

SELLING Points

LOTTERY RETAILER NEWSLETTER | January 2015 Vol. 15, No. 7

sceducationlottery.com



WIN UP TO
\$1,000
A DAY FOR
LIFE!

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



How does \$1,000 a day for life sound?

That's the top prize in the NEW **Lucky for Life** game on sale Tuesday, January 27.

What is Lucky for Life? Like Powerball® and Mega Millions®, Lucky for Life is a multi-state, six-number game. A total of 15 lotteries are participating. But instead of a jackpot, Lucky for Life players can win up to \$1,000 a day for life.

Tickets cost \$2 each.

Drawings are Mondays and Thursdays at 10:35 p.m. with the first drawing held on Thursday, January 29.

To play Lucky for Life, players select five numbers out of 48 and choose a "Lucky Ball" number from 1 to 18. Players can also opt for a quick pick.

To win the top prize of \$1,000 a day for life players must match all six numbers drawn. If the life prize is won, the annuitized prize will be paid for life with a minimum of 20 years. Instead of an annuity, winners can elect to take a one-time cash payment. If there are multiple top prize winners, the annuity and cash prize will be split among the winners.

What do you think about \$25,000 a year for life?

Players matching the first five numbers drawn will win \$25,000 a year for life. There are eight other ways to match and win prizes.

Odds of winning the top prize are about 1 in 30.8 million. Overall odds of winning are 1 in 7.77.



ROPE 'EM IN

Be sure to **ASK FOR THE SALE** on this one.

If your store sells the winning ticket, you'll earn a \$10,000 sales commission.



PRIZE CATEGORIES AND ODDS

Matching Numbers	Lucky for Life Prize	Game Odds
5 + 1 (Lucky Ball)	\$7,000/Week for Life*	1 in 30,821,472
5 + 0	\$25,000/Year for Life*	1 in 1,813,028
4 + 1 (Lucky Ball)	\$5,000**	1 in 143,356
4 + 0	\$200	1 in 8,433
3 + 1 (Lucky Ball)	\$150	1 in 3,413
3 + 0	\$20	1 in 201
2 + 1 (Lucky Ball)	\$25	1 in 250
2 + 0	\$3	1 in 15
1 + 1 (Lucky Ball)	\$6	1 in 50
0 + 1 (Lucky Ball)	\$4	1 in 32

Overall odds are 1 in 7.77. For complete odds, see Lucky for Life Official Rules.

*Payment for 5+1 and 5+0 prize levels: In a single draw, if two or more winning tickets are sold in the states offering "Lucky for Life" for the same prize level, the value of the prize will be divided as provided in the Official Game Rules (Rules). Instead of the annuitized prize (payments for life), as provided in the Rules, a cash prize (one-time payment) may be selected after a claim is filed. An annuitized prize shall be paid for life with a minimum of twenty (20) years. See complete Rules at sceducationlottery.com.

**A winner's actual prize will be lower than the amount shown if the Prize Liability established in the Rules is exceeded for this Third Prize level in a single draw.

WIN UP TO \$1,000 A DAY FOR LIFE!

If a chance to win \$1,000 a day for life doesn't convince customers to give Lucky for Life a try, consider these features:

BETTER ODDS

Your odds of winning a Powerball® jackpot are about 1 in 176 million. Odds of winning \$1,000 a day for life playing Lucky for Life are 1 in 31 million. That's more than five times better! For \$2, Lucky for Life offers even better odds of winning \$4, at 1 in 32.

WE'VE GOT IT, THEY DON'T

South Carolina is the only state around selling Lucky for Life tickets. You can't play in Georgia or North Carolina. You have a fantastic opportunity to offer and sell tickets to out-of-state players, as well as in-state players looking for a unique game.

SIMPLE & EASY

Tell players how simple and easy Lucky for Life is to play. Players can pick six numbers or go for an effortless quick pick. And prizes are set, so there is no rolling jackpots to keep track of.

SPOTLIGHT

Abhi Enterprises

By Kristin Brown, Coastal MSR

Leading the pack in **Florence** County for the last three years in lottery sales is **Abhi Enterprises**, known by customers as Sunhouse.

Owner Vissu Cheedipudi and his staff go the extra mile with customer service. He's had the same employees for over five years and puts lottery customers first. Bins are full of top selling tickets, jackpot signs are updated, and winning number printouts are readily available for customers. They keep customers informed of new games, promotions, and tickets with several top prizes still available. If they find a winning ticket in the store, they will review video footage to see who discarded it and save the ticket to return to the owner. They keep second-chance eligible tickets that were discarded and give them to players that participate. Cheedipudi pays out winners and has been known to run to the bank so he can pay the winner in cash! His customers are truly grateful for his efforts, and the great customer service keeps them coming back.

Cheedipudi and his staff love to see their customers win. This past year has been their best year to date in lottery sales! They only hope to keep sales increasing and see some big wins for their loyal customers!



Owner Vissu Cheedipudi of Abhi Enterprises leads the pack in lottery sales in Florence County. His secret to success is simple, take care of your customers by putting them first.

New Games

Scheduled to launch Tues., January 6:



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

TICKET Alerts

LAST DAY TO SELL

Wed., Jan. 7: Hit \$200,000 (#690) & Money Money Money (#708)
Wed., Jan. 21: Cash Money (#701)
Wed., Jan. 28: EZ Grand (#643)

LAST DAY TO RETURN

Fri., Jan. 9: Hit \$20,000 (#688)
Fri., Jan. 16: CA\$HTA\$TIC (#663) & Find the 9's (#693)
Fri., Jan. 30: Red Hot Crossword (#710)

LAST DAY TO REDEEM

Tues., Jan. 6: 3 Times Lucky (#616), Extreme 8s (#647) & Hot Card (#667)
Tues., Jan. 13: Diamond Doubler (#661), Lucky Shamrock (#672), Double Match (#679) & The Big \$10 Ticket (#699)
Tues., Jan. 20: Heritage Classic Foundation (#677) & Hit \$100,000 (#689)
Tues., Jan. 27: Instant Carolina 5 (#579)

- Dates Current as of 11/13/2014.

HOLIDAY CLOSING: Thurs., January 1 - SCEL and our delivery partners will be closed to observe the New Year's Day holiday, but our delivery partners will also be closed on New Year's Eve. Tickets ordered on Tues., Dec. 30 will be delivered on Fri., Jan. 2. Orders placed on Wed., Dec. 31 will be delivered Mon., Jan. 5.