

SELLING points

May 2010 Vol. 10, No. 11

Monthly Retailer Newsletter

Ric Flair™

Woohooooo!™

Instant Game



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.

INSTANT MATCH



CHECK ID
Selling to anyone underage is a misdemeanor.
Details Inside!

Dear Lottery Retailers:

Summer is just around the corner, and the Lottery is gearing up with a great lineup of games and promotions. In this issue, you will learn about the Powerball® PowerPlay® 10X® promotion and the Ric Flair™ Wooooo!™ instant ticket. It's all exciting!

I would like to take just a minute to highlight the partnership SCEL shares with PalmettoPride to help keep South Carolina beautiful. PalmettoPride was founded in 1999 as the Governor's Task Force on Litter in response to concerned citizens determined to clean up our Palmetto State.

SCEL partners with PalmettoPride in the CleanSweep Second-Chance Promotion to encourage lottery players to mail in their non-winning tickets for recycling rather than discarding them along our roads and highways. The promotion is a great opportunity for players to be environmentally responsible while having fun! To enter, players collect 10 non-winning instant tickets, complete the form on the back of at least one ticket, and mail them in a letter- or business-sized envelope to the address specified. One hundred entries are drawn the last Wednesday of the month. Each winner receives \$50. Players can visit sceducationlottery.com to read the official rules, identify the deadlines and drawing dates, and find the mailing address for the promotion.

The perfect time to take action against litter is right now. Please remind your customers to enter their non-winning tickets into the CleanSweep Second-Chance Promotion. Having fun while keeping South Carolina beautiful is the perfect combination of entertainment and responsibility!

It is really nice to be with you in South Carolina in May.

Warm best,

Paula Harper Bethea

Paula Harper Bethea
Executive Director

If you would like to speak with Paula Harper Bethea, contact Faris Kaler in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



MESSAGE BOARD

A **Big League Baseball** – The final Big League Baseball second-chance promotion drawing for \$100,000 was held March 1. The winner was **Velda Little** of Columbia. The Lottery would like to thank you for supporting the promotion.

B **The Pantry Express #650** – The Columbia retailer sold a Block Bingo ticket worth \$75,000.

C **Hampton Food Corner** – A \$100,000 winning ticket was sold by the Hampton retailer.

D **Shiv Mart III** – Mike Patel holds a \$200,000 Holiday Riches winner's poster for display inside the Columbia retailer.

E **Wheel of Fortune®** – Nancy Splres, of Cayce, and Cynthia Connelly, of Murrells Inlet, were the Grand Prize Winners in the Wheel of Fortune Second-Chance Promotion. They each won a round trip for two to Hollywood and a chance to audition for the Wheel of Fortune® Game Show and \$1,000 spending money.



A



C



B



D



E

UNDERAGE SALES BRING CONSEQUENCES FOR THE CLERK

By Vivi Simons, Publications Manager

CHECK ID – Selling a lottery ticket to anyone underage is a misdemeanor which puts the seller at risk of being fined between \$100 and \$500 and/or being imprisoned from 30 up to 60 days.

Each issue of *Selling Points* includes the reminder not to sell lottery tickets to anyone underage on both the front and back covers because S.C. law states: "Lottery game tickets or shares must not be sold to persons under eighteen years of age, but a person eighteen years of age or older may purchase lawfully lottery game tickets or shares and make a gift to a person of any age."

Additionally: "A person who knowingly sells a lottery game ticket or share to a person under eighteen years of age or permits a person under eighteen years of age to play a lottery game is guilty of a misdemeanor and, upon conviction, must be fined not less than one hundred dollars nor more than five hundred dollars or be imprisoned not less than thirty days nor more than sixty days, or both, in the discretion of the court. It is an affirmative defense to a charge of a violation of this section

that the lottery retailer reasonably and in good faith relied upon representation of proof of age in making the sale."

SCEL was recently audited by the Legislative Audit Council. The audit revealed that the Lottery is well managed overall and made some suggestions. One suggestion is to conduct more frequent compliance checks of lottery retailers similar to the checks performed by the Department of Alcohol and Other Drug Abuse Services on tobacco sales to minors.

Remember to check the ID when a customer appears too young to purchase lottery products. Doing so protects you, your store and your customer. A player must have been born on the current date or earlier in 1992 in order to have turned 18. As a reminder, the lottery terminal gives you the age verification date on the front screen in a black box in the upper left corner.

POWERBALL POWERPLAY® 10x

Non-Jackpot Prizes up to \$2 MILLION with PowerPlay®!

Multiplier	# of Balls	Odds
10x	1	1:16
5x	3	1:5.3
4x	4	1:4
3x	4	1:4
2x	4	1:4
Total: 16		

Odds of winning \$2 million on a single play are 1 in 82,210,128.

POWERPLAY® 10X® PROMOTION RETURNS

By Christine Green, Product Manager

This month, your Powerball® players will have the chance to win even more with the Powerball® PowerPlay® 10X® promotion. The promotion offers Powerball® players the chance to multiply all non-jackpot winnings by 10 with the purchase of PowerPlay®.

During the promotion, a "10" multiplier will replace one of the four "5" PowerPlay® multipliers. Players who purchase a Powerball® ticket with the PowerPlay® option will have the chance to multiply their non-jackpot winnings up to 10 times, resulting in prizes from

\$30 up to \$2 million. There is a 1-in-16 chance of the "10" multiplier being drawn.

Regular PowerPlay® players may ask about the Match 5 prize for matching all five white ball numbers. When the "10" multiplier is drawn, the Match 5 prize of \$200,000 will be multiplied by 10 resulting in a \$2 million prize when PowerPlay® is purchased. If a lower multiplier is drawn during the promotion, the Match 5 prize with PowerPlay® will continue to be multiplied by 5 for a \$1 million prize, regardless of whether the multiplier drawn is lower than a "5." For the duration of the 10X® promotion, with the purchase of PowerPlay® the Match 5 prize will be multiplied by either 5X or 10X. The odds of winning \$2 million during the promotion are 1 in 82,210,128.

PowerPlay® costs an additional \$1 per play, per drawing. The PowerPlay® 10X® promotion kicks off with the Saturday, May 1 drawing and runs through the Saturday, May 29 drawing. Ticket sales for the promotion begin on Thursday, April 29. If a "10" multiplier has not been randomly selected during the month of May, the promotion will continue until a "10" multiplier is selected.

Remind your players that, for just \$1, they can add to the excitement of Powerball® by purchasing PowerPlay® this month.



RIC FLAIR™ WOOSOOOO!™ INSTANT GAME IS HERE!

By Holli Armstrong, Publications Copywriter

The South Carolina Education Lottery has joined forces with Ric Flair™, the world famous professional wrestler, to bring you the Woosooooo!™ instant ticket.

Launching Tuesday, May 4, Ric Flair's™ trademark "Woosooooo!" yell will be gracing a \$5 instant ticket your players and wrestling fans alike won't want to miss. The ticket is sure to attract attention, so be prepared for questions.

How do you play Woosooooo!™? Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Get a "CHAIR" symbol in the INSTANT MATCH RING, win prize shown instantly!

Players can win prizes from \$5 up to \$100,000!

Once you introduce Woosooooo!™ to your customers, you will find many players have a Ric Flair™ story to share. Make no mistake, South

Carolina is Ric Flair™ country. The 16-time World Heavyweight Champion is beloved by our residents. Use this to your advantage when you strike up a conversation with potential players to promote the ticket. Time spent reminiscing could earn you additional sales.

The Main Event

Adding to the excitement, the Lottery is scheduling several "Meet & Greets" with "The Nature Boy™" himself. Ric Flair™ will be signing autographs from 2 p.m. to 4 p.m. at the Lottery Sales Booth at these three events:

- Southern 500 Race • Darlington • May 8
- Freedom Weekend Aloft • Simpsonville • May 29
- Sun Fun Festival • Myrtle Beach • June 5

SELLING POINT to Ponder

Make sure all staff is knowledgeable about lottery games and promotions. Assist players with their questions.

Retailer Alert

Need to call someone at SCEL? It's easy. All important phone numbers are on your terminal main screen - you do not even have to log in - simply press UTILITIES then PHONE NUMBERS.

Please request all SCEL/intratot employees to show a picture ID when they ask to conduct lottery business on your terminal. Other lottery states have been victims of scam artists pretending to be lottery employees.

Holiday CLOSINGS

MAY:

Monday, May 10: SCEL offices will be closed to observe Confederate Memorial Day, a state holiday. Retailers will NOT be able to order tickets. Remember to double order the week before! Drawings will be held as scheduled.

Monday, May 31: SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 31. Tickets must be ordered by 5 p.m. on Thursday, May 27, for delivery on Friday, May 28. Tickets ordered on Friday, May 28, will be delivered on Tuesday, June 1. Drawings will be held as scheduled.

JUNE:

Check terminal messages. Tuesday, June 8: NO TICKET SALES OR VALIDATIONS ALLOWED ON JUNE 8, DUE TO THE ELECTION PRIMARIES. All machines will be off-line from 12:01 a.m. to 11:59 p.m. on June 8. South Carolina law prohibits the sale of all lottery products, both instant and online games, on statewide election days. Ticket ordering and delivery will not be disrupted during this time, except that retailers will not be able to acknowledge receipt of packs or activate packs.

RETAILER *Spotlight*

The Fishing Hole
Seneca



Owner Gerald Foster's secret to success: Consider your customers your friends.

By Carol Boyes, Upstate MSR

The first time I walked into **The Fishing Hole** in **Seneca**, I knew I had hit the jackpot! I was greeted by one of the friendliest people I have ever met. I knew then that Gerald Foster would be a perfect lottery retailer. He was excited about what the Lottery was doing and wanted to be a part of it. Foster had already decided to leave his profits from selling lottery tickets in the bank to pay for his daughter's wedding. He was a man with a mission.

From the beginning, Foster was more than happy to ask for the sale and show his players how to play. He talked about the good things that were going to happen because of the Lottery.

Foster did not lose his enthusiasm when the plant down the street closed or when the lake levels dropped due to the drought. He kept a smile on his face, and his customers (friends) kept coming back. You see, Foster has very few "customers." Once you come into his store, you are a "friend."

He has "friends" from all around coming to his little fishing shop. Foster takes care of his friends. Every December he puts on a Customer Appreciation Banquet. The event is known far and wide. If you want to know about fishing or the Lottery, you go see Foster.

Foster has seen change at **The Fishing Hole**. His daughter got married. And now when I visit, I get to see pictures of his new grandson. What has not changed is the way Foster runs his business - he is knowledgeable; he keeps his dispensers full; he manages his inventory; and he promotes the Lottery. I could not ask for a more perfect retailer or friend.

Instant Games!

Pick 3

Pick 4

Cash 5

MEGA MILLIONS

POWERBALL

South Carolina Education Lottery

WINNERS' board

\$5,000

Holiday Riches



Grady Brown - Honea Path

Purchased from Dill's Quick Shop - Honea Path

\$1,000

Ruby Red 7's



Michelle Fishburn - N. Augusta

Purchased from Circle K Stores #5588 - N. Augusta

\$1,000

Money Tripler



Tenisha Hackett - Spartanburg

Purchased from The Exchange Group #7 - Spartanburg

\$1,000

Holiday Riches



Shane Chalker - Beech Island

Purchased from Four Seasons Food & Fuel - N. Augusta

\$20,000

Money Tripler



Tiffany Jones - Rock Hill

Purchased from JD Super Center - Fort Mill

\$1,000

Fortune Cookie®



David Wygant - Clinton

Purchased from Corner Stop - Clinton

\$5,000

Cash in the Pocket



Sam Jones - Columbia

Purchased from Corner Pantry #114 - Columbia

\$1,200

Palmetto Cash 5



Sandra Bishop - Anderson

Purchased from The Spinx Co. Inc. #155 - Westminster

\$2,500

Pick 4



Walter Tanner - Chesnee

Purchased from Briar Patch - Campobello

\$2,000

Fortune Cookie®



Karen Marshall - Rock Hill

Purchased from Lesslie #2 - Rock Hill

\$200,000

Emerald Green 7's



Steven Stawicki - Florida

Purchased from Saveway 23 - Mullins

\$1,220

Palmetto Cash 5



Carl Crowl Jr. - Conway

Purchased from Xpress Mart 67 - Lake Wylie

Upcoming Games

The following games are scheduled to launch Tuesday, May 4.



The following games are scheduled to launch Tuesday, May 25.



Artwork shown is not necessarily representative of final product and is subject to change.

Ending Games*

Please start selling down the following:

SC-312 Jumbo Bucks
SC-341 More Money
SC-357 4 Way Cash

Last day to sell:
Wednesday, May 12, 2010

Last day to return:
Friday, June 11, 2010

Last day to redeem:
Tuesday, August 10, 2010

SC-344 Sunny Money
SC-365 Mistle Dough

Last day to sell:
Wednesday, May 26, 2010

Last day to return:
Friday, June 25, 2010

Last day to redeem:
Tuesday, August 24, 2010

* WATCH FOR UPDATES TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ticket Alerts*

- Tuesday, May 4, 2010: Last day to redeem Fantastic 5's (#350).
- Friday, May 7, 2010: Last day to return Weekly Bonus (#245), 20 Grand (#346) and Lucky Loot (#355).
- Tuesday, May 11, 2010: Last day to redeem Shamrock 4's (#322).
- Wednesday, May 12, 2010: Last day to sell Jumbo Bucks (#312) and 4 Way Cash (#357).
- Friday, May 14, 2010: Last day to return Fabulous Fortune (#304) and Jingle Bucks (#367).
- Wednesday, May 26, 2010: Last day to sell Sunny Money (#344) and Mistle Dough (#365).
- Friday, May 28, 2010: Last day to return Red Hot Riches (#364) and Ruby Red 7's (#372).

Ending game dates are current as of Tuesday, March 30, 2010.