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Selling points

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SELLING Points

LOTTERY RETAILER NEWSLETTER | September 2015 Vol. 16, No. 3

sceducationlottery.com



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.



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

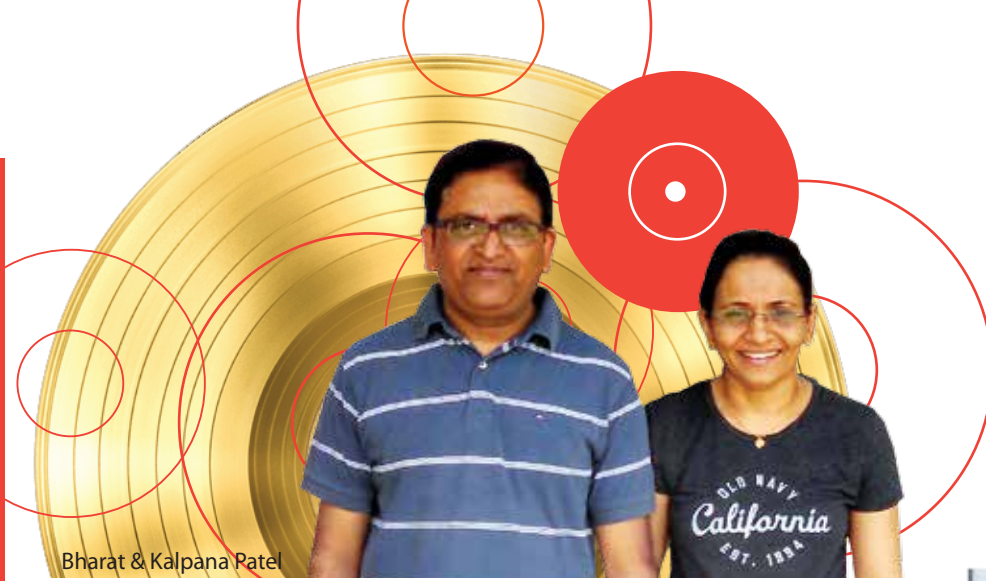
For more information, visit us online at:

www.sceducationlottery.com



Instant Replay Promotion Coming to an End

Instant Replay is ending! Remind players to enter eligible \$1 & \$2 scratch-offs for the final **\$100,000 grand prize** drawing on Wed., Sept. 23. Instant Replay has created 55 cash prize winners (totaling \$429,000) and 4,620 prize store point winners (totaling 43,450,000 points). Don't forget, prize store points must be redeemed within 180 days following the end of the promotion (Mon., March 21, 2016).



Bharat & Kalpana Patel

Lottery Friendly Store Takes the Top Spot

We have a new Number One lottery retailer in the state. Congratulations to **Big T's** in **Goose Creek** for earning the top spot with sales in excess of \$3 million.

Husband and wife owners Bharat and Kalpana Patel couldn't be happier.

"It was my dream," said Bharat, who in five years has watched his business climb the rankings from 9th to 7th to 6th to 4th and now leader of the pack.

This year alone Big T's ticket sales improved \$1 million over last year. Impressive considering from the outside Big T's is a simple, small town store with two empty gas pumps out front.

So how did they beat out the competition?

Step inside the store and you'll find out.

Bharat and Kalpana talk to everyone who walks through the door. And they are nice to everyone too.

"When a customer comes in, I make them a regular," promises Bharat.

He does it by remembering your kid's name, by inquiring about your day, by cashing out a ticket you bought at another store, and by offering you a bottle of water if you're thirsty.

Their lottery sales representative Wayne Hiott explains their success as "a fire that feeds on itself."

In a nutshell, they take care of you, so you'll come back to see them again.

"As long as my customers are happy, I'm happy," said Bharat.

A New Record

Congratulations! You and your fellow retailers sold more than \$1.4 BILLION in tickets in FY 2014-15, a record for us! And that's not the only record that fell this year. We set records in transfers to education (\$348.9 million), retailer commissions and incentives earned (\$98 million) and prizes paid (\$924 million). **And, our MILLION DOLLAR SALES CLUB for retailers with sales greater than \$1 million in Fiscal Year 2014-15 grew to its largest total yet, 114 members!**

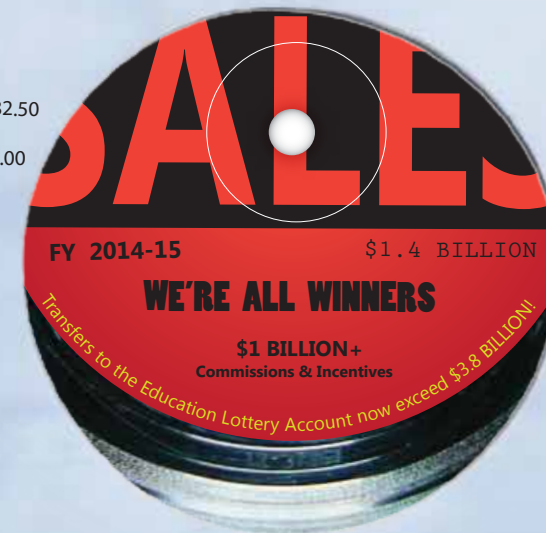
PLAYERS WIN
\$8.8 BILLION in total prizes won by lottery players since the first ticket was sold...

YOU WIN
\$1 BILLION in retailer commissions and incentives earned since startup...

EDUCATION WINS
\$3.8 BILLION transferred to education and counting since the start of the games in South Carolina...

114 Million Dollar Tracks

MILLION DOLLAR SALES CLUB



1. Big T's, Goose Creek - \$3,197,064.50
2. Fuel Express, North Charleston - \$2,772,154.50
3. Food Mart, Charleston - \$2,630,428.50
4. Jimmys Mart, Columbia - \$2,470,037.00
5. Devikinc, Sumter - \$2,453,080.50
6. Sky Mart Patel Conv. Store, Charleston - \$2,138,579.00
7. Miller Produce, Fort Mill - \$2,106,571.00
8. In N Out Convenience Store, Charleston - \$1,878,804.50
9. Quick Pantry 5, Orangeburg - \$1,847,240.50
10. V Go Food Mart, Holly Hill - \$1,792,133.00
11. Quick Pantry 16, Greenwood - \$1,781,314.00
12. Short Stop, Orangeburg - \$1,761,885.50
13. SKS Foodmart, Columbia - \$1,748,503.50
14. M P Mart, Winnsboro - \$1,744,277.50
15. 3 Way Food Mart 5, Aiken - \$1,725,841.00
16. Scotchman, Georgetown - \$1,701,408.00
17. BP Food Shop, Beaufort - \$1,675,158.50
18. Garden Spot 4, Taylors - \$1,673,907.00
19. Shiv Mart III, Columbia - \$1,639,359.50
20. Abhi Enterprises, Florence - \$1,605,583.50
21. Alhanik LLC, Columbia - \$1,600,860.50
22. Island Plaza, Saint Helena Island - \$1,578,649.50
23. Mo Convenience and Tobacco, Aiken - \$1,576,782.50
24. Quick Pantry, Saint Matthews - \$1,550,283.50
25. Dusty Bend Discount Bev., Camden - \$1,535,285.00
26. Sunfly Conv. Store, N. Charleston - \$1,530,518.00
27. Amoco Food Shop, Beaufort - \$1,512,429.50
28. Shell Quick Mart, Georgetown - \$1,494,655.50
29. Quick Pantry #34, Orangeburg - \$1,487,440.50
30. Quick Store 3, Orangeburg - \$1,477,431.00
31. Quick Serve, Lexington - \$1,475,663.50
32. Caper House, Saluda - \$1,449,742.00
33. Value Spot 4415, Simpsonville - \$1,428,687.50
34. Top Notch Mart, Columbia - \$1,428,505.00
35. 52 Station, Moncks Corner - \$1,426,680.00
36. EZ Shop, Darlington - \$1,420,327.50
37. Quick Pantry 25, Manning - \$1,417,583.00
38. Quick Pantry #7, Orangeburg - \$1,412,045.50
39. J & S Food Mart IV, Columbia - \$1,389,826.50
40. Palm Pantry 1, Bamberg - \$1,378,917.00
41. Herlong Express, Rock Hill - \$1,372,265.00
42. Sunoco Quick Mart, Greenville - \$1,367,067.00
43. Quick Store 1, Orangeburg - \$1,366,333.50
44. Quick Pantry #9, North Charleston - \$1,348,212.00
45. Bettys Quick Stop, Hemingway - \$1,334,726.00
46. Discount Mart, Rock Hill - \$1,312,633.50
47. Sunhouse 3, Beaufort - \$1,309,246.00
48. Kwik Stop Food Mart, Charleston - \$1,295,008.00
49. Raceway #6747, West Columbia - \$1,292,112.00
50. AM PM Food Mart Inc, Columbia - \$1,290,555.00
51. Mini Mart, York - \$1,287,679.50
52. Quick Pantry 14, Ladson - \$1,257,439.50
53. Eagle Express, West Columbia - \$1,213,026.50
54. EZ Stop, Summerville - \$1,209,661.50
55. Corner Stop 118, Sumter - \$1,203,015.00
56. Quick Pantry #35, Orangeburg - \$1,192,988.00
57. Sams Mart, Quinby - \$1,189,699.00
58. Corner Stop, Columbia - \$1,187,706.00
59. Trask Shell Food Mart, Beaufort - \$1,185,337.50

60. Quick Pantry 26, Greenwood - \$1,179,778.00
61. Murphy Express #8538, Columbia - \$1,178,631.00
62. Shop And Go, Beaufort - \$1,177,582.00
63. Sumter Stop, Sumter - \$1,173,889.00
64. Kens Corner 3, Florence - \$1,171,258.50
65. Aviation Exxon, N. Charleston - \$1,169,526.00
66. Short Trip 1, Marion - \$1,154,309.50
67. Kwik Mart, Sumter - \$1,152,122.00
68. Video City Inc, Hartsville - \$1,145,379.50
69. Stop N Go, N. Charleston - \$1,145,376.50
70. Publix Super Markets #824, N. Charleston - \$1,141,626.50
71. Quick Pantry 51, Orangeburg - \$1,137,217.50
72. 4 Way Stop, Orangeburg - \$1,130,487.50
73. Smart Stop, West Columbia - \$1,128,353.50
74. Kwik Mart, Ladson - \$1,119,908.50
75. Pantry Plus, Columbia - \$1,119,001.50
76. Country Store, Fort Mill - \$1,112,911.50
77. Corner Food Stop, Manning - \$1,112,802.50
78. PM Food Mart, Hartsville - \$1,112,388.00
79. Shyam Food Mart Inc, Beaufort - \$1,111,280.00
80. Sunoco Food Mart, Simpsonville - \$1,106,226.00
81. Southeast BP, Columbia - \$1,100,471.50
82. Yana Food Mart, Florence - \$1,095,897.50
83. Quick Food Mart, Orangeburg - \$1,080,399.50
84. Savers, Florence - \$1,077,897.50
85. Texaco Food Mart, Spartanburg - \$1,073,954.50
86. BP Ridgeland, Ridgeland - \$1,066,629.00
87. Mahaveer LLC, Dillon - \$1,066,159.50
88. Shop N Go II, Beaufort - \$1,061,484.50
89. Kens Corner, Florence - \$1,051,466.00
90. Kwik Fill, Hanahan - \$1,047,878.00
91. El Cheapo 8, Columbia - \$1,046,439.00
92. Fuel Express, Moncks Corner - \$1,044,556.00
93. Corner Cupboard, Hollywood - \$1,042,267.00
94. 3-Way Food Mart #4, Johnston - \$1,040,768.50
95. Bluffton Market, Bluffton - \$1,038,819.00
96. Save Mart #3, Florence - \$1,038,311.50
97. Ellore Country Store, Ellore - \$1,035,467.50
98. Quick Stop 3, Columbia - \$1,033,749.00
99. Exxon Food Mart, McClellanville - \$1,027,211.00
100. 3 Way Food Mart, Estill - \$1,025,054.00
101. Bright Mart Exxon, Anderson - \$1,024,004.00
102. Sunoco, Sumter - \$1,023,341.50
103. Short Trip 6, Summerton - \$1,022,914.00
104. JPS Corner Stop, Gaffney - \$1,021,665.50
105. Caper House 2, Johnston - \$1,020,386.50
106. Corner Store 2, Rock Hill - \$1,019,587.50
107. MJ Mart, Fort Mill - \$1,012,919.50
108. Corner Stop 43, Saint Stephen - \$1,007,873.50
109. Publix Super Markets #1081, Mount Pleasant - \$1,007,261.00
110. Kangaroo Express #3969, Fort Mill - \$1,005,714.00
111. Quick Stop, Ravenel - \$1,004,873.00
112. Charlies Grocery, Charleston - \$1,001,087.00
113. Station 101, Hilton Head Island - \$1,000,938.00
114. Nish Inc, N. Charleston - \$1,000,552.50



www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com

SPOTLIGHT

Pitt Stop #13

By LaKasha Walker, Midlands MSR

Did you know there's a game where players can win \$2 to \$500 instantly and it's not a scratch-off?

It's Add-A-Play, and this \$1 game can increase your lottery sales! It worked for Pitt Stop #13 in Irmo. Jody and her staff enjoy selling lottery tickets, especially Pick 3, Pick 4 and Palmetto Cash 5, because Add-A-Play is only available with these games.

So follow their lead, and stop selecting "No" when prompted "Would you like an Add-A-Play with that?" without first asking for the sale. Let customers know what they are missing out on by asking: "Did you know that Add-A-Play offers a 70 percent PAYOUT?"

This Pitt Stop team has increased their Add-A-Play sales by 25 percent. So don't decide for your players, give them a chance to say "Yes!" to Carolina Cash Add-A-Play.



Jody and her staff at the Pitt Stop #13 in Irmo have made a success out of asking for the sale with Add-A-Play. Give it a try at your location!

New Games

Scheduled to launch Tues., September 8:



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

Scheduled to launch Tues., September 29:



Look for the new \$1 **Cash on the Spot**. This game introduces the Lottery's new \$1 top prize of **\$5,000**. Look for this and other fun and exciting \$1 tickets to follow.

TICKET Alerts

LAST DAY TO SELL:

- Wed., Sept. 2: Trucks & Bucks® (#753)
- Wed., Sept. 9: Easy Money (#738)
- Wed., Sept. 23: Triple Black Cherry (#744), Feeling Lucky (#748), Cash Vault (#754) & 10X (#769)

LAST DAY TO RETURN:

- Fri., Sept. 4: Jumbo Bucks (#692), Double Deuces (#734) & Million Dollar Series (#750)

LAST DAY TO REDEEM:

- Tues., Sept. 1: Ultimate Bankroll (#735), Money Mania (#740) & Cash Club (#745)
- Tues., Sept. 15: Cash Winfall (#724) & Grand Reserve (#732)
- Tues., Sept. 22: Triple Tripler (#614) & Tons of Funds (#739)
- Tues., Sept. 29: Platinum Payout (#685)

- Dates Current as of 7/30/2015.

HOLIDAY CLOSING: Monday, September 7, 2015 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., September 4 will be delivered on Tues., September 8.