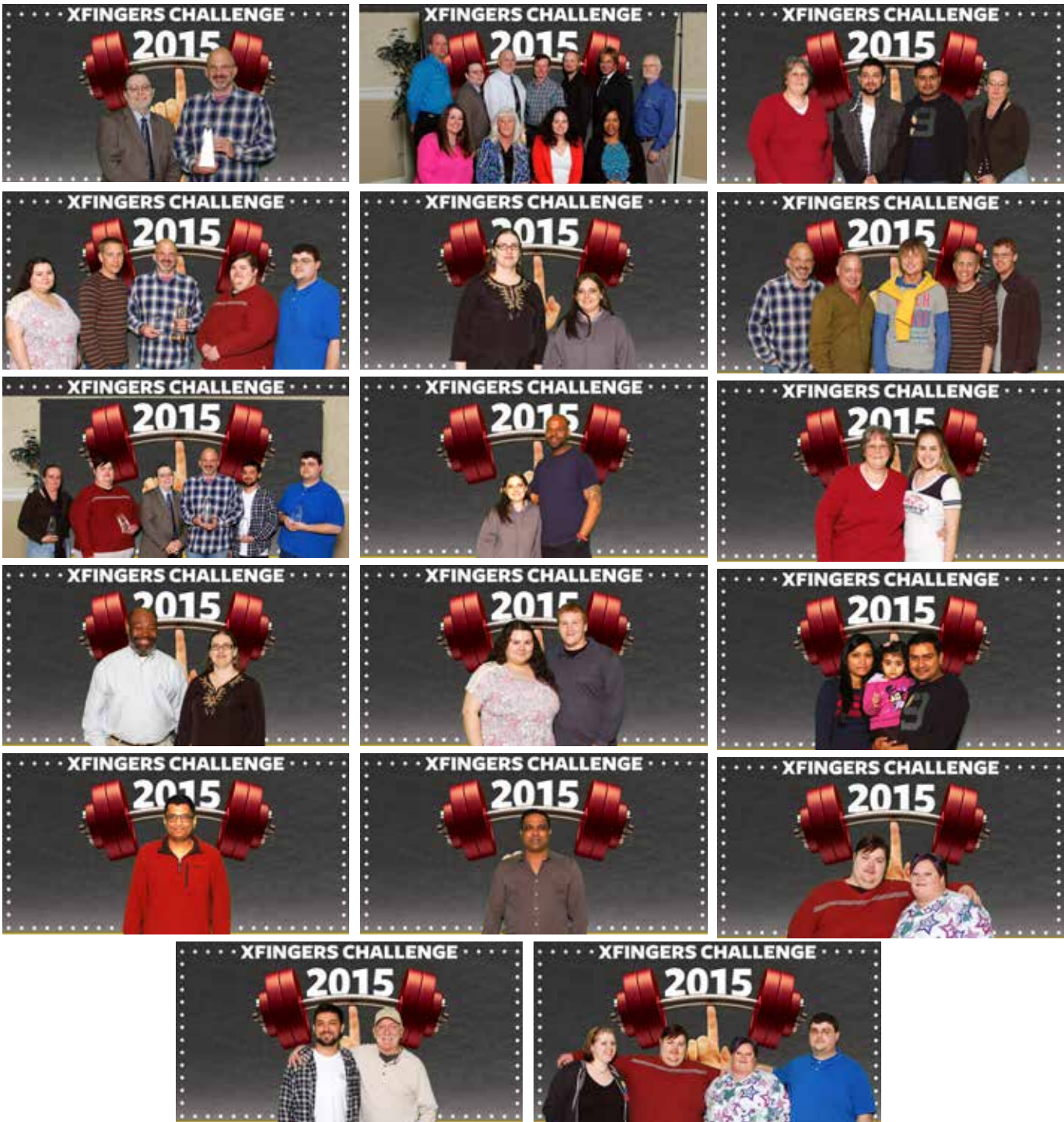
Andrea enjoys the mannerisms of her Lottery players that buy the occasional misprinted tickets. "It's so funny," she says, "when one customer decides they don't want the ticket after it was printed—and then the next customer buys it!" Being a Lottery retailer definitely benefits her store's business. "Our Lottery players usually purchase other items," she adds. Andrea marvels at how the big jackpots with POWERBALL and Mega Millions continue to draw interest. Her favorite games are the Instant products and the new L4L game.





Congratulations to all 2015 XFingers participants!

It was a great turnout on April 9, as store clerks from across the state converged on Dover for the Delaware Lottery's annual XFingers Challenge. Competition was fast and furious. Special thanks to all who participated, and hats off to all of our winners!



KEY UPDATES

Current game	POWERBALL as of Oct. 7, 2015, drawing
5/59 plus 1/35	5/69 plus 1/26
Power Play: 2x, 3x, 4x, 5x multipliers	Power Play: 2x, 3x, 4x, 5x. 10x added for advertised jackpots of up to \$150 million
Jackpot odds: 1 in 175.2 million	Jackpot odds: 1 in 292.2 million
Overall game odds: 1 in 32	Overall game odds: 1 in 25

THE NEW POWERBALL GAME MATRIX

Match	Win	Odds (rounded to the nearest whole number)
● ● ● ● ● ●	Jackpot	1 in 292.2 million
● ● ● ● ●	\$1 million	1 in 11.7 million
● ● ● ● ●	\$50,000 NEW	1 in 913,129
● ● ● ● ●	\$100	1 in 36,525
● ● ● ● ●	\$100	1 in 14,494
● ● ● ● ●	\$7	1 in 580
● ● ● ● ●	\$7	1 in 701
● ● ● ● ●	\$4	1 in 92
● ● ● ● ●	\$4	1 in 38
Overall odds		1 in 25

POWERBALL to get new matrix

Game matrix changes to 5/69 plus 1/26, starting with Oct. 7 drawing

Get ready for the addition of a 10x Power Play multiplier and changes to the POWERBALL game matrix that provide players with a better chance of winning a prize and encourage the jackpot to grow.



First day of sales



First drawing

Upcoming Sponsored Events



University of Delaware
Athletics Football
and Basketball
(Men's and Women's) Seasons,
September 2015–March 2016



Apple Scrapple Festival
Bridgeville,
October 9–10



Delaware Wine
and Beer Festival
Delaware Agricultural
Museum & Village, Dover,
October 17

LOOK FOR THESE NEW INSTANT GAMES COMING SOON!



(741) Cash Reserve
(742) Hang 10
(743) Jumbo Bucks
(745) Cash Funds
(752) 5X the Money
(753) Happy Holidays
(754) Frosty Doubler
(755) Cash!
(757) Arctic Cash
(758) Platinum 7

HERE ARE THE LOTTERY'S LATEST *Big Winners locations!*

10/6/15 \$25,000 "\$25,000 PAYOUT"—Royal Farms—Dagsboro
9/23/15 \$10,000 POWERBALL—Shore Stop—Camden
9/8/5 \$35,000 "10X THE CASH"—Royal Farms—Dover
9/1/15 \$25,000 "DELAWARE LIMITED"—Miller Smoke Shop—Wilmington
8/18/15 \$150,000 "BIG MONEY"—De-Lux Dairy Market—Seaford
8/12/15 \$15,000 "GOLD 7"—Discount Cigarettes—Fenwick Island
8/03/15 \$170,020 MULTI-WIN LOTTO—Books & Tobacco, Inc.—Wilmington



Our latest Drawing Games updates.

There are also new Play 3/4 brochures—ask your rep if you haven't received them.
The number of LUCKY FOR LIFE winners as of September 29, 2015, in the state of Delaware is 225,491.

POWERBALL to get a matrix change.

The first day of POWERBALL sales will now be October 4, 2015. Our deadline for drawings is now 9:45 p.m., not 10 p.m. In addition, the terminal will have a Quick Pick button for both POWERBALL and LUCKY FOR LIFE, which allows 10 plays on a single ticket!

Welcome, New Retailers!

The Delaware Lottery would like to welcome the following new retailers to its ever-growing retailer network.

Safeway #2706	Rambleton Liquors	Delaware Cigarette & Tobacco—Naamans
Safeway #3040	Your Neighborhood Store	Route 9 BP
Safeway #4030	Clayton Liquor—Clayton	Jack's Country Maid Deli
Safeway #1763	Smoke Shop	Greenwood Liquor
Liquor Stop	SM Mart	Blades Discount Liquors
Newark Sunoco	Summit Liquors	Concord Liquor
Summit Station Shell	Buyrite Liquors	Fitzharris Liquors
American Cigarette Outlet	301 Plaza	Tobacco Zone
Clayton Liquors—Wilmington	Dash in—Georgetown	
Bacalao Fresh Super Market	Foulk Road Exxon	

Top 10 Lottery Retailers, September 2015

Congratulations to all of our top ten retailers for Instant Game and Drawing Games sales in each county!

DRAWING GAMES

KENT

Smyrna News & Tobacco	Smyrna
Mike's Food Mart	Dover
Uncle Willie's—Woodside	Woodside
One Stop—Milford	Milford
Milford Plaza Cigarette Outlet	Milford
Stop & Shop—White Oak	Dover
Cigar Cigarette & More	Smyrna
Harrington Raceway & Casino	Harrington
Stop & Shop—Walker Road	Dover
Benbow's Package Store	Dover

SUSSEX

Daily Market	Lewes
General Store	Angola
Bodie's Market #1	Millsboro
Joe's Tobacco Superstore	Delmar
Bodie's Market #4	Selbyville
First Stop	Laurel
De-Lux Dairy Market	Seaford
Bodie's Market #6	Dagsboro
Bodie's Market #3	Georgetown

NEW CASTLE

Delaware News Center	Wilmington
Fairfax News	Wilmington
Tobacco Time	Bear
New Castle Shell	New Castle
Books & Tobacco, Inc.	Wilmington
Claymont News & Gifts	Claymont
Airport News & Tobacco	New Castle
Convenient Store	Wilmington
Books & News	Newark
Naaman's Beverage Mart, Inc.	Claymont

INSTANT GAMES

Uncle Willie's—Woodside	Woodside
Royal Farms #139—Dover	Dover
Smyrna News & Tobacco	Smyrna
Mike's Food Mart	Dover
Stop & Shop—Walker Road	Dover
Royal Farms #110—Dover	Dover
Market Place	Milford
Royal Farms #117—Hartly	Hartly
Stop & Shop—White Oak	Dover
Milford Plaza Cigarette Outlet	Milford

Daily Market	Lewes
Bodie's Market #1	Millsboro
General Store	Angola
Uncle Willie's—Lewes	Lewes
BP-Pep-Up Gas Station	Millsboro
Shore Star	Millsboro
Stop & Shop	Dewey Beach
Royal Farms # 37—Rehoboth	Rehoboth
Five Points Deli	Laurel

Claymont News & Gifts	Claymont
Books & Tobacco, Inc	Wilmington
Tobacco Time	Bear
Sunoco A-Plus	Claymont
Fairfax News	Wilmington
Delaware News Center	Wilmington
Middletown News & Tobacco	Middletown
Airport News & Tobacco	New Castle
Stateline Cigarette Outlet—NC	New Castle
Books & News	Newark

How suite it is: Phillies trip for Retailers

On Saturday, June 20, the Delaware Lottery took top retailers and their guests to an exclusive get-together hosted in the panoramic Bill Giles Suite at Citizens Bank Park. A winning time was had by all—except for the Phillies, who lost to the visiting St. Louis Cardinals by a score of 10–1.



At the Wilmington Blue Rocks

On August 13, the Lottery hosted several retailers and their guests in the Diamond Club to watch the Wilmington Blue Rocks take on the Carolina Mudcats. Although the Blue Rocks lost 3–4, it was a beautiful night for baseball with complimentary food and beverages.

