

SELLING Points

LOTTERY RETAILER NEWSLETTER | October 2015 Vol. 16, No. 4

sceducationlottery.com

BETTER OVERALL ODDS

NEW CHANCE TO MULTIPLY WINNINGS

UP TO **10X**



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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Dear Retailers,

Powerball® is South Carolina's game, I've said so many times. And this month, our game is undergoing some changes. But before you read about the exciting new developments coming to Powerball®, I want YOU to join with me in recommending to selling Powerball® tickets.

We are coming off an incredible sales year in which instant tickets led the way. But as you've probably noticed in your own store, fewer Powerball® tickets are being sold. Powerball® sales in South Carolina declined almost \$14 million last year and are down \$37 million from just two years ago. A lack of big jackpot runs and players apathetic to jackpots under \$200 million have impacted sales, but WE can do better. I know WE can do better by Powerball®.

To renew interest in the game, Powerball® is offering better odds of winning a prize, adding a 10X multiplier to PowerPlay® and changing the matrix to encourage the jackpot to grow. These changes take effect starting with the October 7 draw.

Be sure to tout these added perks when you ask customers if they would like to buy a Powerball® ticket. Find ways to promote the jackpot, large or small, in your store. Someone is going to win it, why not a South Carolinian! Our state has a rich history when it comes to Powerball®. South Carolina is home to seven Powerball® jackpot winners and 48 Powerball® millionaires. So let's build on this history by embracing "our game" once more.

All my best,
Paula Harper Bethea



If you would you like to speak with Paula Harper Bethea, please contact Holli Armstrong at 803-737-4419.

Better Overall Odds & a 10X Multiplier Headline Powerball® Game Enhancements Starting October 7

Exciting changes are coming to the Powerball® game this fall.

Get ready for better overall odds and a chance to multiply winnings up to 10 times starting in October.

Also changing: the odds of winning the jackpot. In a move designed to lift jackpots to records not seen since 2013 when the prize soared to \$590 million, the odds are increasing to 1 in 292,201,338 up from 1 in 175,223,510.

And while the jackpot will be harder to win, your players chances at winning any prize are improving.

Overall game odds will be their lowest ever, down from 1 in 31.8 to 1 in 24.9.

The reason is a new matrix. Players will now choose five numbers from 1 to 69 (previously 59). The one Powerball® number will be chosen from 1 to 26 (previously 35), resulting in better odds to match the Powerball® number only.

Also new, a five-fold increase in the third-tier prize to \$50,000 for matching four of the first five numbers and the red Powerball® number.

For players spending the extra \$1 for PowerPlay®, a new 10X multiplier will be added to the mix when jackpots are \$150 million or less. With the new \$50,000 prize, this means players could win up to \$500,000. The 10X multiplier disappears when jackpots exceed \$150 million. (See chart below for complete details.)

PowerPlay® Prizes

Matching Tier Levels	Set Prize Amount	10X	5X	4X	3X	2X
●●●●● + ●	\$1,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000
●●●●●	\$50,000	\$500,000	\$250,000	\$200,000	\$150,000	\$100,000
●●●●● + ●	\$100	\$1,000	\$500	\$400	\$300	\$200
●●●●●	\$100	\$1,000	\$500	\$400	\$300	\$200
●●●●●	\$7	\$70	\$35	\$28	\$21	\$14
●●●●● + ●	\$7	\$70	\$35	\$28	\$21	\$14
●●●●●	\$4	\$40	\$20	\$16	\$12	\$8
●●●●● + ●	\$4	\$40	\$20	\$16	\$12	\$8
●●●●●	\$4	\$40	\$20	\$16	\$12	\$8
Odds with 10X multiplier		1 in 43	2 in 43	3 in 43	13 in 43	24 in 43
Odds without 10X multiplier		0 in 42	2 in 42	3 in 42	13 in 42	24 in 42

PowerPlay® does not apply to the Jackpot or Match 5 + 0 prize. The PowerPlay® Match 5 + 0 prize is set at \$2 million, regardless of the multiplier selected, unless a higher limited promotional dollar amount is announced.



THE FACTS:

- ▶ Plays will still cost \$2 each.
- ▶ Better overall odds of winning a prize.
- ▶ A jump to \$50,000 for the game's third prize level.
- ▶ Chance to multiply most winnings by up to 10 times when the jackpot is \$150 million or less.

Matching Tier Levels	Powerball® Prize	Game Odds	PowerPlay® Prize/Odds
●●●●● + ●	JACKPOT	1 in 292,201,338	Not Included
●●●●●	\$1 MILLION	1 in 11,688,054	Not Included*
●●●●● + ●	\$50,000	1 in 913,129	PowerPlay® prizes will be multiplied by 2, 3, 4, 5 or 10 when x10 is included.
●●●●●	\$100	1 in 36,525	PowerPlay® Odds
●●●●● + ●	\$100	1 in 14,494	For x2 1 in 1.79
●●●●●	\$7	1 in 580	For x3 1 in 3.31
●●●●● + ●	\$7	1 in 701	For x4 1 in 14.33
●●●●●	\$4	1 in 92	For x5 1 in 21.5
●●●●● + ●	\$4	1 in 38	For x10 1 in 43
●●●●●	\$4	1 in 38	

Overall Odds: 1 in 24.9

*The PowerPlay® Match 5 + 0 prize is set at \$2 million, regardless of the multiplier selected, unless a higher limited promotional dollar amount is announced.

The changes take effect for the Wednesday, October 7 drawing, but tickets for the "new" Powerball® game go on sale starting Sunday, October 4.

"The positives are many, and we feel the possibility of more overall winners will appeal to our players," said Education Lottery Executive Director Paula Harper Bethea.

You'll remember it's been three years since Powerball® has made any significant changes, then doubling the cost to play to \$2 and adding a \$1 million prize to create more millionaires. Since those changes, South Carolina has celebrated a \$399 million jackpot winner and produced 19 millionaires.

As the launch date nears, your Marketing Sales Representative will be by to discuss the new game details, provide updated point of sale materials and brainstorm ideas on how to grow your Powerball® sales. Be sure to ASK FOR THE SALE!

NEW Point of Sale

BROCHURE:

Available in your play station, this brochure provides your players with indepth reporting on the changes coming to Powerball® this month.



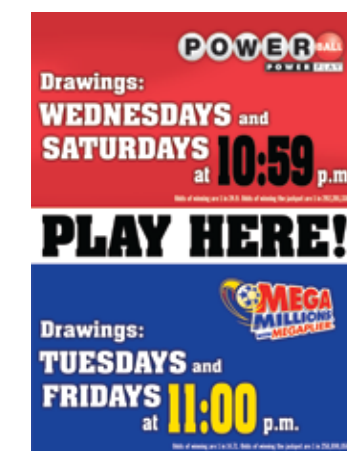
WALLET CARD:

A handy wallet card is available for players to take too.



WINDOW CLING:

New window clings will be going up in your store to advertise the new odds.



SPOTLIGHT

Kangaroo Express #3296

By Godwin Rogers, Coastal Associate MSR

Kangaroo Express #3296 on Hwy. 17 in **Mount Pleasant** is a very pro lottery retailer.

The establishment carries 36 instant ticket games and always keeps their instant ticket dispenser fully stocked and looking nice so tickets are appealing to the customers in line.

The location has a lot of repeat customers that keep coming back to buy their lottery tickets. Manager Jonathan Rummel says he lets the customers know what tickets are getting ready to launch, if there is a new game starting and any changes to the current games. He also takes the time to understand all of the Lottery's games so he is ready and prepared to explain them to customers if they ask.

All of the employees at Kangaroo Express are very happy and friendly to the customers and are eager to sell, sell, sell.



Angela Washington of the Kangaroo Express #3296 in Mount Pleasant provides lottery customers with exceptional customer service so players will visit her for their next ticket purchase.

New Games

Scheduled to launch Tues., October 27:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., October 14: Chili Pepper Payout (#761)
Wed., October 21: Big Money (#764)
Wed., October 28: Giant Jumbo Bucks (#682), Funky 5's (#718), Hot Shot (#737), EZ \$1040 (#743), 7.11.21 (#747), Fast \$50s (#751) & Whole Lotta \$100s (#776)

LAST DAY TO RETURN

Fri., October 2: Trucks & Bucks® (#753)
Fri., October 23: Triple Black Cherry (#744), Feeling Lucky (#748) & Cash Vault (#754)

LAST DAY TO REDEEM

Tues., October 6: Mad Money (#719) & Black/White (#733)
Tues., October 13: Cash Blast (#627), Mucho Cash Fiesta (#680) & Heritage (#746)

- Dates Current as of 8/26/2015.

HOLIDAY CLOSING: Thurs. and Fri., November 26 & 27, 2015 - SCEL will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 25 will be delivered on Fri., November 27.