

SELLING ¹points

January 2010 Vol. 10, No. 7

Monthly Retailer Newsletter



Say Hello to
MEGA
January 31st!

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.

A NEW GAME IN TOWN
Mega Millions® is coming
to your store.
Details Inside!

I am honored to celebrate the eighth anniversary of the Lottery with you, our retail partners. While the Lottery is a governmental entity, we operate as you do with an emphasis on the bottom line. Since 2002, this bottom line has meant that every ticket sold, by you, has contributed to raising funds to support educational initiatives for South Carolina's citizens.

Did you know that more than 800,000 scholarships and grants have been awarded to students throughout the state during our eight years? In fact, the South Carolina Technical College System reports that one in three students enrolled in a technical college is a recipient of Lottery Tuition Assistance, one of several financial aid opportunities provided with lottery proceeds. Together, we have generated more than \$2 billion for the Education Lottery Account to support education for students of ALL AGES in the Palmetto State.

As 2009 has slipped away, please allow me to mention how critical retailer support was in the MegaMatch 6[®] game. With the cross-selling opportunities available with Mega Millions[®], the decision was made to end MM6[®] on Tuesday, December 29, 2009, after 199 draws. With the upcoming launch of Mega Millions[®], 2010 is shaping up to be an exciting year. SCEL Staff stands ready to work with you to bring our players Mega Millions[®], a rolling jackpot game much like Powerball[®]. South Carolina's lottery players will have their first chance to win the Mega Millions[®] jackpot when ticket sales start in early 2010.

We have many reasons to celebrate our eighth year together. I recognize your investment in lottery sales contributes to your net profits, but you are also investing in the hopes, dreams and ambitions of South Carolina's most precious resource - our children. Accept my best wishes for a healthy, happy and prosperous 2010!

Sincerely,

Paula Harper Bethea

Paula Harper Bethea
Executive Director

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



Happy Anniversary!

By Stephanie Hemminghaus, Media Relations Manager

As we celebrate our eighth anniversary on **Thursday, January 7**, SCEL recognizes our retail partners are major contributors to our success.

Our journey began in January 2002 and has been marked with incredible achievements. Approximately 97 cents of every dollar spent by players is returned to the state in the form of contributions to education, prizes, retailer commissions and payment to contractors for goods and services. Hundreds of thousands of students have benefited through scholarships and grants from the General Assembly's appropriation of more than \$2.2 billion through fiscal year 2010. The scope of benefits for the state's educational system is immeasurable.

Here's to you for your support and dedication!
Happy New Year and Happy Anniversary to SCEL's Retail Partners!

ng Fun...Time Flies When You're Having Fun...Time Flies W

2009 In Review

January

Powerball[®] Matrix changed – starting jackpot increased to \$20 million and with PowerPlay[®] the prize for matching five white balls increased to \$1 million.

THE PRICE IS RIGHT[®] second-chance promotion launched.

April

Big League Baseball Promotion launched.

June

Palmetto Cash 5 drawings increased to six days a week, Monday through Saturday.

Harley-Davidson[®] Second-Chance Promotion launched.

Cash Bonanza Bonus Second-Chance Promotion launched.

August

Total funds transferred to the Education Lottery Account by SCEL since inception exceeded \$2 BILLION.

The Lottery had its 6th Powerball[®] Jackpot Winner (\$259.9 million).

September

Paula Harper Bethea named SCEL's Executive Director.

Anniversary

SAY "HELLO" TO MEGA MILLIONS® & "HELLO" TO INCREASED SALES

The notion that Powerball® is the only multi-state jackpot game in South Carolina is about to change. **Mega Millions®** is coming! You will have two big jackpot games to sell in your store!

The **Mega Millions®** Consortium and the Multi-State Lottery Association have agreed to cross-sell **Mega Millions®** and Powerball® in the states the two groups presently serve. This means that once exclusively Powerball® states will be able to offer **Mega Millions®** and vice versa. South Carolina's **Mega Millions®** ticket sales could begin as early as Sunday, January 31.

Leading up to the launch, you will be receiving **Mega Millions®** play slips, "How to Play" brochures and other supporting materials. Your Marketing Sales Representative will also be providing you with game information and updates, as well as answering any questions you may have.



**DRAWINGS
TUESDAY & FRIDAY
AT 11:00 P.M.**

GAME BASICS WHAT YOU NEED TO KNOW

There's a new game in town, so get ready to introduce **Mega Millions®** to your customers. Here are a few frequently asked questions.

Q: When will Mega Millions® tickets go on sale?

A: Mega Millions® tickets are expected to go on sale Sunday, January 31.

Q: How much does a ticket cost?

A: Mega Millions® tickets are \$1 per play.

Q: When are the Mega Millions® drawings?

A: Drawings are held Tuesday and Friday at 11 p.m.

Q: What is the Mega Millions® starting jackpot?

A: Mega Millions® jackpot currently starts at \$12 million.

Q: How do you play Mega Millions®?

A: On a **Mega Millions®** play slip, select five different numbers from 1 to 56 and one "MEGA BALL" number from 1 to 46. You can skip this step and opt for the "Quick Pick."

Q: What is the Megaplier®?

A: The Megaplier® costs an additional \$1 per play. If you win a non-jackpot prize, the purchase of the Megaplier® will multiply your prize by 2, 3, 4, or other promotional number. A Match 5 + 0 prize (see Prize Categories and Odds) with Megaplier® of 4 wins \$1 million.

Q: How is the Megaplier® number chosen?

A: The Megaplier® is chosen from a field of 21 numbers: twelve number "4's"; seven number "3's"; and two number "2's."

Q: What are the odds of winning the jackpot?

A: The odds of winning the jackpot are 1 in 175,711,536.

Q: Is there a lump sum and annuity option when winning the jackpot?

A: Yes. According to megamillions.com, a jackpot winner has the choice of taking a one-time, lump sum payment that is equal to the cash in the **Mega Millions®** jackpot prize pool or the annuity option, which provides for 26 annual payments.

ODDS: PRIZE CATEGORIES AND ODDS

Matching Numbers	Mega Millions® Prize	Game Odds	
5 + 1 (Mega Ball)	JACKPOT	1 in 175,711,536	Non-jackpot Megaplier® prizes will be multiplied by 2, 3, or 4. The odds of each multiplier being selected are: For x2 1 in 10.5 For x3 1 in 3 For x4 1 in 1.75
5 + 0	\$250,000	1 in 3,904,701	
4 + 1 (Mega Ball)	\$10,000	1 in 689,065	
4 + 0	\$150	1 in 15,313	
3 + 1 (Mega Ball)	\$150	1 in 13,781	
3 + 0	\$7	1 in 306	
2 + 1 (Mega Ball)	\$10	1 in 844	
1 + 1 (Mega Ball)	\$3	1 in 141	
0 + 1 (Mega Ball)	\$2	1 in 75	

Overall odds are 1 in 40. For complete odds, see **Mega Millions®** official rules.



MEGA MILLIONS® RETAILER INCENTIVE

Coming Just For YOU ...

A Mega Millions® Retailer Incentive! The program will offer YOU a chance to qualify to win cash prizes. We want you to "ask for the sale" to familiarize customers with the new game. Your ticket sales, based on certain criteria, can make you eligible to win! Your MSR will provide details soon.

MEGA MILLIONS® BY THE NUMBERS

Here are a few quick facts you will want to share with your lottery customers leading up to the launch of **Mega Millions®**:

\$1 – Cost of a **Mega Millions®** ticket

\$2 – Cost of a **Mega Millions®** ticket with the **Megaplier®** option

26 – The number of annual payments in the jackpot annuity option

\$12 MILLION – The current starting **Mega Millions®** jackpot

\$390 MILLION – The largest **Mega Millions®** jackpot awarded

MEGA MILLIONS® TICKETS CANNOT BE CANCELED.

Don't forget to "ASK FOR THE SALE!"

Drawings are Tuesday and Friday at 11 p.m. Drawings will be televised on the Lottery's draw partner stations. A complete list of draw partner stations is available at sceducationlottery.com.

For more information on Mega Millions®, visit www.megamillions.com.

SELLING POINT to Ponder

Make your winners feel special! Pay cash for all winning tickets up to and including \$500. Post winners in your store. Players like knowing that your store has had winners.

Retailer Alert

“RECEIVE” LOTTERY TICKETS IMMEDIATELY UPON ARRIVAL: Confirm that package contents match the Manifest to ensure you have received the correct shipment and RECEIVE ORDER through terminal. YOU ARE NOT CHARGED WHEN YOU RECEIVE ORDER. If you find any errors, call SCEL Security (toll-free) at 1-866-269-5668.

Holiday CLOSINGS

JANUARY:
Friday, January 1: SCEL offices and our delivery partners will be closed to observe New Year's Day. Retailers will NOT be able to order tickets. Tickets ordered on Wednesday, December 30 and Thursday, December 31 will be delivered on Monday, January 4, 2010. Remember to order early! Drawings will be held as scheduled.

Monday, January 18: SCEL's offices will be closed to observe the Martin Luther King, Jr. holiday. Retailers will NOT be able to order tickets. Remember to order early! Drawings will be held as scheduled.

FEBRUARY:
Monday, February 15: SCEL offices 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.

RETAILER *Spotlight*

Wayne's BP
Dillon



Wayne's BP in Dillon knows how to make their lottery players feel welcome.

By Rodney Rogers, Coastal MSR

Wayne's BP in Dillon is an example of a successful lottery retailer.

This location certainly knows how to make its lottery players feel special. For example, a separate sales counter is designated just for lottery players, so they won't have to wait in long lines. Wayne's BP also works hard to keep all available scratch tickets fully stocked in the ticket dispenser, so players will have a great selection of tickets from which to choose.

The staff has developed friendships with lottery customers and looks forward to seeing and chatting with them. The location always encourages customers to give the Lottery's online games a try, especially on draw nights for Powerball®. Located on the North Carolina border, staff also makes sure to offer the advance play option to their out-of-town customers.



South Carolina Education Lottery

WINNERS' board

\$5,000

Pick 4



Antonio Estrada – Fort Mill

Purchased from Petro Express #3952 – Rock Hill

\$5,000

Pick 4



Alainer Tanner – Chesnee

Purchased from Wilson's Corner Store – Inman

\$50,020

Powerball®

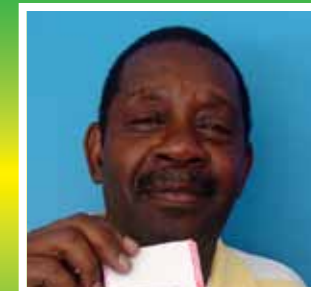


Calvin Brown – Harrisburg, NC

Purchased from Gate Petroleum Co #327 – Fort Mill

\$600

Palmetto Cash 5



Charlie Jones Jr. – Augusta, GA

Purchased from Gas Plus #1 – North Augusta

\$5,000

Fantastic 5's



Dwayne Stephens – Woodruff

Purchased from Li'l Cricket #859 – Greer

\$5,000

Cash in the Pocket



Rex Kelly Jr. – Cassatt

Purchased from Piggly Wiggly #78 – Camden

\$1,000

Cash Bonanza Bonus



Chardwadulyn James – Darlington

Purchased from Markette Store #14 – Society Hill

\$2,600

Pick 4



Jennifer McDowell – Easley

Purchased from Speedy Mart – Easley

\$75,000

Block Bingo



Herman Slater – Hartsville

Purchased from Alpine Road Amoco #105 – Columbia

\$300,000

Palmetto Cash 5



Kenneth Halley – N. Charleston

Purchased from A1 Food Store – Charleston

\$10,000

Red Hot Riches



Tasha Scott – Anderson

Purchased from Stop N Go – Anderson

\$10,000

Powerball®

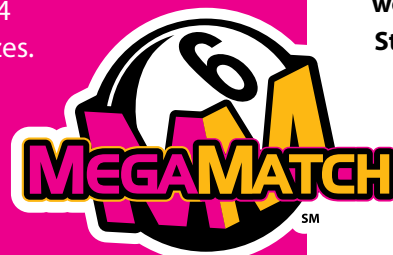


Kevin Welch – Smithsburg, MD

Purchased from Food Lion #2629 – Elgin

MM6® ACHIEVEMENTS

MegaMatch 6® has been a vital part of our family of games. These games are fun but are primarily designed to raise money for education. To date, MM6® generated more than \$24 million in sales and paid out over \$16 million in prizes. Retailers earned over \$1.6 million in commissions. At the conclusion of MM6's® run on December 29, any remaining funds will be transferred to the Education Lottery Account to directly support educational programs in South Carolina.



Did you follow the fun to the S.C. State Fair?

If so, a big thanks for braving the chilly weather to support the Lottery and the State Fair! Players had a blast spinning the prize wheel and the ever-popular Mega Wheel. Ticket sales were brisk thanks to the launch of our holiday games and an increasing Powerball® jackpot.

Upcoming Games

The following games are scheduled to launch Tuesday, January 12.



Artwork shown is not necessarily representative of final product and is subject to change.

Ending Games *

Please start selling down the following games:

SC-274 \$100,000 Super Cash

Last day to sell:
Wednesday, January 13, 2010

Last day to return:
Friday, February 12, 2010

Last day to redeem:
Tuesday, April 13, 2010

SC-338 6 Times the Money

Last day to sell:
Wednesday, January 20, 2010

Last day to return:
Friday, February 19, 2010

Last day to redeem:
Tuesday, April 20, 2010

SC-334 Big League Baseball

Last day to sell:
Wednesday, January 27, 2010

Last day to return:
Friday, February 26, 2010

Last day to redeem:
Tuesday, April 27, 2010

* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Wednesday, November 25, 2009.

Ticket Alerts *

- Tuesday, January 5, 2010: Last day to redeem Deal or No Deal (#293), Crossword (#333), Harley-Davidson® (#339) and Cashtastic (#342).
- Wednesday, January 13, 2010: Last day to sell \$100,000 Super Cash (#274).
- Friday, January 15, 2010: Last day to return Carolina Riches 6th Anniversary (#285).
- Wednesday, January 20, 2010: Last day to sell 6 Times the Money (#338).
- Friday, January 22, 2010: Last day to return Big Cash Blowout (#230), Cash Blast (#281), Fast \$50 (#298), Stacks of Cash (#302) and Tic Tac Doubler (#345).
- Tuesday, January 26, 2010: Last day to redeem Lucky Cash (#316), Mega Jumbo Bucks (#337) and Cash Blowout (#349).
- Wednesday, January 27, 2010: Last day to sell Big League Baseball (#334).