

SELLING points

February 2011 Vol. 11, No. 8

MONTHLY RETAILER NEWSLETTER

WIN UP TO \$100,000!

OR ENTER THE SECOND-CHANCE PROMOTION for a chance to win an Adventure Trip of a Lifetime or a



Gift Card!



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.

IN THIS ISSUE: Ric Flair™ is back with Lucky W00000!™



Dear Lottery Retailers:

If it is February, then spring cannot be far away! At the South Carolina Education Lottery (SCEL), we always look forward to warm weather and the opportunity to be outdoors. Our new instant ticket, Bass Pro Shops®, is just the promotion to celebrate winter's retreat. Along with a top prize of \$100,000 on the ticket, your customers will have the opportunity to enter a second-chance promotion to win one of five exciting trips to six exotic locations, as well as gift cards to Bass Pro Shops® worth \$500!

The Lottery is here to help you promote the new Bass Pro Shops® ticket, as well as other lottery products. The SCEL Promotions Department can assist you with radio remotes, wheel spins or plinko promotions at your location. It's like bringing a television game show right to your hometown. For every \$10 worth of lottery products your customers buy, they get to spin the wheel or drop the plinko disk for a chance to win a variety of lottery items like hats, cups, blankets, and T-shirts. Your Marketing Sales Representative can explain how to apply to host an in-store promotion.

The Lottery is not all about fun and games. SCEL's core mission is raising the funds necessary to help educate the future leaders of South Carolina. Since 2002, your dedication and hard work in selling lottery tickets has resulted in more than 920,000 scholarships and grants being awarded to students attending college in South Carolina. Public schools and county libraries are also benefiting from the proceeds generated by your lottery sales. So, next time you hear "Congratulations, You're a Winner!" remember that in the end, thanks to you, education always wins with the South Carolina Education Lottery.



All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller 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



RETAILER SPOTLIGHT

JIGAR FOOD MART

Lyman, SC

By David Wayne, Upstate MSR

Since Jigar Patel took over his Lyman location in 2008, **Jigar Food Mart** has had a remarkable string of top-prize winning instant tickets.

In 2008, his first year at the location on Charlotte Highway, **Jigar Food Mart** sold a Color of Money ticket worth \$20,000. The next year, 2009, brought an Instant Carolina 5® winner, who took home \$100,000 taxes paid. In 2010, the store celebrated selling two top-prize instant winners. The first was a Cool Cash ticket worth \$20,000 and the second was a Red, White & Blue 7's ticket worth \$75,000. Is it any wonder that Patel and his customers look forward to continuing the lucky streak in 2011?

While these top prize winners are posted for all to see, Patel doesn't stop at promoting his past winners. In order to keep current players and attract new ones, the entire staff keeps the ticket dispensers full, asks for the sale, and updates the jackpot signs.

Every customer who enters the store is a potential lottery player and every player is a potential winner.



Jigar Patel's location is no stranger to selling a top prize winning ticket. He makes sure customers know Jigar Food Mart is a lucky store.

By welcoming everyone who walks through the door and answering lottery questions from anyone who asks, the staff has the opportunity to turn the curious into new players. By cashing winning tickets promptly, winners return to **Jigar Food Mart**, where they had a positive winning experience.

These easy sales strategies are the reasons the location has doubled its sales during the two years the store has been in business.

Selling Points

"My most loyal customers are lottery customers. They come here not just to play the Lottery but to make other purchases. They are great!"

- Jigar Patel
Owner Jigar Food Mart



Owner Rajesh Patel of **Short Trip #4** in **Summerton**, sold winning tickets of \$147,059 and \$75,000. Patel knows his players expect full dispensers at all times. The location has become the number one retailer in Summerton.



Sunny Mart in **Clinton** sold a Powerball® ticket that turned out to be a \$1 MILLION winner. The location proudly displays the "WE SOLD" poster for their customers to see. Way to go Sunny Mart!



A Power Tour promotion swung through **Walterboro** and made a stop at **BoBops #3**. Lottery players spun the prize wheel for the chance to win promotional items. A fun time was had by all.

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Gift Card!

Look inside for details!



Tell Your Lottery Players About the Bass Pro Shops® Instant Ticket & How to Enter to Win an Adventure Trip of a Lifetime!

By Christine Green, Product Manager

Have your players reel in some fun with the new \$5 Bass Pro Shops® instant ticket launching on Tuesday, February 8, 2011! Players can win up to \$100,000 on the ticket or enter the second-chance promotion for a chance to win an Outdoor Adventure Trip or a \$500 Bass Pro Shops® gift card. This game has four beautiful nature scenes. Ask players if they would like to purchase the entire set of four scenes in the Bass Pro Shops® instant ticket.

Second-Chance Promotion Prizes:

Don't forget to remind players to enter the Bass Pro Shops® second-chance drawing. Players can enter for the chance to win an Outdoor Adventure Trip or Bass Pro Shops® gift cards valued at \$500. Each Outdoor Adventure Trip winner will have the choice from six trip locations throughout the United States. Trips include round-trip transportation, complete accommodations, activities and a spending allowance. Each trip is inclusive of state and federal taxes. Gift cards can be used at any Bass Pro Shops® retailer and restaurant location, through Outdoor World Incentives™, Bass Pro Shops® catalogs or the website. There is also a \$100,000 FINAL DRAWING cash prize!

How to Enter:

Players can submit non-winning, \$5 Bass Pro Shops® (SC-462) instant tickets either by mail or online. Each Bass Pro Shops® ticket acts like a postcard. Simply tell your players to either fill out the information on a non-winning Bass Pro Shops® ticket, put a stamp on it and drop it in the mail or visit sceducationlottery.com to enter the ticket online. Entries received in envelopes or boxes will be disqualified. ONLY ONE ENTRY ALLOWED PER TICKET, EITHER ONLINE OR BY MAIL.

Promotion void where prohibited by law.

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Drawings:

Draws 1 and 2 will select winners of five hundred (500) total Bass Pro Shops® gift cards valued at \$500 AND four (4) total Outdoor Adventure Trip Prizes. Draw 3 will select winners of one (1) Outdoor Adventure Trip Prize and the \$100,000 FINAL DRAWING cash prize after tickets are no longer available for sale. Visit the Lottery's website for more information.

Bass Pro Shops® Locations:

South Carolina:

10177 North Kings Hwy.
Myrtle Beach, SC 29572
Phone: 843-361-4800

North Carolina:

8181 Concord Mills Blvd.
Concord, NC 28027
Phone: 704-979-2200

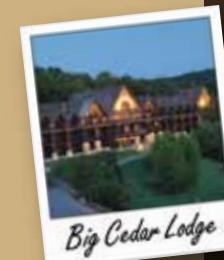
Georgia:

14045 Abercorn St.
Savannah, GA 31419
Phone: 912-961-4200

Website: www.basspro.com

Events:

Tell your players about the exciting events with the Bass Pro Shops® instant ticket. Players can visit the Lottery at the Bass Pro Shops® Spring Classic at the Bass Pro Shops® Myrtle Beach location on Saturday, February 26 and Sunday, February 27 and at the Palmetto Sportsmen's Classic at the South Carolina State Fair Grounds on Friday, March 25 through Sunday, March 27. Players can spin the wheel and enter contests for exciting prizes and Bass Pro Shops® merchandise.



Big Cedar Lodge



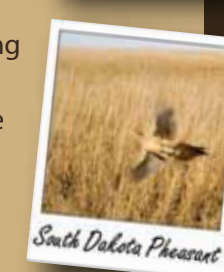
Eastern Montana Muleys



Alaska Angling



White Water Rafting



South Dakota Pheasant



Hilton Head Island

BIG CEDAR® LODGE
Ridgedale, Missouri
(5 days/4 people)

This Bass Pro Shops® resort is rated as one of the "Top 10 Resorts in the Country" by Southern Living Magazine and rated "Best of the Best" by the Wall Street Journal. Big Cedar® Lodge rests comfortably on the banks of Table Rock Lake near Branson, Missouri. This rustic 850-acre resort offers boating, water skiing, hiking, trail rides, fishing, fine dining, spa services, and more.

MONTANA MULEYS
(5 days/2 people)

Specializing in mule deer, antelope, and whitetail deer hunts for the rifleman, muzzle loader, and archer enthusiast, this outfitter is located in eastern Montana. Hunts take place on private property, offering you a high percentage of success on taking that fine trophy animal. They offer the great Montana spirit of friendliness and the best in good food and accommodations (ranch style).

ALASKA ANGLING ADVENTURE
(5 days/2 people)

This is an adventure lodge comparable with the finest in Alaska, located at the confluence of the Kenai and Moose rivers. You can expect exceptional service with hot coffee wake-ups, full excursions, happy hour, and the chef's evening masterpieces. After dinner, join the evening fire or continue the action with kayak trips, tundra hikes, or fly fishing classes.

COLORADO WHITE WATER RAFTING
(5 days/4 people)

A perfect adventure if you are a first-time rafter and thrilling for experienced paddlers too. Enjoy a pristine wilderness experience with exciting, family friendly rapids. Enjoy the breathtaking scenery from this riverside rafting resort located on the banks of the Arkansas River at the mouth of Browns Canyon. Horseback riding, hiking, jeep tours, mountain biking, camping, and boating are a few activities you can experience in Buena Vista, Colorado.

SOUTH DAKOTA PHEASANTS/ GROUSE/ PARTRIDGE
(5 days/4 people)

If you are looking for a great pheasant hunt, you have found it. Make plans now for you and your hunting buddies to visit South Dakota for excellent pheasant hunting. Located in Northeast South Dakota, you are surrounded by prime pheasant habitat. The lodge is designed with the hunter in mind. They encourage you to bring your upland dog to the lodge. Hunt with a variety of dogs, from flushing labs to pointing drathars.

HILTON HEAD ISLAND
(6 days/4 people)

For an exciting getaway right here in South Carolina, enjoy the beautiful sandy shores of Hilton Head. This trip includes accommodations at the Westin Hilton Head Island Resort and Spa, set on a pristine stretch of sandy white beach along the Atlantic. From three reinvigorating swimming pools, to a state-of-the-art gym, to the bicycle and jogging paths, with three championship golf courses and 14 tennis courts—Port Royal Plantation offers a bounty of activities to choose from. Or explore other area favorites such as kayaking, sailing, dolphin tours and horseback riding.

SECOND-CHANCE DRAWINGS

Draw	Entry Deadline	Draw Date	Prize
1	March 30, 2011	April 6, 2011	(2) Adventure Trip Winners/(250) Gift Card Winners
2	April 27, 2011	May 4, 2011	(2) Adventure Trip Winners/(250) Gift Card Winners
3	The final drawing will be conducted no sooner than thirty (30) days after the last day to sell Bass Pro Shops® instant tickets.		(1) Adventure Trip Winner/(1) \$100,000 Grand Prize Winner

SELLING POINT to Ponder

Remind players the deadline for entering their non-winning tickets in the final Camaro® Second-Chance Drawing is Friday, February, 25. The drawing will be held on Wednesday, March 2. A Camaro® and \$100,000 will be awarded.

Retailer Alert

Retailers must sell tickets for CASH only! Retailers MUST NOT accept debit or credit cards as payment for lottery tickets.

Do NOT pay winning tickets (instant and online) for more than \$500. It is a violation of your retailer contract to do so and your lottery license can be revoked. Retailers MUST cash prizes up to and including \$500.

Holiday CLOSINGS

FEBRUARY:

Mon., Feb. 21: SCEL will be closed to observe the Presidents' Day holiday. Retailers will NOT be able to order tickets. Remember to order early. Drawings will be held as scheduled.

FINAL WHEEL OF FORTUNE® SECOND-CHANCE DRAWING WINNERS ANNOUNCED

By Paulette Parker-Smith, Play Responsibly Communications Coordinator

Maria Witcher, of Piedmont, won a trip to Hollywood for a chance to audition on TV's Wheel of Fortune®! Antoinette Anderson, of Charlotte, NC, was selected as the \$100,000 Final Grand Prize winner! Five Hollywood trip winners and one \$100,000 cash winner were selected in three drawings from mailed and Internet entries received during the Wheel of Fortune® Second-Chance Promotion.

The Wheel of Fortune® promotion was successful because of your support! Stay tuned. One of our lucky winners may appear on an upcoming Wheel of Fortune® show!

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Markette Store #17 in Florence sold one of three top prize winning Wheel of Fortune® instant tickets. The delighted retailer took time to pose for a photo with the winner's poster. The next time your store sells a winning ticket consider posting the ticket, so your players know your store is a lucky store.

Maria Witcher, of Piedmont, was the final Wheel of Fortune® trip winner. Witcher won a trip to Hollywood, CA, and the chance to audition to be a contestant on TV's Wheel of Fortune®.

Antoinette Anderson, of Charlotte, NC, was selected as the \$100,000 Grand Prize winner. Anderson plans to use the winnings to buy a new car.

RETAILER WINS FLAT SCREEN TV IN RETAILER RALLY DRAWING



Congratulations to Praeul Patel of Quick Food Mart in Rock Hill. His name was selected to win a massive, 55-inch HDTV from entries received at retailer rallies held across the state.

According to SCEL Sales Representative Thad Strom, the winner was extremely grateful and ecstatic when his prize arrived. Strom added, "It could not have happened to a better retailer." The Rock Hill retailer is known for his positive, pro-lottery attitude and for demonstrating exceptional business practices.

The Lottery would like to thank all of the retailers who attended the rallies. Your partnership is both valued and appreciated, not only by us, but by the citizens of South Carolina.



He's Back! LUCKY WOOOOO!™ LAUNCHES JANUARY 25

Ric Flair™ is back and is bringing good luck! Your players will start feeling lucky when they see the Nature Boy™, Ric Flair™, on the **Lucky WOOOOO!™** ticket, launching January 25!

The ticket features Ric Flair™ alongside some popular good luck charms, including pots of gold, horseshoes, ladybugs, wishbones and shamrocks. Players can win up to 16 times including a bonus instant match ring! Players have the chance to win prizes from \$5 up to \$100,000!



WINNERS' board



\$200,000

Greetings of Green



Bobby Jones – Pensacola, FL

Purchased from Petro Stop – Florence

\$2,600

Pick 4



Willie Gentry – Spartanburg

Purchased from Quick Purchase Food #5 – Spartanburg

\$602

Palmetto Cash 5

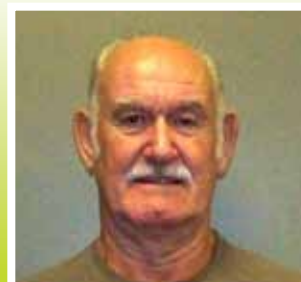


Barbara Varalli – Clover

Purchased from Murphy Express #8515 – Clover

\$22,222

Two For The Dough

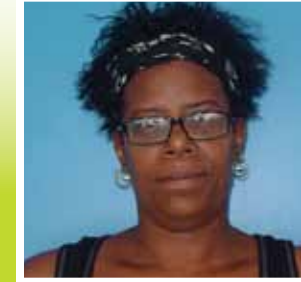


David Kastner – Cottageville

Purchased from Mystik – St. George

\$1,000

5X The Money



Diane Dunham – Columbia

Purchased from A-1 Foods – Columbia

\$1,000

Palmetto Cash



Preston Franks – Pendleton

Purchased from High Volume – Anderson

\$3,100

Pick 4

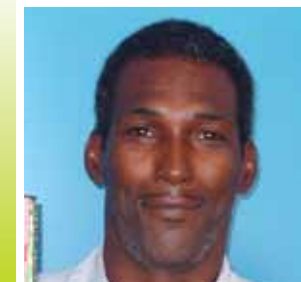


Mary Bovain – Columbia

Purchased from Petro Mart Inc. – Columbia

\$2,000

Wild 10's



Ricky Richardson – Hartsville

Purchased from Markette Store #19 – Hartsville

UPCOMING games

The following games are scheduled to launch Tuesday, January 25, 2011:

The following games are scheduled to launch Tuesday, February 8, 2011:



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

TICKET alerts*

Tuesday, February 1, 2011: Last day to redeem Junior Jumbo Bucks (#363). Junior Jumbo Bucks (#429) is available.

Tuesday, February 8, 2011: Last day to redeem Ric Flair™ Wooodooo!™ (#398).

Friday, February 11, 2011: Last day to return Super 8's (#387), Hit \$100 (#388), Extreme Cash (#399), 4's Galore (#403), and Camaro® (#404).

Tuesday, February 15, 2011: Last day to redeem Cash Fiesta (#394).

Tuesday, February 22, 2011: Last day to redeem Carolina Riches 7th Anniversary (#384).

Friday, February 25, 2011: Last day to return Struck by Luck (#411).

Ending game dates are current as of Friday, January 7, 2011.