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Selling points

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SELLING Points

LOTTERY RETAILER NEWSLETTER | March 2015 Vol. 15, No. 9

sceducationlottery.com

YOU COULD
WIN UP TO
\$100,000 *OR*
A SECOND-CHANCE TO
WIN A NEW
TRUCK!

2015 Ram 1500
SLT Quad Cab

2015 Chevrolet® Silverado™
1500 Double Cab LS

2015 Ford F-150 XLT
Super Cab

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

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.

 South Carolina
Education
Lottery®

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

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 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. MSRs attach this information to a ring on the play station. Encourage players to read the information, but 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)
- Stolen/Missing Tickets:** 1-866-269-5668
- Intralot Help Desk:** 1-877-500-5202
- Customer Information:** 1-866-736-9819
- Winning Numbers Line:** 1-803-734-4966 (IWON)
- 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



Trucks & Bucks®

By Ammie Smith, Product Specialist

Are you "Built Ford Tough," "Like a Rock," or do you "Grab Life by the Horns?" The choice is yours when you play the Lottery's newest \$5 instant ticket, **Trucks & Bucks®**.

Launching Tuesday, March 10, players can win up to \$100,000 instantly or enter the Trucks & Bucks® Second-Chance Promotion where five players will win their choice of one of the following three trucks: a Ford F-150 XLT Super Cab, a Chevrolet® Silverado™ 1500 Double Cab LS, or a Dodge Ram 1500 SLT Quad Cab.

How to Enter: Players can enter non-winning Trucks & Bucks® tickets either online or by mail. Online entries are through our Players' Club website at sclottery.com. If they are not already a club member, they will have to join before they can start entering tickets. To enter the second-chance drawing by mail, players must completely and legibly fill in the ticket back, add proper postage, and mail like a postcard to the address provided.

Drawing: The Lottery will conduct one drawing no sooner than 30 days after the last day to sell Trucks & Bucks® tickets. This final drawing will select five truck winners and one \$100,000 winner.

Top prize odds: 1 in 520,000. Overall odds: 1 in 3.69. Odds of not winning: 1 in 1.37.

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The vehicle shown is for illustration purposes only and prizes awarded may not be represented.



Play Responsibly, South Carolina!

Lottery tickets are meant to be entertaining, but for some customers the fun is over. If you know someone exhibiting signs of problem gambling, please, share with them a Play Responsibly

brochure from your play station. Players can call the S.C. Gambling Helpline toll-free at 1-877-452-5155 for live, 24-hour assistance. Make it your policy, and the policy of your store, to promote responsible play.

CALENDAR YEAR 2014 MILLION DOLLAR SALES CLUB

Business Name:	City:	Total Sales:
1. Big Ts	Goose Creek	\$2,665,773.00
2. Food Mart #1	Charleston	\$2,426,714.00
3. Jimmys Mart	Columbia	\$2,375,302.00
4. Devikinc	Sumter	\$2,305,901.50
5. Sky Mart Patel Convenience Store	Charleston	\$2,227,979.50
6. Fuel Express	North Charleston	\$2,094,900.50
7. Miller Produce	Fort Mill	\$2,005,945.00
8. 3-Way Food Mart #5	Aiken	\$1,769,770.00
9. Quick Pantry 5	Orangeburg	\$1,749,937.00
10. V Go Food Mart	Holly Hill	\$1,717,660.50
11. In N Out Convenience Store	Charleston	\$1,685,973.00
12. Quick Pantry 16	Greenwood	\$1,669,767.00
13. Sunfly Convenience Store	North Charleston	\$1,642,744.50
14. Short Stop	Orangeburg	\$1,634,093.00
15. Quick Pantry 26	Greenwood	\$1,630,055.00
16. Dusty Bend Discount Beverage	Camden	\$1,621,940.50
17. Garden Spot 4	Taylors	\$1,599,735.50
18. Quick Pantry	St. Matthews	\$1,595,641.50
19. Abhi Enterprises	Florence	\$1,577,589.50
20. SKS Foodmart	Columbia	\$1,570,020.50
21. M P Mart	Winnsboro	\$1,558,374.00
22. Scotchman	Georgetown	\$1,542,871.50
23. Amoco Food Shop	Beaufort	\$1,523,883.00
24. Shiv Mart III	Columbia	\$1,463,554.00
25. Alhanik LLC	Columbia	\$1,440,268.50
26. Island Plaza	Saint Helena Island	\$1,430,040.50
27. Shell Quick Mart	Georgetown	\$1,418,028.50
28. Quick Pantry #34	Orangeburg	\$1,399,288.50
29. Caper House	Saluda	\$1,395,196.50
30. Top Notch Mart	Columbia	\$1,391,554.00
31. BP Food Shop	Beaufort	\$1,389,679.00
32. Quick Serve	Lexington	\$1,385,698.50
33. Quick Pantry 7	Orangeburg	\$1,384,606.00
34. EZ Shop	Darlington	\$1,368,215.50
35. Palm Pantry 1	Bamberg	\$1,361,018.50
36. 52 Station	Moncks Corner	\$1,345,526.00
37. Value Spot 4415	Simpsonville	\$1,323,713.00
38. Mo Convenience and Tobacco Store	Aiken	\$1,306,503.00
39. Quick Pantry 25	Manning	\$1,304,023.50
40. Herlong Express	Rock Hill	\$1,294,633.50
41. Quick Store 1	Orangeburg	\$1,292,090.00
42. Bettys Quick Stop	Hemingway	\$1,279,452.00
43. Quick Pantry 21	Orangeburg	\$1,274,872.50
44. Raceway #6747	West Columbia	\$1,262,009.50
45. Sunoco Quick Mart	Greenville	\$1,239,425.00
46. Mini Mart	York	\$1,238,354.50
47. AM PM Foodmart	Columbia	\$1,219,830.50
48. J & S Food Mart IV	Columbia	\$1,217,324.00
49. Sunhouse 3	Beaufort	\$1,211,277.50
50. 4 Way Stop	Orangeburg	\$1,201,930.00
51. Sumter Stop	Sumter	\$1,178,285.50
52. Stop N Go	North Charleston	\$1,161,531.00
53. Kwik Mart	Sumter	\$1,154,371.00
54. Savers	Florence	\$1,135,157.50
55. Quick Pantry #35	Orangeburg	\$1,104,362.00
56. Quick Stop & Go III	Columbia	\$1,103,702.50
57. Smart Stop	West Columbia	\$1,100,616.50
58. Quick Food Mart	Orangeburg	\$1,097,992.00
59. Sams Mart	Quincy	\$1,093,925.50
60. Eagle Express	West Columbia	\$1,093,293.00
61. Publix Super Markets #824	North Charleston	\$1,093,264.00
62. Kwik Stop Food Mart	Charleston	\$1,084,108.00
63. Murphy Express #8538	Columbia	\$1,077,394.50
64. EZ Stop	Summerville	\$1,076,755.00
65. Discount Mart	Rock Hill	\$1,075,653.50
66. Corner Stop 118	Sumter	\$1,073,131.00
67. Corner Stop	Columbia	\$1,070,235.50
68. Aviation Exxon	North Charleston	\$1,065,944.50
69. Quick Pantry 14	Ladson	\$1,053,374.00
70. Sunoco Food Mart	Simpsonville	\$1,040,725.50
71. Texaco Food Mart	Spartanburg	\$1,036,107.50
72. Quick Pantry #9	North Charleston	\$1,033,686.00
73. Publix Super Markets #1081	Mount Pleasant	\$1,022,977.00
74. Quick Pantry 51	Orangeburg	\$1,022,681.00
75. Shyam Food Mart Inc	Beaufort	\$1,022,376.50
76. Kwik Mart	Ladson	\$1,021,114.00
77. Kens Corner 3	Florence	\$1,012,848.00
78. Save Mart #3	Florence	\$1,011,483.00
79. Ellore Country Store	Elloree	\$1,008,775.50
80. Corner Food Stop	Manning	\$1,006,651.50
81. Pantry Plus	Columbia	\$1,002,337.00

SPOTLIGHT

Quick Stop

By Daniel Crowley, Midlands MSR

The key to successful lottery sales for Jeraj Patel is having lottery products on hand 100 percent of the time.

The owner of **Quick Stop** in **West Columbia** also Asks for the Sale, keeps dispensers full of top-selling games, and updates his play station and jackpot signs regularly. He also puts in the effort to build relationships with his daily lottery players.

Patel rewarded his valued lottery customers recently with a wheel spin where he supplied the second-chance drawing prize. Quick Stop players that bought \$10 in tickets received an entry to place in a second-chance drawing box. At the end of the promotion, a lucky player won a pack of instant tickets of their choice at Patel's expense. Three additional winners won lottery gift bags.

Hosting the promotion got results: Increasing his lottery sales throughout the month and earning him new lottery players too.



Pictured from left to right: Jeraj Patel and Pamisha Patel of Quick Stop in West Columbia. Their secret to successful lottery sales: Keeping well-stocked with top-selling games!

New Games

Scheduled to launch Tues., March 10:



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

Scheduled to launch Tues., March 31:



TICKET Alerts

LAST DAY TO SELL:

Wed., March 11: Carolina Limited (#703)

LAST DAY TO RETURN:

Fri., March 13: \$1,000,000 Fortune (#700)
 Fri., March 20: The Lucky Spot (#683), Crazy Cash (#696), and More Cash! (#697)

LAST DAY TO REDEEM:

Tues., March 10: Hit \$20,000 (#688)
 Tues., March 17: Money Maker (#615), Ca\$hta\$tic (#663) and Find the 9's (#693)
 Tues., March 31: Hit \$1,000 (#687), and Red Hot Crossword (#710)

- Dates Current as of 2/25/2015.