**SALES BEGIN**

for **DAKOTA CASH with EZ MATCH**

ADD A BUCK. DOUBLE YOUR LUCK!

Add a buck, double your luck. Dakota Cash players now have the chance to win $100 instantly with the addition of the EZ Match instant win feature. Ticket sales for Dakota Cash with EZ Match began Aug. 28, 2016. The EZ Match feature costs $1, bringing the cost of a Dakota Cash with EZ Match ticket to $2.

In addition to the point-of-sale items displayed in your businesses, the new game is being promoted on the Lottery website, through the Players Club, social media, ESMM monitors, radio and video pre-roll on YouTube. It was also featured at the Lottery booth at the South Dakota State Fair.

Odds information for EZ Match can be found on the Dakota Cash game page on the Lottery website.

**HOW IT WORKS:**

- The EZ MATCH option costs $1 so the total cost per play for a Dakota Cash with EZ MATCH ticket is $2.
- A Dakota Cash with EZ MATCH ticket will have two sets of five numbers each. The first set are Dakota Cash numbers. The second set (below the first) are EZ MATCH numbers.
- If any of the EZ MATCH numbers match any of the Dakota Cash numbers, a chime will sound and the player INSTANTLY wins the prize next to the matched EZ MATCH numbers.
- EZ MATCH prizes are $2, $3, $5, $10, $15, $20, $50 and $100.
LaTeST SeconD chance promoTion

Play It Again "$30K Dash for Cash" second chance promotion which three lucky players will win their choice. The promotion includes five mini drawings in which 20 people will win assorted Lottery promotional items. One entry per person. Deadline is October 15.

Congratulations to last month’s winner of a Lottery t-shirt: Tom Wenzel, Jubilee Food Mart; Jeanette Van Demark, De Smet Bakery; Dena Smith, Hy-Vee; Dr. Tracy Parks, Maurices and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is October 15.

Forms, licensing information, copies of the Lottery Link, etc. can be found on the Retailer page. The easiest way to access the Retailer page is to click on “Retailer” in the top right corner of the website (the link is there no matter what page of the website you’re on).

The Players Club microsite is scheduled to be redesigned later this fall. Until then, it will continue to function and look as it does now.

Questions and comments about the new site are welcome and can be sent to kelly.thompson@state.sd.us

1. What does a Dakota Cash with EZ Match ticket cost?
   A. $1
   B. $2
   C. $3
   D. $4

2. When did the Lottery’s new website launch?
   A. Aug. 15, 2016
   B. Sep. 30, 2016
   C. Oct. 15, 2016
   D. Nov. 15, 2016

3. Which ticket has a top prize of $5,000?
   A. Show Stopper
   B. Dakota Cash
   C. Dakota Gold
   D. Dakota Gift

4. What is the top prize on the new Dakota Convenience Store 4U goLD ticket?
   A. $250,000
   B. $50,000
   C. $100,000
   D. $200,000

5. Which new ticket has a top prize of $3,000?
   A. Dakota Million
   B. Dakota Cash
   C. Dakota Gold
   D. Dakota Gift

6. Which new ticket has a top prize of $7,000?
   A. Dakota Million
   B. Dakota Cash
   C. Dakota Gold
   D. Dakota Gift

A new website went live on August 15, 2016. Here are some things you need to know about the new website:

- The web address is still http://lottery.sd.gov/
- The latest winning lotto numbers and jackpots for the upcoming drawings are available on ANY page of the site by clicking on the orange “Winning Numbers” box in the top right corner.
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LATEST SECOND CHANCE PROMOTION

Monthly mini drawings, new tickets eligible for entry, and a $30,000 grand prize are all part of the fall/winter Play It Again “$30K Dash for Cash” second chance promotion that began Aug. 27, 2016.

Entries for the “$30K Dash for Cash” giveaway will be accepted through 11:59 p.m. Feb. 26, 2017. The $30,000 grand prize drawing will be held Feb. 28, 2017 at the Pierre Lottery office. One winner will be randomly drawn for the grand prize. The promotion includes five mini drawings in which three lucky players will win their choice of $100 in scratch tickets or a $100 gift card from a participating retailer. Mini drawings will be held Sept. 23, Oct. 21, Nov. 18, and Dec. 16 in 2016 and Jan. 20, 2017. Mini drawing winners are still eligible for the grand prize drawing.

Terminal messages will be sent to all retailers the week of the drawings as a reminder to suggestive sell $2 and $3 scratch tickets. Any retailer interested in providing gift cards for the mini drawings who is not already doing so should contact their Lottery sales rep. For more information on the Play It Again “$30K Dash for Cash”, visit lottery.sd.gov and watch for updates on Facebook and Twitter.

HY-VEE in VERMILLION moved their LOTTERY SIGNAGE and SALES to RIGHT INSIDE THE FRONT DOOR. In the first quarter since the move they saw more than a 50% increase in scratch sales!

The COWBOY COUNTRY STORE in WATERTOWN designed a LOTTERY WINDOW WRAP.

DEADWOOD GULCH SALOON in DEADWOOD placed their CORRUGATED SIGN right next to the door.

LYNN’S DAKOTAHART in MARTIN used their DIGITAL DISPLAY to show that a winning $5,000 instant ticket was sold there. FRESH START 4-9 in BOX ELDER has their JACKPOT SIGN right in the FRONT WINDOW.

LOTTERY LAUNCHES NEW WEBSITE

B ig, bold graphics. Less text to scroll through. And more streamlined navigation. That’s what visitors to the South Dakota Lottery website are finding since the newly redesigned site went live on Aug 15, 2016. Here are some things you need to know about the new

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The cowboy country

in

WATERTOWN

was sold there.

WILLOW Lake's

$5,000 instant ticket

was sold there.

Dakota convenience

store

new

553

$1 ticket

ACES & EIGHTS

$5,000 top prize

$20 ticket

$250,000 SHOW STOPPER

$250,000 top prize

$1 ticket

7 WINS

$7,000 top prize

NEW GAME spotlight

News & Ideas for south dakota Lottery retaILers

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NEW GAME spotlight
Dakota Convenience
WILLOW LAKE

Brenda Verdon accepted a $300 bonus check for selling a $3,000 Hot Lotto ticket.

What’s your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is October 15.

Congratulations to last month’s winner of a Lottery t-shirt: Kristina Rafter from the Pit Stop in Philip.

The following won assorted Lottery promotional items: Linda Steiger, Country Pride Convenience-Winner; Patsy Besson, Wall Food Store; Mary Calderon, Wall Food Store; Ray Zander, Rapid City; Kristina Rafter from the Pit Stop in Philip; Stephanie Hammer, Valley Corner Fresh Start-Spearfish; Lisa Peterson, 281 Travel Sioux Falls; Jamie Johnson, Lewis Westgate-Sioux Falls; Fred Whiting, Pioneer Country Mart-Murdo; Mary Calderon, Wall Food Store.

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1. What does a Dakota Cash with EZ Match ticket cost?
2. When did the Lottery’s new website go live?
3. True or False: 30K Dash for Cash is the next Play It Again promotion.
4. What is the top prize on the new Aces and Eight ticket?
5. What retailer accepted a $300 bonus check?
6. Which new ticket has a top prize of $7,000?

NAME ____________________________  PHONE ________________  SALES rEP’S NAME __________________

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
6. ____________________________

1,000 copies of the lottery link were printed by the South Dakota Lottery at $.82 per copy. Printed on recycled paper.