

# SELLING Points

Lottery Retailer Newsletter | March 2018 Vol. 18, No. 9



[sceducationlottery.com](http://sceducationlottery.com)



PlayResponsibly**SC**.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, 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](http://www.sceducationlottery.com)

Please Play Responsibly!  
[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



*In this issue, we are recognizing retailers that have sold in excess of \$1 million in lottery tickets in calendar year 2017. For those of you new to the list, CONGRATULATIONS! Welcome back, to everyone else. YOU collectively sold in excess of \$1.7 billion in lottery tickets and earned \$119 million plus in retailer commissions over the course of last year.*

As we celebrate your success, we cannot let this month pass without acknowledging its importance throughout the gaming industry. **March is National Play Responsibly Month.**

As a lottery retailer, you might know a customer, whom you suspect has a gambling problem. Please share with them a Play Responsibly Brochure from your play station. And know it's o.k. to deny someone a lottery ticket when you feel they've bought too many. Encourage players to set a limit or a budget for buying tickets just like you would for groceries and the power bill.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina would be a healthier state for it. **The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors available any time, day or night. The call is toll-free, 1-877-452-5155, and confidential.**

## Get beyond the ordinary, go to the EXTREME!

**By Leila Wilson, Product Specialist**

Players have a chance to get Extreme with the Lottery's \$1 million game, EXTREME MILLIONS, launching March 13, where they have a chance to win up to \$1 million OR up to 26 times! This prize packed, fun-filled game goes beyond the ordinary with a \$1 million top prize AND a second play area to scratch for an extra six chances to win!



And non-winning EXTREME MILLIONS tickets can be entered into the EXTREME MILLIONS Second-Chance Drawing for a chance to win the final \$1 million cash prize. Entering is easy! Tickets can be entered online or by mail. Enter online at [sclottery.com](http://sclottery.com). To enter by mail, sign the back of the ticket and legibly complete the required information, and then add postage and mail like a postcard.

1. Big T's, Goose Creek, \$4,587,978.50
2. Fuel Express, N. Charleston, \$3,675,135
3. Devikinc, Sumter, \$3,438,810
4. VGO, Charleston, \$2,803,317
5. Jimmy's Mart, Columbia, \$2,739,686
6. Sky Mart, Charleston, \$2,610,463.50
7. Shiv Mart III, Columbia, \$2,405,367
8. BP Food Shop, Beaufort, \$2,320,963.50
9. Mini Mart, York, \$2,154,439.50
10. S M Mart, Lugoff, \$2,151,417.50
11. Miller's Produce, Fort Mill, \$2,139,036.50
12. QuickPantry #5, Orangeburg, \$2,135,527
13. Garden Spot #4, Taylors, \$2,130,612.50
14. Scotchman, Georgetown, \$2,048,397
15. Sunoco Quick Mart, Greenville, \$2,032,723.50
16. Quick Pantry #25, Manning, \$2,032,211.50
17. Betty's Quick Stop, Hemingway, \$2,013,793
18. V Go Food Mart, Holly Hill, \$1,994,451.50
19. Mo Conv. & Tobacco Store, Aiken, \$1,971,790.50
20. Sam's Corner, Spartanburg, \$1,954,267
21. Short Stop, Orangeburg, \$1,939,882.50
22. Veeraja LLC, Charleston, \$1,907,234.50
23. SKS Mart Inc, Columbia, \$1,898,803.50
24. Krishna of Summerville Inc, Summerville, \$1,874,986.50
25. Alhanik LLC, Columbia, \$1,863,821.50
26. Quick Serve, Lexington, \$1,852,691.50
27. AMPM Food Mart #4, Columbia, \$1,836,005.50
28. Quick Pantry #7, Orangeburg, \$1,831,709.50
29. Harry's, Columbia, \$1,788,591.50
30. Quick Store #3, Orangeburg, \$1,770,317
31. Quick Pantry #26, Greenwood, \$1,738,804.50
32. Quick Pantry #34, Orangeburg, \$1,738,547
33. BP Ridgeland, Ridgeland, \$1,721,340.50
34. Quick Pantry #9, N. Charleston, \$1,718,942
35. 3 Way Food Mart #5, Aiken, \$1,711,974.50
36. Corner Stop #118, Sumter, \$1,707,857.50
37. Corner Stop, Columbia, \$1,678,975
38. Discount Mart, Rock Hill, \$1,671,812
39. El Cheapo #8, Columbia, \$1,663,190.50
40. 52 Station, Moncks Corner, \$1,662,336.50
41. Abhi Enterprises, Florence, \$1,646,771.50
42. J & S Food Mart IV, Columbia, \$1,643,818
43. Quick Store #1, Orangeburg, \$1,634,704.50
44. Palm Pantry #1, Bamberg, \$1,632,273.50
45. Shiv Food Mart #3, Sumter, \$1,624,733.50
46. Short Trip #20, N. Charleston, \$1,592,957
47. 3 Way Food Mart, Estill, \$1,573,487
48. Kwik Stop Foods, Charleston, \$1,570,436.50
49. Raceway #6747, West Columbia, \$1,567,320.50
50. Exxon Food Mart, McClellanville, \$1,565,038
51. Quick Pantry #16, Greenwood, \$1,553,948
52. Dusty Bend Discount Bev., Camden, \$1,547,709.50
53. A One Express, Columbia, \$1,545,680
54. Quick Pantry #21, Orangeburg, \$1,543,085.50
55. Quick Pantry #14, Ladson, \$1,539,764
56. Stop N Go, Charleston, \$1,538,054.50
57. Road Runner, Hollywood, \$1,529,492
58. Sunoco, Sumter, \$1,527,146.50
59. Value Spot #4415, Simpsonville, \$1,522,624
60. Spinx Easley #443, Easley, \$1,505,823.50
61. Amoco Food Shop, Beaufort, \$1,505,216
62. Short Trip #21, N. Charleston, \$1,504,643.50
63. Murphy #8663, Garden City, \$1,491,025
64. Sunhouse #3, Beaufort, \$1,489,589
65. Yana Food Mart, Florence, \$1,484,154
66. Quick Stop, Ravenel, \$1,480,346
67. Charlie's Grocery, Charleston, \$1,470,701.50
68. Pantry Plus, Columbia, \$1,469,371
69. 4 Way Stop, Orangeburg, \$1,467,659.50
70. 3 Way Food Mart #4, Johnston, \$1,459,061.50
71. Quick Pantry #35, Orangeburg, \$1,458,596
72. Kwik Fill, Hanahan, \$1,450,039.50
73. Stop N Go, N. Charleston, \$1,449,797
74. Quick Food Mart, Orangeburg, \$1,447,342.50
75. Sam's Quick Stop, Kingstree, \$1,444,811.50
76. Southeast BP, Columbia, \$1,443,936
77. Quick Pantry #51, Orangeburg, \$1,443,596.50
78. Breakers #179, Florence, \$1,443,549.50
79. Mega Stop, Lexington, \$1,442,848.50
80. Sav Way, Kingstree, \$1,439,032.50
81. MP Mart, Winnsboro, \$1,417,931
82. Quick Pantry, Saint Matthews, \$1,417,262.50
83. Skiff LLC, Goose Creek, \$1,414,908
84. Publix Super Markets #824, N.Charleston, \$1,406,314
85. Smart Stop, West Columbia, \$1,401,981
86. Discount Store, N. Charleston, \$1,395,234
87. PM Food Mart, Hartsville, \$1,393,977
88. Corner Stop #106, Conway, \$1,385,783
89. Quick Pantry #42, Batesburg, \$1,384,621.50
90. Trask Shell Food Mart, Beaufort, \$1,381,875
91. Shell Quick Mart, Georgetown, \$1,346,358.50
92. Tiger Mart #16, N. Myrtle Beach, \$1,341,062.50
93. Ken's Corner #3, Florence, \$1,340,759
94. Fuel Express, Moncks Corner, \$1,334,361.50
95. A&D Food Mart, Gaffney, \$1,332,817.50
96. Hollywood Market, Hollywood, \$1,326,579
97. AM PM Food Mart Inc, Columbia, \$1,317,356.50
98. M & E Food Mart Inc, Rock Hill, \$1,313,694
99. Eagle Express, West Columbia, \$1,312,747.50
100. Shop N Go II, Beaufort, \$1,309,440.50
101. Quick Pantry #8, Santee, \$1,305,554
102. Shop And Go, Beaufort, \$1,304,641
103. Ken's Corner, Florence, \$1,292,054
104. North Guignard Sunoco, Sumter, \$1,291,836
105. White Pond Food N Beverage, Elgin, \$1,280,794
106. Little River Food Mart, Little River, \$1,278,800
107. Scott's Food Store Heckle, Rock Hill, \$1,269,010.50
108. Bell's, Greenville, \$1,267,615
109. Corner Food Stop, Manning, \$1,264,331.50
110. Corner Cupboard #7, Cheraw, \$1,260,556.50
111. G P Mart #2, Lexington, \$1,258,201.50
112. Quick Pantry #6, Orangeburg, \$1,256,920.50
113. J and S Food Mart #8, Columbia, \$1,249,168
114. Quick Pantry #20, Abbeville, \$1,244,925.50
115. Country Store, Fort Mill, \$1,239,146
116. Publix Super Markets #1081, Mt. Pleasant, \$1,225,163
117. Sam's Mart, Quinby, \$1,224,998
118. Short Trip #6, Summerton, \$1,222,808
119. Elloree Truck Stop, Elloree, \$1,213,621.50
120. US Mini Mart, Darlington, \$1,213,267
121. Raceway #846, West Columbia, \$1,208,063
122. S & J Mart, Boiling Springs, \$1,204,785.50
123. Mount Gallant Express, Rock Hill, \$1,202,200
124. Quick Pantry #10, North, \$1,200,484
125. EZ Stop, Summerville, \$1,199,702.50
126. Herlong Express, Rock Hill, \$1,198,890.50
127. Quick Shop, Marion, \$1,195,103.50
128. Short Trip #24, Ladson, \$1,190,587
129. Cruizers VII, Florence, \$1,189,057
130. Mahaveer LLC, Dillon, \$1,187,811
131. Kwik Mart, Sumter, \$1,184,239.50
132. Shree Jay Ambe LLC, N. Charleston, \$1,182,635
133. Save Mart #3, Florence, \$1,180,193
134. JPS Corner Stop Inc, Gaffney, \$1,177,678.50
135. Park Lane Amoco, Columbia, \$1,171,856.50
136. Busy Corner #1, Lake City, \$1,167,338
137. Quick Stop #3, Columbia, \$1,164,882
138. E Z Trip #1, Aiken, \$1,164,735
139. Corner Stop #43, Saint Stephen, \$1,164,364.50
140. MR Express LLC, Rock Hill, \$1,159,268
141. Murphy Express #8538, Columbia, \$1,152,174
142. Aum Sai, Eutawville, \$1,148,268
143. 1st Stop, Hartsville, \$1,145,745
144. Sonny's Citgo, Summerville, \$1,145,394.50
145. Carolina Express, N. Charleston, \$1,144,513
146. Sumter Stop, Sumter, \$1,142,282
147. Lake City Exxon, Lake City, \$1,139,383
148. Jaibhavani Wildwood, Moncks Corner, \$1,137,275.50
149. Stop N Shop, Columbia, \$1,135,573
150. SNJ Market, Myrtle Beach, \$1,133,724
151. H & H Mart, Rock Hill, \$1,133,158.50
152. Publix Super Markets #473, Hilton Head Island, \$1,133,084
153. The Country Peddler, Newberry, \$1,132,575
154. Kwik Stop Food Mart, Charleston, \$1,131,834.50
155. Express Lotto, Columbia, \$1,131,261
156. Exxon Gas Station, Swansea, \$1,127,668
157. ABC Sunoco, Marion, \$1,126,868.50
158. Sai Shop, West Columbia, \$1,126,281
159. Stop N Shop, Lexington, \$1,124,889.50
160. Fuel Express, Sumter, \$1,123,952.50
161. Buck's Market & Bait & Tackle, Columbia, \$1,122,110
162. Xpress Zone #2, Columbia, \$1,119,101
163. Simba Express #1, Columbia, \$1,118,395.50
164. S & H Food Mart, Laurens, \$1,116,855
165. Situ LLC, Darlington, \$1,113,376
166. Save Mart #4, Florence, \$1,110,393.50
167. Short Stop, Ridgeland, \$1,108,759
168. Cammy Express, Rock Hill, \$1,095,027.50
169. Shiv Mart, Columbia, \$1,092,230
170. J K Mart, Columbia, \$1,091,890.50
171. Kwik Mart, Ladson, \$1,088,329.50
172. Ike's Food Mart, Greenville, \$1,081,407.50
173. GS Mini Mart, West Columbia, \$1,080,711.50
174. Corner Cupboard, Cheraw, \$1,079,162
175. K & T Express LLC, York, \$1,073,468.50
176. One Stop of Columbia LLC, Columbia, \$1,071,722
177. T Cassidy LLC, Hartsville, \$1,071,151.50
178. 4 Way Fuel, Conway, \$1,067,520
179. Caper House #3, Saluda, \$1,066,932.50
180. Red And White Grocery, Cross, \$1,064,172.50
181. Cheap Way, Columbia, \$1,064,160.50
182. Caper House 1, Saluda, \$1,063,712.50
183. Caper House, Johnston, \$1,061,776.50
184. Minute Man Market, Manning, \$1,061,697.50
185. J P Mart, Irmo, \$1,061,438.50
186. Texaco Food Mart, Spartanburg, \$1,061,249.50
187. Kangaroo Express #277, Hilton Head Island, \$1,060,814
188. Bluffton Market, Bluffton, \$1,060,519.50
189. VHS Inc, Greenwood, \$1,060,013
190. Sambo's Grocery, Bishopville, \$1,053,959.50
191. Aviation Exxon, North Charleston, \$1,052,478.50
192. Elliot's Exxon, Rock Hill, \$1,050,454.50
193. Quick Pantry #33, West Columbia, \$1,048,661.50
194. Orange, Walterboro, \$1,048,558
195. V Go, Camden, \$1,047,897.50
196. The Markette #30, Sumter, \$1,047,160.50
197. Corner Store #2, Rock Hill, \$1,046,930.50
198. Shiv Food Mart, Columbia, \$1,046,584.50
199. Bi-Lo #5638, Columbia, \$1,045,808
200. Quick Pantry #43, Laurens, \$1,045,477
201. Sai Mart, Spartanburg, \$1,045,139
202. Gas Plus #9, North Augusta, \$1,041,857.50
203. V Stop, Greenville, \$1,040,880.50
204. Royal #8, Greenwood, \$1,036,080
205. Cuz's Corner, Winnsboro, \$1,034,164
206. JR'S Gas & Grocery LLC, Ridgeville, \$1,032,558.50
207. Dalzell Grocery, Dalzell, \$1,031,048.50
208. Quick Pantry #37, Orangeburg, \$1,030,540
209. Broad River Mart, Columbia, \$1,026,941.50
210. EZ Shop, Darlington, \$1,024,359.50
211. Varnville Food Corner, Hampton, \$1,021,724
212. American Grocery & Liquor Store, Sumter, \$1,021,153.50
213. Elloree Country Store, Elloree, \$1,020,984.50
214. Maruti Food Mart, Hardeeville, \$1,020,877
215. E Z Trip #5, Greenwood, \$1,020,766.50
216. KK Express, Mullins, \$1,019,406
217. Station One, Hilton Head Island, \$1,016,847
218. Express Mart, Spartanburg, \$1,014,870.50
219. The Wildwood Market, Lugoff, \$1,014,737.50
220. Mazingo's Grocery, Sumter, \$1,014,117
221. Quick N Easy Market, North Charleston, \$1,013,656
222. Forestbrook Grocery, Myrtle Beach, \$1,013,304
223. Sunny's Fast Food, Denmark, \$1,013,272
224. Sunoco, Summerville, \$1,013,097
225. Palmetto Express, Conway, \$1,007,817.50
226. Quick C Food Mart, Chester, \$1,007,147.50
227. Piedmont Petro Happy Mart #40, Lady's Island, \$1,005,716.50
228. Vy Vy Mart, Chester, \$1,003,548

## SPOTLIGHT

# China Garden Express

By Monica Moreira, Upstate MSR

Open for more than a decade, **China Garden Express** is a proud member of the **Rock Hill** community, and it shows. Their location is always packed with customers looking for that extra care and attention they have come to expect from owners Jay and Susan Chea.

The friendly atmosphere created by the Chea family is a big contributor to their store's success. Susan says everybody knows that at breakfast and lunch time they can find great food, lots of options in Lottery games and a warm, happy chat in their busy store!

Jay adds they do the little things right to draw a crowd. China Garden Express pays winning tickets up to and including \$500, keeps jackpot signs updated, triples up on \$10 games, and displays winners' signs. They are great at generating buzz about new games and promotions, encouraging participation in second-chance draws, hosting wheel spins, and promoting Powerball® and Mega Millions® along with the games' multipliers.

Lottery players keep coming back, making China Garden Express a force for



Pictured Susan Chea of China Garden Express in Rock Hill.

raising funds for education in South Carolina. In fact, the owners have directly benefited from the Lottery, one of their children is a lottery scholarship recipient!

## New Games

Scheduled to launch Tues., March 13:



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

## TICKET Alerts

### LAST DAY TO SELL

- Wed., March 7: Lucky Diamonds (#950) & \$125,000 Bonanza (#959)
- Wed., March 14: Platinum Millionaire (#949)
- Wed., March 21: Stellar Winnings (#921), Money Mania (#963) & \$125,000 Taxes Paid (#969)
- Wed., March 28: The Walking Dead (#948)

### LAST DAY TO RETURN

- Fri., March 2: Straight 8s (#1002)
- Fri., March 9: Neon 9 (#951) & \$125,000 Large (#973)
- Fri., March 23: Lucky Spot (#937)
- Fri., March 30: Bingo Plus (#879) & Mega Cash (#947)

### LAST DAY TO REDEEM

- Tues., March 6: Jumbo Bucks (#919)
- Tues., March 13: \$100 in a Flash (#941), \$500 in a Flash (#943), Red Hot Cash (#946) & Ca\$h Blast (#953)
- Tues., March 20: \$5,000 Mad Money (#922)
- Tues., March 27: Royal Win (#956)

- Dates Current as of 1/24/2018.