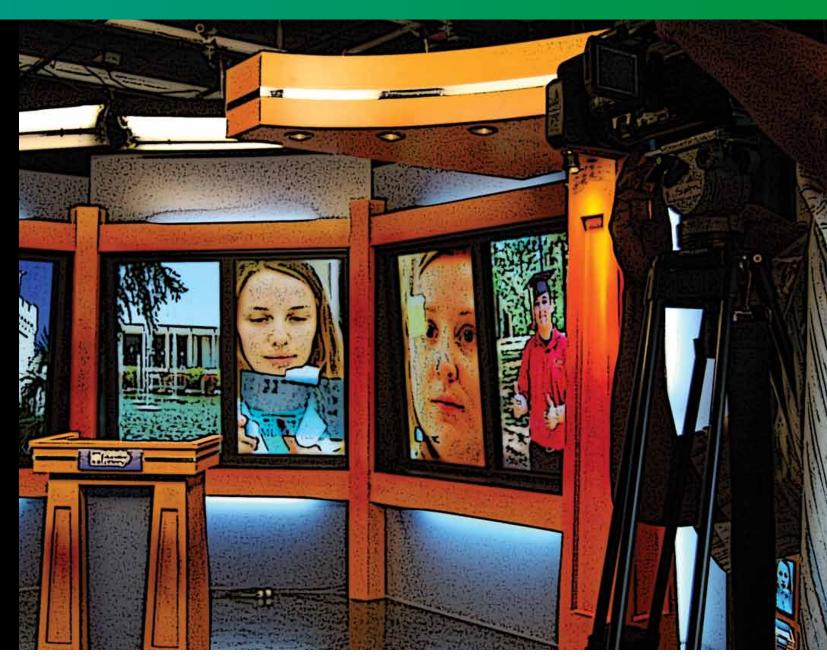


South Carolina Education Lottery P.O. Box 11949 Columbia, SC 29211

1333 Main Street, 4th Floor Columbia, SC 29201 (803) 737-2002 Player Information Line: 1-866-736-9819

www.SCEducationLottery.com

www.PlayResponsiblySC.com S.C. Gambline Helpline: 1-877-452-5155



South Carolina Education Lottery
Press Kit

Beneficiary History Games Jackpot Winners Claiming Prizes Play Responsibly

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ON THE COVER:

Studio-On-Main is an on-call facility owned by the South Carolina Education Lottery. Studio-On-Main is located at 1333 Main Street, Suite 180, Columbia, SC 29201. To book Studio-On-Main contact Hinde Garrison, Executive Producer/Owner of KitchenFish, LLC at 803-309-0694.

DEAR LOTTERY BENEFICIARIES:

As we approach the beginning of our 11th year in business, the South Carolina Education Lottery (SCEL) is understandably proud of the success we have attained. Our mission is to earn funds which are appropriated by the General Assembly to improve education in South Carolina. These funds are used to support educational programs for students of all ages. Since the launch of the Lottery in 2002 through Fiscal Year 2011-12, the General Assembly has appropriated more than \$2.8 billion to a variety of educational programs. Indeed, we are making a difference.

Each lottery dollar transferred for deposit in the Education Lottery Account (ELA) is critical to enhancing educational opportunities; therefore, we strive to manage our costs responsibly. During Fiscal Year 2010-11, 25.8 percent of every dollar earned by the Lottery was transferred to the ELA. Approximately 63.6 percent was paid as prizes to winning players. Retailers earned commissions of 7.0 percent. Of the total amount, 3.6 percent was paid for a combination of operating costs and gaming contract costs, advertising, and product development. It is our desire to be viewed as a fiscally conservative, ethically underpinned, and socially aware enterprise that provides a net positive benefit to South Carolina and her citizens.

We appreciate your interest in and support of SCEL. When you play the games of the South Carolina Education Lottery, you are not just taking a chance, you are giving one!

Imagine the possibilities.

Yours truly,

Paula Harper Bethea South Carolina Education Lottery Executive Director

For additional information about SCEL's operations, an overview of our history, games offered, and our ongoing commitment to education, I invite you to visit our website, www.sceducationlottery.com, or contact the Executive Office at (803) 737-3941.



OUR MISSION:

TO PROVIDE, WITH INTEGRITY, ENTER-TAINMENT OPTIONS TO ADULTS TO SUPPORT EDUCATION IN SOUTH CAROLINA!

As of June 30, 2011, the Lottery had a total staff of 138 employees and nine departments, including Executive Office (3), Audit Services/Internal Auditor (2), Finance (14), Internal Operations (20), Information Technology (15), Legal Services (5), Marketing and Product Development (13), Sales and Retailer Relations (57); and Security (9).

The Internal Auditor reports directly to the South Carolina Education Lottery Commission. All employees of the Lottery serve at will and are not covered by the State Employee Grievance Procedures Act.

Of the Lottery's staff, 48 employees work in the field. Four of these work in the Columbia Claims Center, where lottery winnings are redeemed. Fortyfour employees are responsible for servicing SCEL's retailers throughout the state. They provide delivery of point of sale materials to retailers, advise retailers on marketing techniques, recommend businesses for licensure as retailers, and other duties as directed by the Lottery Commission. Three employees hold sales promotions at special events and licensed lottery retailers.

The number of employees per location as of June 30, 2011:

Upstate: 14; Columbia Office: 90; Midlands/Blythewood: 19; and Coastal: 15.

BENEFICIARY

HOW EDUCATION WINS

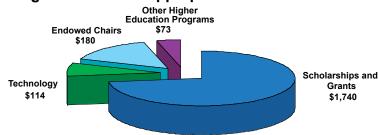
Since the inception of the Lottery, more than \$2.8 BILLION has been appropriated to enhance education through June 2012.

Since launch, the South Carolina Education Lottery (SCEL) continues to focus on its objective: to support new educational opportunities for the citizens of the Palmetto State by providing entertainment options to adults who play our games. SCEL's annual beneficiary message is to inform the public of how lottery proceeds enhance educational programs. We pride ourselves on the operation of a conservative lottery, both fiscally in earning revenues and socially as a result of the benefits South Carolinians receive from appropriations to education. To ensure that lottery revenues are expended for new educational purposes, the General Assembly requires that the net proceeds, "... supplement and not supplant existing funds used for education." Code of Laws of South Carolina, 1976, Section 59-150- 350(C)(2).

The General Assembly of South Carolina allocates and determines the distribution of net funds generated by SCEL. Since the Lottery's start on January 7, 2002 through June 30, 2012, the S.C. General Assembly has appropriated more than \$2.8 billion to enhance the educational opportunities for South Carolinians. Lottery funds have been used to support a variety of educational programs, including:

- More than 920,000 lottery-funded scholarships and grants awarded to South Carolina's students through academic year 2009-10
- \$180 million for the Endowed Chairs Program at the University of South Carolina, Clemson University, and the Medical University of South Carolina from FY 2003-04 through FY 2007-08

Higher Education Appropriations to Date**

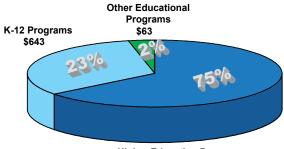


**Source of appropriations: Office of State Budget, SC Budget and Control Board.

"Education Lottery Appropriations." July 29, 2011.

www.budget.sc.gov/OSB-historical.phtm

Lottery Dollars Appropriated to Date*



Higher Education Programs

*Dollar figures for all charts are in millions and incorporate the period from January 7, 2002 - June 30, 2012. Figures received July 29, 2011.

- \$643 million directed to support South Carolina's public schools
- \$20.1 million appropriated to the Allied Healthcare Initiative to address the state's skilled healthcare workforce shortage in FY 2006-07 and FY 2009-10
- \$15.4 million to South Carolina counties for local libraries from FY 2002-03 through FY 2007-08 and FY 2011-12
- \$2.55 million to programs that provide gambling addiction treatment from FY 2002-03 through FY 2007-08 and FY 2011-12

For a complete list of transfers of lottery proceeds to the Education Lottery Account (ELA), as well as the legislative appropriations from the ELA, please visit SCEL's website at sceducationlottery.com or the S.C. Budget and Control Board's website at www.budget.sc.gov. Detailed information on scholarship and grant requirements and award amounts is available from the Commission on Higher Education at www.che.sc.gov.

What is the breakdown of SCEL's gross proceeds?

Retailer Commissions 7%

Transfers to
Education
Lottery Account
25.8%



Prizes 63.6%

Operating Expenses 3.6%

***Figures represent Fiscal Year 2010-11.

IMAGINE THE POSSIBILITIES

"The LIFE Scholarship has given me the opportunity to complete my undergraduate degree and to make my family proud."

- Arfraja McLeod, S.C. State

"I was accepted to several schools outside of South Carolina, and the offer of a Palmetto Fellows Scholarship helped keep me instate to attend Furman University."

- Julie Swinson, Furman University





Our History

On November 7, 2000, the state's voters approved a referendum by a vote of 54 percent in support of the implementation of a state-run lottery in South Carolina. On June 7, 2001, the South Carolina General Assembly ratified the South Carolina Education Lottery Act (Act 59 of 2001). The Governor signed the Act into law, and the South Carolina Education Lottery (SCEL) was established.

The legislation that created SCEL also established a board of nine members appointed to staggered three-year terms. The South Carolina Education Lottery Commission was created as an instrument of the State and a public commission, with powers comparable to those exercised by commissions engaged in entrepreneurial pursuits. Three commissioners are appointed by the Governor, three are appointed by the President *Pro Tempore* of the Senate, and three are appointed by the Speaker of the House of Representatives. The South Carolina Education Lottery Commissioners are:

- Tim Madden, Chairman
- Moffatt Burriss, Treasurer
- Sam Litchfield, Secretary
- Dr. Edward Keith
- Karen Ballentine
- Peter Bristow
- Nancy Latham
- Deedee Vaughters
- Vacancy

Proceeds of lottery games must be used to support improvements and enhancements for educational purposes and programs as provided by the General Assembly. Appropriations from the Education Lottery Account must be used to supplement and not supplant existing funds used for education.

Timeline

2002

January

SCEL Launch and First Scratch Event

February

- SCEL repays start-up loan.
- Eight individuals are chosen as draw talents.
- SCEL makes first deposit to the Education Lottery Account.

March

• Pick 3 Launch

June

 Carolina 5° Launch. Carolina 5 was a five-number game with a top prize of \$100,000 taxes paid. Carolina 5 became an instant ticket when Palmetto Cash 5 launched in February 2005.

July

- SCEL transfers \$80 million to the Education Lottery Account in the first six months of operation.
- Columbia Redemption Center moves from the BOA Bldg. to 717-C Lady Street.
- South Carolina Research Centers for Economic Excellence Act takes effect establishing the Endowed Chairs Program at USC, MUSC, and Clemson to encourage research and development in areas targeted to create jobs and economic opportunities. See Act 356 of 2002.

August

- Grilling-up Summer Fun Promotion became SCEL's first statewide second-chance promotion. Over the course of nine weeks, 25 players were chosen each week, each winning \$100. At the end of the promotion, 10 finalists were chosen from the 225 semi-finalists. Of the 10 finalists, six won \$1,000, three won Ducane grills and the Grand Prize winner had his or her choice of a Ford Escape or F150. More than 125,000 non-winning tickets were disposed of properly.
- SCEL receives two awards from the Public Gaming Research Institute: The Outstanding Achievement Award and an Excellence in Advertising Award.

September

 Pigskin Playoff, SCEL's second-chance promotion launches. Entrants were to collect \$5 worth of tickets and choose USC or Clemson when mailing entries. Three draws were held to select 12 semi-finalists each. From the 36 semi-finalists, four won tailgating baskets and helments. The grand prize winner received four tickets to the Carolina/Clemson game.

October

- Powerball® Launch, SCEL joins "America's Game"
- Launch events included the **Power Bug promotion**. A red VW bug was filled with red ping pong balls and the player to guess the closest to the correct number of ballls won the car.

2003

January

- SCEL celebrates 1st Year Anniversary.
- · Beneficiary Message Campaign Launch
- Pick 4 Launch

February

• SCEL hosts National Lottery Conference in Charleston.

March

• New "Play Responsibly" Message Launch

May

- SCEL has its 1st Powerball® Jackpot Winner (\$88.7 million).
- Carolina 5 adds Tuesday night draws, expanding to two nights a week.

July

• SCEL and PalmettoPride launch **Clean\$weep**, a statewide anti-litter campaign.

August

• SCEL partners with the S.C. Law Enforcement Division and the AMBER Alert program to broadcast information on missing children via lottery terminals.

October

- SCEL hosts the national Powerball® drawing from the S.C. State Fair.
- First \$10 ticket, Cash Bonanza, launches.

December

• SCEL has its 2nd Powerball® Jackpot Winner (\$110.75 million).

2004

January

- · SCEL celebrates 2nd Year Anniversary.
- SCEL launches its jingle, "Just Plain Fun!®"
- SCEL launches "The Lottery Insider," an online registry with player information.

March

- Carolina 5° changes to Monday, Wednesday, and Friday draws.
- SCEL reaches a HALF BILLION DOLLARS in transfers to the Education Lottery Account.

May

• Carolina Millionaire Summer Promotion launch.

June

• Prints 100 millionth 3 Times Lucky ticket

The Launch Story

SCEL's launch was one of the quickest and most successful launches in the history of the lottery industry. After the launch on January 7, 2002, SCEL continued to experience a year of successful "firsts."

- First lottery to launch with a full complement of retailers (3,100)
- Total first calendar year sales of \$642.6 million
- First lottery to launch with multiple price points
- Launched 34 instant games and three online games, including Powerball®, the multi-state game
- Launched **Pick 3**° in the fastest time frame in lottery history
- Held "Second-Chance Drawings" to give players added value and encourage the proper disposal of non-winning tickets
- Best per capita sales, an average \$1.87, of lottery start-ups. The average per capita sales for other lottery states during start-up is \$0.73

September

• Launches 100th instant game

October

• Carolina Millionaire Promotion Grand Prize Reveal Event held at the State Fair. Grand Prize is \$1 million. Nine semifinalists win an all-inclusive Caribbean vacation for two.

2005

January

• SCEL celebrates 3rd Year Anniversary.

February

- Palmetto Cash 5 Launch
- **Carolina 5** becomes an instant ticket, with \$100,000 taxes paid top prize

March

Using numbers from Chinese fortune cookies, 14 South
 Carolina players match five **Powerball®** white ball numbers
 to win either \$100,000 or \$500,000 with the purchase of the
 PowerPlay® multiplier option. (Nationwide there are 110
 fortune cookie winners.)

June

 SCEL hosts National Lottery Directors Spring Conference in Charleston.

August

• **Powerball**® Matrix changes from \$10 million starting jackpot to \$15 million. Match 5 prize doubles from \$100,000 to \$200,000. Match 4 + 1 prize increases to \$10,000 from \$5,000.

October

- Powerball® Match 5 millionaire and three Match 5 Bonus Prize winners
- Largest jackpot in **Powerball**[®] history, \$340 million (Surpassed in February 2006)
- Ultimate Harley-Davidson® Grand Prize Event held at State Fair.

December

 SCEL transfers 1 BILLIONTH DOLLAR to the Education Lottery Account since start-up in January 2002.

2006

January

• SCEL celebrates 4th Year Anniversary.

February

- Largest jackpot in **Powerball®** history, \$365 million
- Palmetto Cash 5 turns one year old.
- SCEL introduces a toll-free number for players.

March

- Play Responsibly Month
- First **Powerball 10X® Promotion** Launch. One of the 5's on the PowerPlay® wheel is replaced with a 10.

April

Fort Mill Claims Center opens

May

 Sales exceed \$1 BILLION during first 11 months of FY 2005-06

June

• SCEL launches the 2006 Million Dollar Second-Chance SummerSM Promotion.

July

 Carolina Power Deal® Launch. The two-minute, televised game show offers players the chance to win up to \$20,000.
 To qualify players had to make a \$10 combined purchase of Powerball® with PowerPlay® and mail entry form to enter a drawing.

September

 Sandy Island woman is first SCEL game show contestant on Carolina Power Deal®.

October

- SCEL voted one of the 2006 Best Places to Work in S.C.
- SCEL receives Award of Excellence The Certificate of Achievement for Excellence in Financial Reporting
- Million Dollar Second-Chance SummerSM Promotion concludes at the State Fair. Wendell Hughes, of Fort Mill, wins the Grand Prize of \$1 million and a Ford Mustang[®].
- SCEL Claims Centers able to redeem lottery tickets up to \$1 million. Prior to October 30, players had to claim prizes of more than \$200,000 in Columbia.
- · Carolina Millionaire Raffle Launch

2007

January

- · SCEL celebrates 5th Year Anniversary.
- Carolina Millionaire Raffle produces four new millionaires and 762 lower-tier prize winners of \$1,000 to \$100,000.

February

• SCEL's Coastal Claims Center moves to new location in Mt. Pleasant.

March

Play Responsibly Month

April

- Second Powerball 10X® Promotion
- SCEL has its **4th Powerball® Jackpot Winner** (\$15 million)

May

- SCEL's website, SCEducationLottery.com, introduces the Players' Club
- THAT'S THE TICKETSM Summer Promotion Launch

June

- Last draw date for contestants in the **Carolina Power Deal®** game show. Over the course of the contest, 52 contestants won a total of \$587,000.
- SCEL launches first instant game to offer an annuity top prize, 20 Year Bonus.

July

- THAT'S THE TICKETSM Summer Promotion first four of nine Grand Prize winners revealed at RiverDogs game in Charleston
- Columbia Claims Center moves to a new location on Assembly Street in Downtown Columbia.

September

- THAT'S THE TICKETSM Summer Promotion second four of nine Grand Prize winners revealed during Beach, Boogie & BBQ Festival in Myrtle Beach. The ninth and final Grand Prize winner revealed in January 2009.
- Palmetto Cash 5 expands drawings to five nights a week, Monday through Friday.
- Cruise Away with Palmetto Cash 5 Promotion Launch
- Deal or No Deal™ instant ticket and second-chance promotion launch

October

 SCEL Executive Director Ernie Passailaigue elected North American Association of State and Provincial Lotteries (NASPL) President.

November

• Cruise Away with Palmetto Cash 5 Grand Prize Winners Announced

2008

January

• SCEL celebrates 6th Year Anniversary.

February

MegaMatch 6[®] Launch

March

- Play Responsibly Month
- First MegaMatch 6® Jackpot Winner (\$871,715)



April

- Third Powerball® PowerPlay® 10X® Promotion
- **Deal or No Deal™** second-chance drawing winner plays the **Deal or No Deal™** game show in Hollywood, CA, and wins \$99,000.

May

- SCEL achieves industry milestone with verification on the Technical Standard for Extensible Markup Language (XML) Retail Accounting Reports
- SCEL has its **5th Powerball**® **Jackpot Winner** (\$35 million)
- Summer EscapeSM 2008 Promotion Launch

June

- SCEL has first holographic ticket, \$100,000 Super Cash.
- MegaMatch 6[®] jackpot tops \$1 million for first time.
- FY 2007-08 sales exceed \$992 million.

July

- Beneficiary press conference held to announce more than \$2 billion appropriated by the General Assembly for education.
- Lucky 7's, first larger \$1 ticket with bar code on ticket front, launches.
- First of four **Summer Escape**SM **2008** Grand Prize finalists revealed at Greenville Drive baseball game.
- Ernie Passailaigue elected Chairman of the Powerball® Group and Vice President of the Multi-State Lottery Association (MUSL).

August

- Second of four Summer EscapeSM 2008 Grand Prize
 Finalists revealed at Charlotte Knights baseball game in
 Fort Mill.
- Summer EscapeSM 2008 Grand Prize events conclude at the Beach, Boogie & BBQ Festival in Myrtle Beach where the third of four Grand Prize Finalists is revealed. The fourth and final Grand Prize awarded in March 2009 after Summer EscapeSM ticket sales conclude.
- Second Deal or No Deal™ instant ticket and secondchance promotion launches
- The Certificate of Achievement for Excellence in Financial Reporting is awarded to SCEL by the Government Finance Officers Association of the United States and Canada for its Comprehensive Annual Financial Report.

September

- Record \$1.4 million MegaMatch 6[®] jackpot won (Record broken July 28, 2009).
- SCEL closes Fort Mill Claims Center.

October

SCEL achieves verification for two distinct lottery industry
 Quality Assurance (QA) best practices under the North
 American Association of State and Provincial Lotteries
 Standards Initiative Verification Program. SCEL becomes the
 third lottery to achieve the industry "good housekeep ing" seal for QA procedures and bring the total number of
 industry best practices verifications to three.

November

- SCEL converts to a new online gaming system offering better service for both retailers and players. The new system allows lottery retailers to sell tickets 24 hours a day, seven days a week.
- SCEL launches a Play Responsibly website at PlayResponsiblySC.com as a resource for problem gamblers and their families.

2009

January

- SCEL celebrates 7th Year Anniversary.
- Powerball® Matrix changes. The starting jackpot increases from \$15 million to \$20 million. When PowerPlay® is purchased, the prize for matching five white balls increases to \$1 million.
- Powerball® Cruise Away Promotion launches and runs for 8 weeks.
- THE PRICE IS RIGHT® Second-Chance Promotion launches.
- **THAT'S THE TICKETSM** Summer Promotion final Grand Prize drawing held to reveal the ninth and final winner in the promotion.

February

• MegaMatch 6[®] turns a year old.

March

- Play Responsibly Month
- Final Summer EscapeSM 2008 Grand Prize Winner announced.

April

• **Big League Baseball Summer Promotion** launches for a chance to win one of two trips to the *Major League Baseball®* ballpark of the winner's choice with a final drawing for \$100,000.

May

• SCEL revises Game Closing Procedure for instant tickets.

June

- Palmetto Cash 5 drawing now held six days a week, Monday through Saturday.
- Executive Director Ernie Passailaigue announces he is leaving the Lottery.
- Harley-Davidson® Second-Chance Summer Promotion launches for a chance to win a Harley-Davidson® Fat Boy® motorcycle or \$100,000 in a final drawing. This is the third H-D ticket to launch and the second promotion.
- First of two **Big League Baseball** Grand Prize Events held at the Charleston RiverDogs baseball game in Charleston. First of two trip winners revealed.
- Sales for FY 2008-09 exceed \$1 BILLION.

July

- Second and final **Big League Baseball** Grand Prize Reveal Event held at the Greenville Drive baseball game in Greenville. Second and final trip winner revealed.
- Record breaking \$1,790,631 MegaMatch 6[®] ticket sold.
- Cash Bonanza Bonus Second-Chance Promotion launches for the chance to win up to \$1 million.
- Paula Harper Bethea named SCEL's Interim Executive Director.

August

- Total funds transferred to the Education Lottery Account by SCEL since inception exceed **\$2 BILLION**.
- SCEL has its **6th Powerball® Jackpot Winner** (\$259.9 million).

September

- Harley-Davidson® Second-Chance Summer Promotion grand prize event held at the Beach, Boogie & BBQ Festival in Myrtle Beach to award a Harley-Davidson® Fat Boy® motorcycle.
- Paula Harper Bethea named SCEL's Executive Director.

October

• SCEL voted one of the 2009 Best Places to Work in S.C.

November

 SCEL Commission unanimously approves the cross-selling of Mega Millions® and Powerball®.

December

• The **MegaMatch 6**° game ends with its 199th drawing. After all winning tickets are claimed and prizes paid, any remaining funds from the **MegaMatch 6**° game are transferred to the Education Lottery Account (ELA). Lottery net proceeds deposited in the ELA are appropriated by the General Assembly to fund educational programs for students of all ages.

2010

January

- SCEL celebrates 8th Year Anniversary.
- Mega Millions® Launch



10

February

Second Wheel of Fortune® instant ticket and second-chance promotion launch. Entrants have the chance to win one of five trips for two to Hollywood and an audition for the chance to be a contestant on TV's Wheel of Fortune® or a final prize of \$100,000 in three drawings.

March

- · National Problem Gambling Awareness Week
- Final Big League Baseball drawing for \$100,000 held. The second-chance promotion received approximately 75,700 entries.
- First (1 of 3) Wheel of Fortune® drawings held to award two trip winners.

April

- Final Harley-Davidson® second-chance drawing held for \$100,000 prize. Approximately 184,000 entries were received during the promotion.
- Second (2 of 3) Wheel of Fortune® drawing held to award two trip winners.

May

- Powerball® PowerPlay® 10X® Promotion returns and runs until Saturday, June 12, as the "10" multiplier was not selected during the month of May. This is the fourth 10X® promotion.
- Ric Flair™ Wooooo!™ ticket launches. Flair appeared at "Meet and Greets" at the Southern 500 Race in Darlington and Freedom Weekend Aloft in Simpsonville.

June

- Ric Flair™ makes an appearance at the Sun Fun Festival in Myrtle Beach.
- Chevrolet® Camaro® Second-Chance Promotion launches. The promotion has three drawings: The first two drawings award a total of 876 prize packs; the third and final drawing will award one Camaro® winner and \$100,000 winner on Wednesday, March 2, 2011.

July

• For the second straight year, lottery sales exceed \$1 BILLION. FY 2009-10 was the second best sales revenue year in the history of the Lottery.

August

- First (1 of 3) drawing in the Camaro® Second-Chance Promotion held to award 438 Chevrolet® Camaro® prize packs.
- Cash Bonanza Bonus Second-Chance Promotion drawing held for the \$1 MILLION top prize. In addition to the

new millionaire, five winners won \$50,000 and 100 winners were awarded \$1,000. Approximately 768,000 entries were received over the course of the promotion.

September

- Millionaire Raffle returns and runs until 11:59 p.m. on Mon., Nov. 15.
- Megaplier® Match 5 + 0 prize changes starting with the Mega Millions® drawing on Tuesday, September 14, 2010.
 With the purchase of Megaplier®, every Match 5 + 0 ticket holder wins \$1 MILLION, no matter the Megaplier® number drawn.
- Second (2 of 3) drawing in the Camaro® Second-Chance Promotion held to award 438 Chevrolet® Camaro® prize packs.

October

• **Millionaire Raffle** Early Bird drawing held to draw ten numbers with a prize of \$5,000 each.

November

- Final **Millionaire Raffle** drawing held to draw 724 winning numbers corresponding to two \$1 million prizes; two \$100,000 prizes; twenty \$10,000 prizes and seven hundred \$500 prizes. With the ten Early Bird prizes of \$5,000, the **Millionaire Raffle** awarded 734 prizes.
- The third and final **Wheel of Fortune**® drawing awards a \$100,000 winner and a fifth Hollywood trip winner. More than 91,000 entries were received during the promotion.

December

 The first Sunday night drawing for Palmetto Cash 5 was held on December 5. PC5 drawings are now held seven nights a week.

2011

January

- Mega Millions® jackpot reaches \$380 million, the
 highest jackpot since SCEL has been able to cross-sell Mega
 Millions® and the second highest jackpot in the game's
 history. (The highest was a \$390 million jackpot in March
 2007.) Two SCEL players were Match 5 + 0 prize winners,
 one of \$1 million with the purchase a Megaplier® and one
 of \$250,000. There were more than 59,000 lower-tier prize
 winners in the January 4 drawing.
- SCEL celebrates 9th Year Anniversary.
- Claims Centers in Greenville and Mt. Pleasant close.
- Powerball® Watch to Win Promotion launches and runs for eight draws. During the biweekly drawing, a "secret word" is displayed. Viewers use the "secret word" to enter

- the promotion on the Powerball® website for the chance to win tech prizes.
- The Front Pair and Back Pair play types for $\bf Pick~3$ launch.



ABOUT OUR GAMES

Players must be 18 years of age or older and must pay cash for tickets. Tickets may be purchased at any of SCEL's retailers across the state. Live drawings are carried on the following TV stations: WHNS in Greenville/Spartanburg, WCSC in Charleston, WLTX in Columbia, WMBF in Myrtle Beach, WHHI in Hilton Head, WMYT in Rock Hill and WRDW in North Augusta. For all games, prize payouts are subject to SCEL rules and regulations that may be obtained at SCEducationLottery.com.

Sign it NOW! Players are encouraged to sign tickets legibly immediately after purchase. Tickets are bearer instruments, meaning the ownership of the ticket belongs to the ticket holder. Signing the ticket can help protect players in the event the ticket becomes lost or stolen.

Instant Games

To play, purchase a ticket from a licensed retailer. Ticket prices range from \$1 to \$10. After making a ticket purchase, please sign the back of the ticket legibly. Scratch the latex-covered area off with a coin as instructed on the ticket to reveal the play area. Follow the instructions, and look for a special feature or a bonus area that may be part of the ticket. Lottery retailers will validate winning tickets. For instant games, players have 90 days after the last day to sell a ticket to redeem a prize. The official end of the different instant games will be posted at retail locations as well as on sceducationlottery.com. New instant games are introduced each month, usually on the first Tuesday.

SCEL offers several online games: *Pick 3*, *Pick 4*, *Palmetto Cash 5*, *Add-A-Play, Mega Millions*® and *Powerball*®. For online games, except Add-A-Play, prizes must be claimed within 180 days of the draw date printed on the ticket. Add-A-Play players have 180 days from the day the ticket was printed.

Pick 3

Drawings: Everyday at 12:59 p.m. and 6:59 p.m. (no midday drawing on Sundays) Midday drawings are not televised.

How to Play: To play, select two (2) or three (3) numbers from o to 9 and mark them on a play slip, available at any SCEL retailer. The play slip has five panels, and players have the option of playing one panel or up to all five. Mark the "Day" or "Eve" box to select the drawing. Players may choose up to 28 advance draws or 14 days. Fill out the play slip with a pencil, blue or black ink or mark the "Quick Pick" box and allow the computer to select the numbers. Please mark whether you want to spend

\$0.50 or \$1 per play and which one of the six types you wish to play. If you choose to play a "pairs" type, you must specify the location, either a "Front Pair" or a "Back Pair." Players should present the completed Pick 3 play slip and total play amount to the retailer. Prior to each drawing, sales will be temporarily suspended to allow for the drawing. Pick 3 sales are suspended at 12:45 p.m., Monday through Saturday, and at 6:45 every evening. After making a Pick 3 purchase, a player has up to 20 minutes to cancel the sale; however, a retailer may NOT cancel a ticket sold for a given draw after sales have been suspended for that drawing. Odds of winning are from 1 in 100 to 1 in 1,000, depending upon the play type selected.

Pick 4

Drawings: Everyday at 12:59 p.m. and 6:59 p.m. (no midday drawing on Sundays) Midday drawings are not televised.

How to Play: Pick 4 allows players to bet \$0.50 or \$1 per play. Players must mark the "Day" or "Eve" box to select the draw and may select up to 28 advance draws or 14 days. To play, select four (4) numbers from 0 to 9 and mark them on the play slip. The play slip has five (5) panels, and players have the option of playing one panel or up to five. Players can also mark "Quick Pick" for random selection of numbers. Prior to each drawing, Pick 4 sales will be temporarily suspended to allow for the drawing. Pick 4 sales are suspended at 12:45 p.m., Monday through Saturday, and at 6:45 every night. After making a Pick 4 purchase, a player has up to 20 minutes to cancel the sale; however, a retailer may NOT cancel a ticket sold for a given draw after sales have been suspended for that drawing. Odds of winning are from 1 in 417 to 1 in 10,000, depending upon the play type selected.

Palmetto Cash 5

Drawings: Results every day at 6:59 p.m.

How to Play: Palmetto Cash 5 is a five-number game with a top prize of \$100,000 and a chance to purchase a multiplier option to win up to \$500,000. Players select five (5) numbers from 1 to 38. Each play costs \$1 and there are four ways to match and win. Players win \$100,000 for matching all five numbers correctly. Players can add the "Power-Up" multiplier option to multiply all winnings by a number (ranging from 2 to 5) drawn separately during the drawing. If the player chooses to "Power-Up," the cost of each play is \$2. Players can buy tickets for up to 40 consecutive draws by marking the appropriate box in the "Multi Draw" area. Prior to each drawing, Palmetto Cash 5 sales are suspended every day at 6:45 p.m. Palmetto Cash 5 tickets CANNOT be canceled. Overall odds are 1 in 8.4. Odds of winning a top prize are 1 in 501,942.

Add-A-Play

Add-A-Play is a group of online games that play like instant games but are generated by the lottery terminal at the time of purchase. For an extra \$1 per play, players can ask to "Add-A-Play" with any Pick 3, Pick 4, or Palmetto Cash 5 purchase. The lottery terminal randomly generates an Add-A-Play ticket. Add-A-Play play styles and winning symbols will change as new Add-A-Play games are introduced. Follow the directions printed on the Add-A-Play ticket to determine if the ticket is a winner. **Add-A-Play games CANNOT be canceled.**

Powerball®

Drawings: Wednesdays and Saturdays at 10:59 p.m.

How to Play: Players pay \$1 and select five white balls from the first set of 59 numbers plus a single red ball, the Powerball®, from the second set of 39 numbers. Players may select their own numbers using a play slip or they may opt for computer-selected "Quick Picks." Players must match all five white ball numbers drawn PLUS the red Powerball® number to win the jackpot. The jackpot starts at \$20 million and increases each drawing until won. There are eight other ways to match and win prizes up to \$200,000. Players may spend an extra \$1 per play and mark or ask for the PowerPlay® option to multiply winnings by 2, 3, 4 or 5 (excluding the jackpot). Purchase PowerPlay® and match 5 white balls to win \$1 MILLION. All set prizes and PowerPlay® prizes, including matching five white balls, may be reduced if claims exceed available prize fund. The PowerPlay® multiplier number is determined in a separate drawing aired during the Powerball® drawing. Tickets for Powerball® may be purchased for up to 20 draws in advance. Powerball® tickets sales are temporarily suspended at 9:59 p.m. on Wednesday and Saturday to allow for the Powerball® drawing. Powerball® ticket sales CANNOT be canceled. Overall odds of winning a prize are 1 in 35.11. Overall odds of winning the jackpot are 1 in 195,249,054.

Mega Millions®

Drawings: Tuesdays and Fridays at 11 p.m.

How to Play: Players pay \$1 and select five different numbers from 1 to 56 and one "MEGA BALL" number from 1 to 46. Players can also opt for a "Quick Pick." Players must match all numbers drawn PLUS the "MEGA BALL" number to win the jackpot. The jackpot starts at \$12 million and increases each drawing until won. There are eight other ways to match and win prizes up to \$250,000. Players may spend an extra \$1 per play and mark or ask for the Megaplier® option to multiply winnings by 2, 3, or 4 (excluding the jackpot). Every Match 5 + 0 prize with Megaplier® wins \$1 MILLION, no matter the Megaplier® number drawn. Tickets for Mega Millions® may be purchased for up to 20 draws in advance. Ticket sales for Mega Millions® are temporarily suspended at 10 p.m. on Tuesday and Friday to allow for the drawing. Mega Millions® ticket sales CANNOT be canceled. Overall odds of winning a prize are 1 in 40. Overall odds of winning the jackpot are 1 in 175,711,536.

















South Carolina Education Lottery's Powerball® Jackpot Winners

Powerball® is a multi-jurisdictional game played in 42 states, Washington, D.C., and the U.S. Virgin Islands. Managed by the Multi-State Lottery Association, Powerball® drawings take place at Universal Studios in Orlando, FL, on Wednesday and Saturday at 10:59 p.m. South Carolina's first Powerball® drawing was held Wednesday, October 9, 2002. Since joining, the South Carolina Education Lottery has had six jackpot winners:

\$88.7 Million

SCEL's first Powerball® jackpot winners were Anthony and Monica Wilson, of Charlotte, N.C. The couple won an \$88.7 million jackpot in the May 7, 2003 drawing. Mr. Wilson worked in Columbia and stopped at Red Rocket Fireworks in Fort Mill to purchase tickets on his drive home.

\$110.7 Million

While traveling through S.C. on New Year's Eve, Norman "Norm" Shue purchased \$20 in Powerball® tickets at Clover Shop & Save in Clover. The first ticket was one of two tickets that matched the six numbers drawn in the December 31, 2003 drawing to split a \$220 million jackpot. Norman, the Lottery's second jackpot winner, and his wife, DeAnna, were residents of Concord, N.C.

\$65.8 Million

An admitted first time Powerball® player, who prefers to be unnamed, was the Lottery's third jackpot winner. The winning ticket worth \$65.8 million was purchased from The Spinx Company, Inc., in Townville. The North Carolina resident purchased the ticket for the June 26, 2004 drawing after spotting a Powerball® billboard advertising the jackpot.

\$15 Million

Dick Sandlin, of Wilmington, N.C., claimed the \$15 million jackpot for the April 4, 2007 drawing to become the fourth Powerball® jackpot winner. Amoco Food Shop #3 in Florence sold the winning ticket. Dick and Colleen Sandlin were returning from Florida and purchased lottery tickets in every state they traveled through on their journey home to North Carolina.

\$35.3 Million

Beginners luck or divine intervention, Jonathan Vargas, 19, was the first South Carolinian to win a Powerball® jackpot but the fifth SCEL player. The Gaston resident purchased the winning ticket for the \$35.3 million jackpot from Raceway #6747 in West Columbia. Vargas was working a construction job when the Powerball® numbers came to him. He purchased a ticket for the May 17, 2008 drawing and selected his numbers using his siblings' birth dates.



Surrounded by a swell of media, Murphy USA's District Manager Joe Lewis (center) and Store Manager Drew Evans (right) joined Paula Harper Bethea (left) in announcing their store sold the jackpot-winning Powerball® ticket worth \$259.9 million.

\$259.9 Million

Solomon Jackson Jr. is the South Carolina Education Lottery's newest Powerball® jackpot winner. The Columbia native purchased the jackpot-winning ticket worth \$259.9 million from Murphy USA #7057 in Columbia. A retired state employee, Jackson purchased a single Powerball® quick pick with PowerPlay® for the August 19, 2009 drawing to win the jackpot.

POWERBALL®: Did You Know...

...the Powerball® jackpot starts at \$20 million and grows each drawing until won.

...the largest Powerball® jackpot won was \$365 million in February of 2006. The winning ticket was sold in Nebraska.

...SCEL offers a 1 percent retailer commission to a retailer who sells a redeemed winning ticket worth \$10,000 or more. Retailer commissions are capped at \$50,000.

...players can purchase PowerPlay® for an additional \$1 per play and multiply their non-jackpot winnings by 2, 3, 4 or 5 times depending on the PowerPlay® number selected. If a player matches all five white balls with the purchase of PowerPlay®, the prize is \$1 MILLION.

...Jonathan Vargas, 19, SCEL's fifth Powerball® jackpot winner, was the first South Carolinian to win. Vargas, a Gaston resident, won the \$35.3 million jackpot in May of 2008.



Monica and Anthony Wilson \$88.7 Million Jackpot Winner

Norman and DeAnna Shue \$110.7 Million Jackpot Winner Colleen and Dick Sandlin \$15 Million Jackpot Winner Jonathan Vargas - \$35.3 Million Jackpot Winner
1st South Carolinian to win the jackpot

Solomon Jackson Jr. \$259.9 Million Jackpot Winner

CLAIMING PRIZES

Sign it NOW! After purchasing tickets, please <u>SIGN</u> the back of the ticket legibly. Signing the ticket helps to protect you in the event the ticket is stolen or misplaced.

South Carolina Education Lottery players have three options for claiming prizes:

1. At authorized lottery retailers

Any lottery winnings up to and including \$500 can be redeemed at any authorized lottery retailer. Players are encouraged to sign tickets before presenting the ticket for validation.

2. By mail

Winnings of \$100,000 or less may be redeemed by mail.

The back of the winning ticket must be signed. Winnings in excess of \$500 must be accompanied by an official lottery claim form available at sceducationlottery.com. Claim forms are also available at any authorized South Carolina Education Lottery retailer. A copy of a picture identification card (driver's license, state or military I.D., or passport) is required for all winnings over \$500.

To claim winnings of \$100,000 or less via mail, please send in your ticket to the following address:

SC Education Lottery P.O. Box 11039 Columbia, SC 29211-1039

The risk of mailing tickets remains with the player. Registered mail is recommended. **Winnings over \$100,000 must be claimed** <u>in person</u> at the Columbia Claims Center. Having a photocopy of a winning ticket will provide a record if the ticket is lost in the mail or misplaced.

3. At the Columbia Claims Center

Any winning ticket may be claimed at the Columbia Claims Center. For winnings up to and including \$500, please sign the ticket back. For winning amounts in excess of \$500, players must provide: (1) a completed claim form; (2) a copy of identification (driver's license, state or military I.D., or

passport); and (3) a signature on the winning ticket. Winning tickets in excess of \$100,000 must be brought **in person** to the Columbia Claims Center for redemption.

Please note, depending on the amount of your winnings, SCEL will withhold South Carolina taxes and federal tax laws apply. Players have 90 days after the official end of a scratch-off game to redeem a ticket. Pick 3, Pick 4, Palmetto Cash 5, Mega Millions® and Powerball® tickets can be redeemed up to 180 days after the draw date printed on the ticket. Players have 180 days from the date of sale for an Add-A-Play ticket to claim a prize.

The Columbia Claims Center is open from 8:30 a.m. until 5 p.m., Monday through Friday. (Except state holidays) **Players** should arrive before 4 p.m. to allow time for verification.

HOLIDAYS RECOGNIZED BY SCEL

January 1—New Year

Third Monday in January—Martin Luther King, Jr.'s Birthday **Third Monday in February**—Washington's Birthday/

Presidents' Day

Last Monday in May—National Memorial Day

July 4—Independence Day

First Monday in September—Labor Day

November 11—Veterans Day

National Thanksgiving Day and the Friday after

December 24—Christmas Eve

December 25—Christmas Day (No Midday drawing)

December 26—The Day after Christmas

Whenever any of these fall on Sunday, the Monday following is prescribed, and whenever any of these fall on Saturday, the preceding Friday is prescribed.

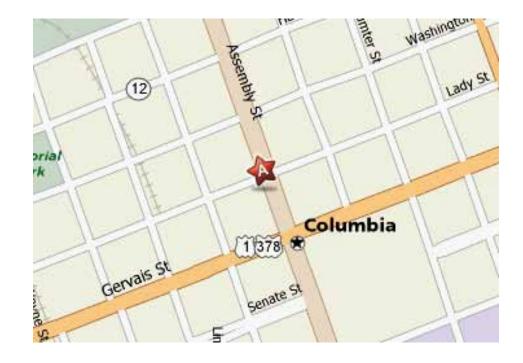
DATES TICKETS CANNOT BE SOLD OR VALIDATED

The S.C. Lottery Act restricts lottery sales on primary and general election days. General elections are held on the first Tuesday following the first Monday in November in each even-numbered year. State primaries are conducted on the second Tuesday in June of each general election year. (S.C. Code §§ 7-13-10, 7-13-15, and 59-150-210(E)) The Columbia Claims Center will be open and will accept winning tickets, but will not be processing claims through the system. A check will be mailed to the winners presented on a statewide election day.

The South Carolina Education Lottery's Claims Center is located in Columbia. The address, phone number and map for the claims center location follows:

Columbia Claims Center

1309 Assembly Street Columbia, SC 29201 (803) 253-4004



















PLAY RESPONSIBLY

HAVE FUN. PLAY SMART. PLAY RESPONSIBLY®

The games of the Lottery can be a lot of fun. As with any game, the games of the South Carolina Education Lottery are designed for just that... fun. SCEL encourages our players to play responsibly.

Nationally, the gambling industry recognizes March as "Play Responsibly" month. SCEL and the Department of Alcohol and Other Drug Abuse Services (DAODAS) have teamed up in support of increased public awareness of the availability and benefits of problem gambling treatment. This effort is designed to help educate the public about the warning signs of problem gambling and where to call to obtain treatment services. Conspicuous signage and printed literature available at all retail locations, along with television and radio public service announcements are all ways SCEL encourages responsible play.

In March 2004, SCEL provided marketing support when DAODAS launched a toll-free helpline in accordance with Section 59-150-230(l) of the South Carolina Education Lottery Act which requires lottery funds be directed toward the prevention and treatment of compulsive gambling disorder.

Managed by DAODAS, this helpline is available to assist individuals and families affected by problem and compulsive gambling. If you or someone you know has a gambling problem, treatment is not only available, but also effective in improving the lives of problem gamblers and their families. The South Carolina Gambling Helpline is available 24-hours a day, toll-free at 1-877-452-5155.

In Fall 2008, SCEL launched a website devoted to increasing public awareness of problem gambling and the community treatment services available. Visit **PlayResponsiblySC.com** for details.

Nationally, persons who believe they may have a gambling problem can seek help by calling a 24-hour confidential live hotline at 1-800-522-4700. When playing the games of the Lottery, remember to Have Fun. Play Smart. Play Responsibly.SM

For live 24-hour assistance in S.C...



1-877-452-5155

National gambling services available...



1-800-522-4700

AMBER Alert America's Missing: Broadcast Emergency Response

The AMBER Alert emergency broadcast program is named for Amber Hagerman, a 9-year-old girl who was abducted and murdered. In the aftermath of her murder, the Arlington, Texas, community requested that radio stations broadcast special "alerts" in the event of child abductions to assist law enforcement in disseminating information. The AMBER Alert Plan was developed in 1996 and is a voluntary partnership between law enforcement agencies and broadcasters. In 2002, President Bush called for the appointment of a national AMBER Alert coordinator through the Department of Justice. There are now AMBER Alert plans in all 50 states and increased interstate coordination.

On August 27, 2003, the machines that dispense lottery tickets were programmed to help distribute information about South Carolina's child abductions. Once an alert has been issued by the South Carolina Law Enforcement Division (SLED), the information is sent to lottery terminals where the alert can be printed and posted in licensed lottery retail locations. During the fall of 2009, Player Information Displays (PIDs) were installed across the retailer network. In the event of an AMBER Alert, marketing messages are interrupted and the 15-inch PID

PlayResponsibly S. con

screens are utilized to display photos and other vital details concerning a missing child.

Law enforcement statistics indicate the first three hours after a child is abducted are a critical window for a successful recovery. As a result of being able to quickly distribute AMBER Alert information to the retailer network, the community gains another tool to be used to disseminate information during those important first three hours.





LOTTERY RETAILERS

In the nine and a half years since the first lottery ticket was sold, retailers across the state have demonstrated tremendous support for the Lottery. Make no mistake, the South Carolina Education Lottery's network of approximately 3,700 licensed retailers (as of June 30, 2011) are the reason transfers since startup have surpassed the \$2.5 BILLION mark.

Because lottery tickets can only be purchased in South Carolina, all lottery retailers are located within the state. While a majority of lottery tickets are sold at convenience stores, lottery tickets can also be

purchased at some grocery stores, package stores and newsstands in the state. Tickets must be purchased with cash, and retailers will redeem winning tickets up to and including \$500 as required by contract.

For every ticket sold, a lottery retailer receives a 7 percent sales commission. Once claimed, lottery retailers also earn a 1 percent retailer commission for selling a ticket with winnings of \$10,000 or more. The retailer commission is capped at \$50,000.

To the right is a listing of the MILLION DOLLAR SALES CLUB for retailers with sales of more than \$1 million in Fiscal Year 2010-11. A total of 46 retailers are MILLION DOLLAR SALES CLUB members.

Top 10

RETAILERS BY REGION

UPSTATE

City: **Business Name:** Taylors Garden Spot #4 Miller Produce & Farm Fort Mill Quick Pantry #16 Greenwood Mini Mart York Rock Hill Herlong BP Quick Pantry #26 Greenwood Simpsonville Sunoco Food Mart Circle K Stores #5116 Fort Mill Sam's Corner Spartanburg Fort Mill K Won Mart

MIDLANDS

Business Name: City: Jimmy's Mart Columbia Devikinc Sumter Dusty Bend Discount Bev. Camden **Short Stop** Orangeburg Aiken Mo Conv. and Tobacco Quick Pantry #7 Orangeburg Quick Pantry #5 Orangeburg Simba Express #1 Columbia 3-Way Food Mart #5 Aiken Quick Pantry #21 Orangeburg

The Lottery conducts promotions at retailer locations and special events across the state. Players making the required lottery purchase may spin the prize wheel or play Plinko to win promotional items.



COASTAL

Business Name: City: Food Mart #1 Charleston Sky Mart/BP Charleston In N Out Conv. Store Charleston Big T's LLC Goose Creek Shell Quick Mart Georgetown Port Royal BP Port Royal Kaival Plaza St. Helena Island **Abhi Enterprises** Florence North Charleston Stop N Go Amoco Food Shop Beaufort

THE FY 2010-11 NUMBERS TELL THE STORY

Approximately **3,700** retailers through the end of FY 2010-11...

\$1.047 BILLION in FY 2010-11 sales...

\$2.5 BILLION and counting transferred to the state benefiting South Carolina's students since startup...



Deep Saggu Briar Patch in Campobello Gabe Pica Plantation Station in Hilton Head

Betty Page Garden Spot in Taylors Ruth and Robin Hickory Point #13 in Pelzer Padi Reddy Raceway #6747 in West Columbia

Million Dollar

SALES CLUB - FISCAL YEAR 2010-11

Business Name:	City:	Total Sales:
1. Food Mart #1	Charleston	\$2,967,944.50
2. Jimmy's Mart	Columbia	\$2,170,985.50
3. Sky Mart/BP	Charleston	\$2,068,220.00
4. Devikinc	Sumter	\$1,838,178.00
5. Garden Spot #4	Taylors	\$1,725,122.50
6. In N Out Conv. Store	Charleston	\$1,700,535.00
7. Miller Produce & Farm	Fort Mill	\$1,679,670.00
8. Dusty Bend Discount Bev	Camden	\$1,464,282.00
9. Big T's LLC	Goose Creek	\$1,425,517.50
10. Short Stop	Orangeburg	\$1,417,756.00
11. Quick Pantry #16	Greenwood	\$1,417,537.50
12. Mo Conv. and Tobacco	Aiken	\$1,410,101.50
13. Quick Pantry #7	Orangeburg	\$1,374,069.00
14. Shell Quick Mart	Georgetown	\$1,371,127.00
15. Port Royal BP	Port Royal	\$1,309,391.00
16. Quick Pantry #5	Orangeburg	\$1,298,047.00
17. Kaival Plaza	St. Helena Island	\$1,291,116.00
18. Abhi Enterprises	Florence	\$1,266,651.50
19. Simba Express #1	Columbia	\$1,266,095.00
20. Mini Mart	York	\$1,258,885.00
21. 3-Way Food Mart #5	Aiken	\$1,248,260.50
22. Stop N Go	N. Charleston	\$1,242,010.50
23. Quick Pantry #21	Orangeburg	\$1,241,791.00
24. Amoco Food Shop	Beaufort	\$1,240,621.50
25. V Go Food Mart	Holly Hill	\$1,230,446.50
26. Sunhouse Petroleum #3	Beaufort	\$1,220,600.50
27. Fuel Express	N. Charleston	\$1,203,552.00
28. Quick Pantry #1	St. Matthews	\$1,202,112.50
29. Herlong BP	Rock Hill	\$1,148,366.50
30. Sams Mart	Quinby	\$1,131,223.50
31. Quick Pantry 25	Manning	\$1,109,155.50
32. Quick Pantry #26 33. White Pond Food N Bev.	Greenwood	\$1,107,158.00 \$1,107,101.50
34. Quick Pantry #9	Elgin N. Charleston	
35. Quick Stop	Ravenel	\$1,097,059.50 \$1,065,352.00
36. Sam Quick Stop	Kingstree	\$1,065,352.00
37. Raceway #6747	West Columbia	\$1,054,467.00
38. M P Mart	Winnsboro	\$1,050,917.50
39. Quick Stop #3	Columbia	\$1,045,917.00
40. Top Notch Mart	Columbia	\$1,044,895.00
41. Shashis Mini Mart	Cheraw	\$1,042,421.00
42. Short Trip 2	Manning	\$1,039,331.50
43. EZ Stop	Summerville	\$1,028,668.50
44. 4 Way Stop	Orangeburg	\$1,028,163.00
45. Gas Express	Columbia	\$1,024,794.00
46. Quick C Food Mart #105	Chester	\$1,015,669.00
		2