

Ticket Talk



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POWERBALL® PROMOTION

SIX GUARANTEED DELAWARE LOTTERY WINNERS!



COMING SOON!
February 2017



A message from Lottery Director Vernon Kirk



What a truly great year 2016 was! Without our Retailers, our success would not have been possible. As we move into 2017, we want to thank you, our Retailers, and our primary vendor, Scientific Games, for your continued support each year.

From launching our first-ever \$25 Instant Ticket to the record \$1.586 billion POWERBALL® jackpot to our LUCKY FOR LIFE® Second Chance promotion, 2016 generated excitement and success for Retailers and players alike. As always, our Lottery-sponsored events were equally exciting. The Lottery booths had outstanding turnouts this summer at the Delaware State Fair in Harrington, the June Jam in Houston and the Italian Festival in Wilmington—with fun games and giveaways.

Looking ahead to 2017, we'll be launching a new website with a section dedicated to Retailers, and we're excited to be a part of the nationwide POWERBALL® Power Cruise giveaway. **We look forward to continued growth and another successful year.**

Sincerely,

—Vernon A. Kirk

Coming Early 2017

- **INSTANT TICKET PACK SIZE INCREASE** for \$20 and \$25 price points.
- **PACK QUANTITY INCREASE:**
 - From 15 tickets to 30 tickets per pack for the \$20 price point.
 - From 12 tickets to 24 tickets per pack for the \$25 price point.
- **PRICE VALUE INCREASE** from \$300 to \$600.
- All other price points will remain at a \$300 value, and ticket quantities per pack will not be increased for the \$1, \$2, \$3, \$5 and \$10 price points.

PACK SIZE INCREASE SCHEDULED FOR:

JANUARY 2017 (\$20 PRICE POINT)

FEBRUARY 2017 (\$25 PRICE POINT)



Retailer Promotion

One of the Delaware Lottery's most successful and anticipated Retailer/clerk promotions of the year is our annual Holiday VISA Gift Card promotion, this year titled HOLIDAY *EXTRAVAGANZA* OF CASH. The promotion focused on selling our "PLAY 3® Night & PLAY 4® Night" draw game from October 31 through November 13, 2016.

We celebrated during the month of December with the delivery of 110 VISA gift cards equaling a total of \$10,000 to Retailers and clerks statewide.

CONGRATULATIONS to all the "WINNERS."

Below are some pictures of winners that finished out 2016 with a smile on their face. For the complete list of winners, please visit delottery.com/retailerscorner/retailerwinners.asp.

The Delaware Lottery runs Retailer/clerk promotions all year long—JUST FOR YOU! Watch for future promotions via FLYERS in your Monthly Mailer, FLYERS in your Daily Orders of Instant Tickets, 07 messages and FLYERS delivered by your Field Reps.



Stop & Shop—White Oak
Hemong Patel



Hank's House of Liquor
Gene Klosowski



Time Out Liquors
Shailini Patel



Harrington Raceway
and Casino
Deborah Arabia



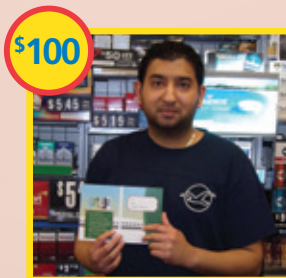
24-7 Food Mart
Vinay Patel



Kwik Liquor
Kalpesh Patel



Miller Road Liquor
Marshal Patel



Tobacco City
Robin Sharma



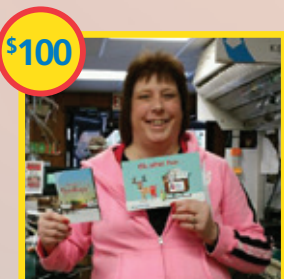
Claymont News
Gary Patel



Five Points
Jack Patel



Quick Mart
Jagdish Patel



General Store
Tracie Barry



Acme #2679—Rehoboth
Bunny Fountain



Eastside Pkg
Dixit Patel



Hiway Convenience
Pratima Patel

Retailer Promotion

\$100



Savannah Discount Liquors
Daniel Matthew

\$100



Fairwinds Liquor
Sagar Patel

\$100



Mike's Food Market
Umfsh Patel

\$100



Shore Stop #243—Camden
Terry Ebling

\$100



Tobacco Express
Alan Dean

\$100



Schoolside Lukoil
Jitesh Patel

\$100



United Check Cashing—
Penn Mart
Ruth Avellino

\$100



Beer Wine Liquor
Nishitkumaz Patel

\$100



Acme #2679—Rehoboth
Dawn Goepel

\$100



General Store
Suzy Schendal

\$50



Willow Grove Food
Sejal Patel

\$50



Uncle Willie's—Blades
Ashleigh MacNiven

\$50



Vandever Market
Soon Choi

\$50



Stateline Tobacco
Muhammad Shahid

\$50



Dot #101
Lisa Rodriguez

\$50



Super Soda Center II
Pravin Patel

\$50



Super G #389—Millville
Catrina Siebert

\$50



Milford Plaza
Cigarette Outlet
Peiti Shah

\$50



1st State Liquor
Jimr Patel

\$50



HiWay Inn Liquor
Deeyu Patel

\$50



Diamond Gas
Chiruyu Shah

\$50



Sunset Deli
Shailini Patel

\$50



Tobacco Time
Joe Potter

Retailer Spotlight

BIG THINGS COME IN SMALL PACKAGES.

That phrase is at the heart of the story behind Delaware News Center in Wilmington, Delaware. This Retailer is tucked away in a small shopping center, but that has not stopped them from becoming a major Lottery Retailer, selling both traditional and sports wagering within the state.

This Retailer's status and growth didn't happen overnight. Haresh "Harry" Shah became a Lottery Retailer at this location in 1993. Since then, a lot of things have changed. But the way he serves his customers has not.



Haresh "Harry" Shah

Harry's staff focuses on the customer from the moment he or she walks in the door. They make the customer's experience both smooth and enjoyable so that the customer comes back to the store time and time again. Even on their busiest days, they make sure everything runs like a well-oiled machine.

This location has a staff of up to nine people working on Sundays to handle the increased customer flow. To keep this well-oiled machine running, they even have two people working the crowd to make sure that the line forms in a controlled manner. Inside, they have six Lottery terminals set up to take care of the transactions quickly.

The staff at Delaware News Center is very committed to what they do, and they have the desire to do it well. Delaware Lottery signage and information is all over the inside of the store, and they have a very visible presence on the outside of the store as well. They even paid out of their own pocket to have Delaware Lottery material produced that is specific to their store. They go the extra mile in everything they do.

Even though this store is a "small package," with approximately 1,700 square feet of room inside, they produce "big things." With an average of almost 27,000 Lottery transactions per week during the sports season, they still manage to sell magazines, cigarettes and drinks—all while putting their customers first.



"Educating customers is critical, but so is service after the sale. We make sure to post all drawing results on the weekly calendar as soon as they are announced, and we never object to paying winning tickets. Our concentration and focus is always on friendly service and meeting any and all special needs of the customer."

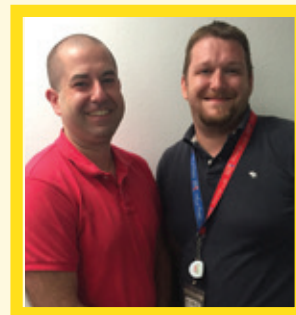
"We consider ourselves members of a team with the Lottery, working hand in hand with the Lottery sales staff to bring the best possible experience to our players."

— Haresh "Harry" Shah

Selling Tips

In this *Ticket Talk* segment, we hear from Delaware Lottery Field Rep Kyle Stewart and former Scientific Games Field Rep Matt Hirsch.

Our primary goal as Lottery Reps is to assist our Retailers in the sale of our product. We must always be thinking of new and innovative ways to drive Lottery Sales. Recently, we sat down and put together a list of ways we think will help retailers maximize their Lottery sales and make Lottery sales more profitable. We settled on the Top 5 ways to help maximize Lottery sales.



Matt Hirsch
and Kyle Stewart

- 1. New games should be placed in dispensers within the first few days of launch**—New games draw in customers and give them fresh new winning experiences. “Winning Experiences” bring people back. It’s that simple.
- 2. Monitor the age of your games**—In order to have the newest games out at all times, it is important to know how old your games are. An effective and efficient way to do this is to write the date on each pack when you receive it. This way, there will be no confusion on the age of your games. Another way is through your terminal, where you can monitor dates of when you received and activated a pack(s) via the instant 18 report.
- 3. Inventory should be counted every day**—This will allow you to be aware of the pace at which each of your Instant Games is selling. Additionally, this process can help you reconcile your cash drawer at the end of each shift and/or the end of the day. Knowledge is power, and in order to sell well, you need to know what is selling.
- 4. Lean on your Lottery Rep**—We know that the Lottery may not be your top priority, but for us—your reps—it is. So let us help you. We have the most-up-to-date information regarding all the various Lottery products, and we want to share that information with you. If you have questions, ask us. If you need help, let us know. Our job is to make your job easier, and we will assist you in any way we can.
- 5. Promote your achievements**—Creating winner awareness can be another crucial avenue to Lottery sales. When you get a winning ticket at your location, broadcast it. Have an area dedicated in your store to display winners. Everyone wants to go to the “lucky store,” so showcase it!

Following these steps may not only make your job easier, but should also result in increased Lottery sales for your business. Pictured are three locations that we’ve been working with and have seen positive results. Always remember that our job is to be there for you! Let’s do this together. Let’s be teammates. That way, everybody wins!

PEARSON'S
SUPERMARKET



MIKE'S FOOD MART



TOBACCO TIME



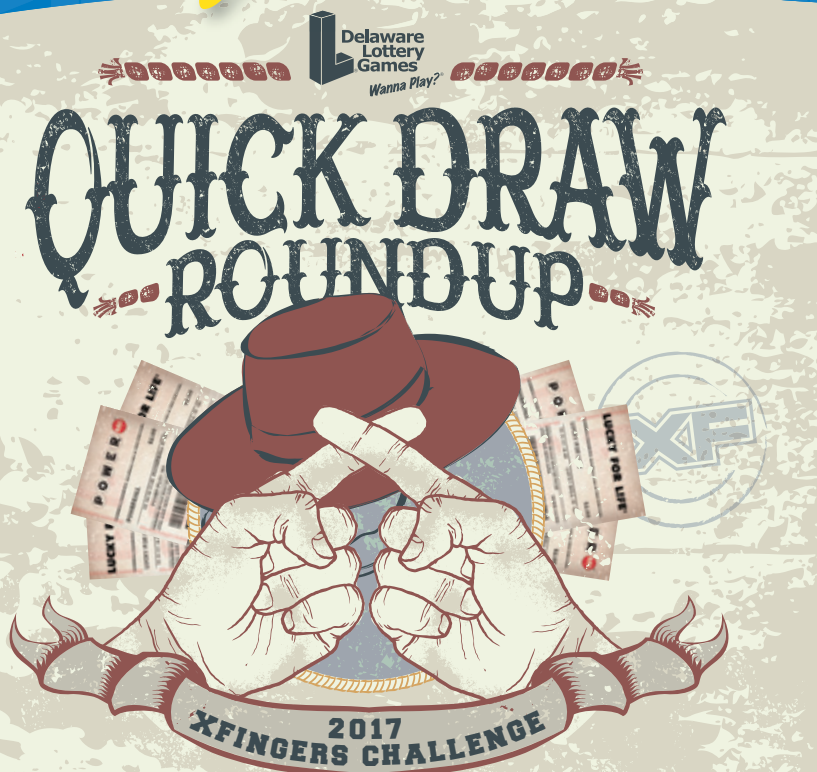
Retailer Events—Entry Forms Only

EVENT	DATE	LOCATION	TIME
University of Delaware Blue Hens Basketball	Various Home Games	Newark	Per Game Start Time
Delaware State Hornets Basketball	Various Home Games	Dover	Per Game Start Time
Delaware 87ers	Various Home Games	Newark	Per Game Start Time

If you would like a FLYER to enter one of the above events, please see your Field Rep.

Please note, these promotions may not be available to certain corporate retailers.

XFingers 2017



PRELIMINARY ROUNDS

TUESDAY, MARCH 28, 2017

Sussex County—Atlantic Inn, Millsboro
9 AM to 7 PM

WEDNESDAY, MARCH 29, 2017

Kent County—Del Tech, Dover
9 AM to 7 PM

THURSDAY, MARCH 30, 2017

New Castle County—New Castle
County Chamber of Commerce
9 AM to 7 PM

FINAL ROUND

WEDNESDAY, APRIL 12, 2017

Kent County—
Modern Maturity Center, Dover



WIN!!

KEEP THEM FULL

ATTENTION RETAILERS AND CLERKS!! Keep your instant ticket dispensers **full** of scratch tickets and **loaded correctly**, and you could win a **prize** from the Lottery.

"**Full dispensers**" means every slot must be filled with a scratch game.
"**Loaded correctly**" means the ticket art/play area must be facing players.

Increase your sales during this winter season! Full instant ticket dispensers spur impulse sales, which increase overall sales and commissions!

Lottery Retailers and clerks *could* win a prize on the spot when their marketing reps visit their location and find dispensers full and loaded correctly.*

* Except for retail locations that are excluded from participating in promotions.

You could WIN from Tuesday, January 3, 2017, to Friday, February 24, 2017

INSTANT GAMES

Go Scratch!

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

10/27/16	\$30,000	HOT LOTTO®	ShopRite—Newark
11/22/16	\$25,000	MEGA MILLIONS®	Acme College Square—Newark
11/25/16	\$265,100	MULTI-WIN LOTTO	Royal Farms—Bridgeville
12/5/16	\$100,000	In the Money	Minquardale Liquors—New Castle
12/9/16	\$10,000	Quarter Million Large	Express Food Market—Bear
12/10/16	\$50,000	POWERBALL®	Samson's Country Maid—Newark
12/15/16	\$250,000	Quarter Million Large	North Dupont Shell—New Castle



12/17/16 \$121.6M POWERBALL® Selbyville Goose Creek

PICTURED BELOW, LEFT TO RIGHT:

Barbara Rogers—Corporate Accounts Specialist, DE State Lottery

Kristy Jo Muir—Store Manager, Selbyville Goose Creek

Eric Prandy—Operations Manager—Cato Gas & Goose Creek Food Stores

Barbara Hutchins—Assistant Director—Sales & Marketing, DE State Lottery

Dale J. Hoffman—Sales & Retail Development Manager, DE State Lottery

Goose Creek is using the \$10,000 Lottery Commission to Create an Employee Scholarship Fund.



Top 10 Retailers, October thru December 2016

Congratulations to all of our Top 10 Retailers for Instant Games and Drawing Games sales in each county!

DRAWING GAMES

NEW CASTLE

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

KENT

Uncle Willie's—Woodside	Woodside
Mike's Food Mart	Dover
Smyrna News & Tobacco	Smyrna
Pearson's Supermarket	Dover
One Stop Market	Milford
Stop & Shop—White Oak	Dover
Milford Plaza Cigarette Outlet	Milford
Cigar Cigarette & More	Smyrna
Cheswold News & Tobacco	Cheswold
Dover Downs	Dover

SUSSEX

Joe's Tobacco Superstore	Delmar
General Store	Angola
Daily Market	Lewes
Bodie's Market #1	Millsboro
De-Lux Dairy Market	Seaford
Harpoon Hanna's	Fenwick Island
Bodie's Market #4	Selbyville
Delmar Liquors	Delmar
Bodie's Market #2	Milton
Bodie's Market #3	Georgetown

INSTANT GAMES

Tobacco Time	Bear
Sunoco A-Plus	Claymont
Books & Tobacco, Inc	Wilmington
Delaware News Center	Wilmington
Claymont News & Gifts	Claymont
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Books & News	Newark
Middletown News & Tobacco	Middletown
New Castle Shell	New Castle

Uncle Willie's—Woodside	Woodside
Royal Farms #110—Dover	Dover
Mike's Food Mart	Dover
Royal Farms #139—Dover	Dover
Market Place	Milford
Smyrna News & Tobacco	Smyrna
Royal Farms #119—Cheswold	Cheswold
One Stop Market	Milford
Royal Farms #117—Hartly	Hartly
Shore Stop #255—Greentree	Dover

Uncle Willie's—Lewes	Lewes
Daily Market	Lewes
Stop & Shop	Dewey Beach
General Store	Angola
De-Lux Dairy Market	Seaford
Bodie's Market #1	Millsboro
BP-Pep-Up Gas Station	Millsboro
Super Soda Ctr—Stein Hwy	Seaford
Georgetown Shell	Georgetown
One Stop Food Market	Georgetown

LOOK FOR THESE NEW INSTANT GAMES

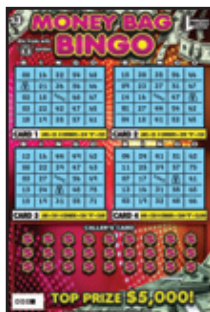
Coming soon!



DE-795 DELAWARE DOLLARS



DE-805 JUMBO BUCKS



DE-808 MONEYBAG BINGO



DE-812 20X LUCKY



DE-819 GOLD



DE-814 \$250,000 CASH



DE-810 5X LUCKY



DE-811 10X LUCKY



DE-813 50X LUCKY

PRIZE CLAIM RULES:

NO CASHING OVER \$599.

All Retailers should refer any **TRADITIONAL** Lottery game claims of \$600 to \$5,000 to the claim centers or the Delaware Lottery Office in Dover.

Tickets winning above \$5,000 must be claimed at the Lottery Office.

A physical ticket must be presented for all prize claims—no photo or reproduction should ever be accepted.

*Welcome,
New Retailers!*

The Delaware Lottery would like to welcome the following Retailers to its ever-growing Retailer network.

Sunrise Groceries

Fitzharris Liquors

North DuPont Shell

Exxon Tiger Mart

Weis Market #271

Weis Market #272

Weis Market #273

Weis Market #274

PW Fuels

Ho Ho Mart

Dover Quick Stop
Convenience Store

A-1 Deli & Groceries

Lewes Wine & Spirits

Hylton's Market

Castle Tobacco and Convenience

Suburban Tobacco

Village Cigarette Outlet



Instant Games Expiring Soon

Game Name	Game Number	Expiration Date
Make My Month!	718	February 28, 2017
\$100,000 Cash Fall	720	February 28, 2017
Triple Stars	721	February 28, 2017
5X The Cash	725	February 28, 2017
Buckets of Cash	729	February 28, 2017
Here Bingo!	730	February 28, 2017
Cash!	755	February 28, 2017
7-11-21	711	April 3, 2017
Red, White, Blue	715	April 3, 2017
Make My Day	716	April 3, 2017
Cash Blast	723	April 3, 2017
Cash To Go!	744	May 1, 2017
Daily Crossword	751	May 1, 2017
Happy Holidays	753	May 1, 2017
Delaware Rocks	727	May 29, 2017
Money Stash	736	May 29, 2017
10X the Cash	740	May 29, 2017
Frosty Doubler	754	May 29, 2017

Reminders

Ticket Wins \$600 (or more)

We've received some calls over the last couple of months regarding winning tickets for \$600 or more. When you check a ticket and receive a printout that indicates "Ticket Wins \$600 (or more)," and you realize you can't pay that amount because you can only pay up to \$599, please keep the following in mind:

- Do not cash the ticket.
- Make sure to return the ticket(s) and the claim information (printout) to the player.
- Do not keep the player's ticket(s). The player will need the ticket(s) to claim his or her prize at one of the redemption centers or at the Lottery office. Always remember that if you have a question, or you're not sure what to do, call your Lottery Field Representative or the Lottery office.

Bet Limit Warning

POWERBALL®, MEGA MILLIONS®, HOT LOTTO®, LUCKY FOR LIFE® and KENO® will display a BET LIMIT WARNING. The default for the BET LIMIT WARNING is a \$25 sell.

Canceling Tickets

1. MULTI-WIN LOTTO, PLAY 3/PLAY 4 and KENO® tickets may be canceled before the draw cutoff time.
2. POWERBALL®, MEGA MILLIONS®, HOT LOTTO®, and LUCKY FOR LIFE® tickets cannot be canceled.

Ticket Stock

1. You should use ticket stock only in the store where it was delivered. You CANNOT share it—even if you own other locations.
2. Do not use any paper in the Lottery printer other than the Scientific Games ticket stock.

Ticket Talk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. *Ticket Talk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

Doc#25-07-001 Printed 01/17



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Billing Code (25-07-001)