

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



September/October 2013

## Larger jackpots, better overall odds, \$1 million Match 5 prize New Mega Millions is on its way!

Starting on October 22, 2013, watch for Mega Millions jackpots to grow bigger faster. Your players are going to love the excitement of vying for jackpots starting at \$15 million and guaranteed to increase by \$5 million for each drawing! Players matching five numbers but missing the Mega Ball will win \$1 million (the Match 5 prize is currently \$250,000), and if they purchase the Megaplier option, that prize can be \$2, \$3, \$4 or \$5 million. That's right! All non-jackpot prizes will be multiplied up to five times when players purchase the multiplier option.

Players aren't the only ones to benefit from the upcoming game revisions. Your bonus for selling the second-level prize will be twice the current amount, increasing from \$10,000 to \$20,000. If your player purchases the Megaplier option, your bonus will be \$25,000.

Representatives from the Lottery and GTECH will be distributing the new playslips soon. NOTE: The new playslips will not work until 9p.m. (CT) on October 22. Old playslips will not work after that. If you are having trouble using a Mega Millions playslip, it is likely the wrong one.

Advance play step down begins at 9p.m. (CT) on September 24. At that point players may only purchase an eight-draw ticket and that will reduce after each Mega Millions drawing.

Tickets are still \$1 per play and \$2 per play with the Megaplier option.

### New Mega Millions Game

Players pick 5 of 75 and a Mega Ball 1 of 15  
5 of 5 + Mega Ball - (1:258,890,850) - Jackpot  
5 of 5 - (1:18,492,204) - \$1,000,000 - With Megaplier 2x to 5x  
4 of 5 + Mega Ball - (1:739,688) - \$5,000 - With Megaplier 2x to 5x  
4 of 5 - (1:52,835) - \$500 - With megaplier 2x to 5x  
3 of 5 + Mega Ball - (1:10,720) - \$50 - With Megaplier 2x to 5x  
3 of 5 - (1:766) - \$5 - With Megaplier 2x to 5x  
2 of 5 + Mega Ball - (1:473) - \$5 - With Megaplier 2x to 5x  
1 of 5 + Mega Ball - (1:56) - \$2 - With Megaplier 2x to 5x  
Mega Ball - (1:15) - \$1 - With Megaplier 2x to 5x



# RETAILER spotlight



## Casey's General Stores

Lindie Woodring, Area Supervisor

store's needs. "When we use the center open area of the dispenser to merchandise our specialty baked goods, it's a very enticing combination," she said. Some stores place the ESMM monitor and ticket checker in that opening; others place the brochure and playslip racks there. Several of Lindie's stores continue to use the flat ticket display mats. "Some people prefer picking out their tickets that way," she said. "They can get a closer look"

### New dispensers are versatile and convenient

When a number of Casey's General Stores in northeastern South Dakota remodeled and installed a second register, the time was ripe to design and install new scratch ticket dispensers. Casey's and Lottery officials put their heads together to develop the perfect set-up.

### They are a big hit!

The dispensers' "bridge" design stacks three games on each side and up to 12 games across the top, housing up to 18 games. Area supervisor Lindie Woodring believes that offering players a greater variety of tickets is increasing her stores' sales.

"They're wonderful," she said of the new dispensers. "Everyone likes them." She said the new dispensers are highly visible and can be customized to each

**Need a custom ticket  
dispenser for your store?  
Talk to your sales representative.**

## ★ TRIVIA Quiz ★

**What's your Lottery IQ?** To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a Lottery sweatshirt and 20 people will win baseball jerseys. One entry per person. Deadline is Oct. 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

*Congratulations to last month's winner of a Lottery sweatshirt: Theresa Fisher, MG Oil, Rapid City. The following won T-shirts: Fran Stirling, Newell Conoco, Newell; Beth Ann Kloga, Hy-Vee Gas, Sioux Falls; Jason Moore, Queen City Liquor, Spearfish; Jenny Krueger, Hy-Vee #3, Sioux Falls; Kenny Bourdeaux, EZ Mart, Rapid City; Merle Sackett, Loaf & Jug, Box Elder; Jon Fuller, Minitman, Spearfish; Cheryl Peters, JP's, Edgemont; Jessica Richard, 281 Travel Center, Wolsey; Jarnie Johnson, Lewis Drug #2, Sioux Falls; Jason Corgnell, Lynn's Dakotamart, Custer; Nichole Guzman, Common Cents #104, Rapid City; Jenna Hullinger, Pioneer Country Mart, Murdo; Jeff Ring, Queen City Liquor, Spearfish; Michael Paper, Safeway, Spearfish; Chas Compton, Corner Pantry, Custer; Misty Mousseaux, MG Oil, Rapid City; Janice Eining, Cowboy Country Store, Clear Lake; Lisa Kistler, Cubby's, Sioux Falls; and Mary Iwin, Wagner Super Foods, Wagner.*

1. What should players do if they scratch off a ticket with two "STARS?"
2. When will the Mega Millions game change take effect?
3. What will the Match 5 prize be after the Mega Millions game change?
4. Is it necessary to reboot your lotto terminal each day?
5. What do players win if they scratch off an "EXTREME" symbol in the Extreme Green game?
6. What is the validation code for a \$10 winning ticket?

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_

Store name \_\_\_\_\_ Store Address \_\_\_\_\_ City \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_

# PROMOTIONS that PROFIT

## Hot TIPS

Increasing your store's Lottery product sales can be a matter of taking a few simple steps.

- Ask for the sale!
- Place new games in your dispenser right away.
- Show off your winners to attract new players!
- Carry more games to give players more choices.

### A second-chance to win!



Paul's Kwik Stop in Yankton recently held a two-week, second-chance promotion to show its customers its appreciation. Players registered with non-winning scratch tickets for free tickets and Hot Lotto sunglasses.

Owner Nancy Wenande, who is also Yankton's mayor, recently received a bonus check for \$1,000 for selling a \$10,000 Powerball winner.

### Fresh Start offers smokin' hot deal!

The Haines Avenue Fresh Start in Rapid City held a great grand opening celebration recently. Players purchasing a Smokin' Hot Cash ticket that was a non-winner, received \$5 in free scratch tickets!

"We had customers buying a Smokin' Hot Cash ticket who had never played the Lottery before," Lottery sales rep Cindy Delzer said. "They liked the fact that they could win either cash or free tickets."

The two-hour promotion held on a Friday afternoon included a live remote radio broadcast. All customers received free mugs and free beverage samples were available.

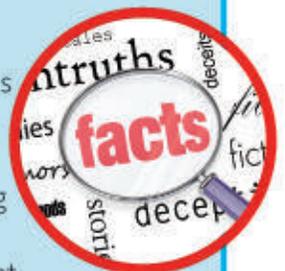


### JUST THE FACTS!

#### Busting Lottery Myths

**MYTH:** A scratch ticket with two "STAR" symbols is a big winner and must be submitted for payment with a claim form.

**FACT:** A ticket with two "STAR" symbols is an ENTRY ticket and has no cash value. ENTRY tickets are submitted to the Lottery and will be entered into a drawing for trips, cars and other exciting, non-cash prizes. Players submitting an ENTRY do not need a claim form.



# NEW instant TICKETS

## Safe Cracker

- Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown.
- Reveal a "STACK OF BILLS" symbol and win the prize automatically.
- Reveal a "MONEY BAG" and win all 10 prizes!



## Exteme Green

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown for that number.
- Get a "MONEY BAG" symbol and win the prize automatically.
- Get a 5X symbol and win five times the prize shown for that symbol.
- Get an "EXTREME" symbol and win all 15 prizes.



## TERMINAL talk

**Q:** Do I need to reboot my lotto terminal every day?



**A:** Lotto terminals now reboot each night and restart automatically. This helps reduce the number of errors and calls we receive to our GTECH Help Line. We anticipate this process will reduce stress on our retailers and improve system services.

## Welcome!



Meet our newest South Dakota Lottery retailers – manager Mike Kramer of Maynard's in Lake Preston and owners Jason and Lynn Zacher of Humm Dinger in Wessington Springs.

## BONUS winners



**Dakota Shell**  
Oacoma

Brian Burke accepted a check for \$300 for selling a \$3,000 Hot Lotto ticket.



**Cubby's West**  
Mitchell

Cherie Cogswell collected her store's \$1,000 bonus for selling a \$10,000 Mega Millions winner.



**Lewis Westgate**  
Sioux Falls

Dave Fahrendorf accepted a check for \$20,000 for selling a \$1 million Powerball ticket.



**Big D Oil #22 & #44**  
Rapid City

Virginia Palek accepted a check for \$20,000 for selling a \$2 million Powerball winner and \$600 for selling a \$6,000 Wild Card winner.



# LOTTERY winners

SEPTEMBER/OCTOBER 2013

## RECENT winners

**Jodi Duin, Irene**  
Cork N' Bottle - Yankton  
\$1,000 Carnival Cash

**Keith Fare, Gillette (WY)**  
Minitman - Spearfish  
\$3,000 Hot Lotto

**Cassandra Irving, Sisseton**  
Stillson Oil Company  
\$1,000 Triple Fortune

**Tyler Green, Ft. Pierre**  
Coffee Cup Fuel Stop - Summit  
\$4,000 The Money Game

**Robert Martin, Newcastle (WY)**  
Common Cents - Custer  
\$2,500 Betty Boop

**Clifford Schroeder, Winner**  
Casey's General Store  
\$3,000 Hot Lotto

**Patricia Knell, Sioux Falls**  
Hy-Vee #1  
\$3,000 Hot Lotto

**Donald Kwasniewski, Webster**  
Pikes  
\$501 Wild Card

**Jeremy Nelson, Groton**  
Duane's Amoco  
\$30,000 Buck-A-Roo Bingo

**Jacob Barbarevech, Spearfish**  
Big D Oil - Deadwood  
\$84,797 Dakota Cash

**Dale Vincent, Pierre**  
Sutley's  
\$1,000 World Series of Poker

**Amanda Salazar, Sioux Falls**  
Casey's General Store #2351  
\$3,000 Slingo Gold

**Terry Kleinsasser, Mitchell**  
M & H Gas  
\$1,500 Hot Ticket

**Vance North, Howard**  
Corner Pantry  
\$600 Mega Millions



**Duane Delaney, Pierre**  
Chekkers  
\$499,694 Wild Card



**Marcella Big Crow, Rapid City**  
Don's Valley Express #2  
\$30,000 Bejeweled



**Frank Cirillo, Rapid City**  
Don's Valley Market  
\$40,000 Mega Millions



**Rheta Reagan, Edgemont**  
Dakota Ends Casino  
\$10,000 Powerball



**Charles Hanson, Sioux Falls**  
Lewis Drug  
\$6,000 Wild Card



**Earl & Gloria Rudolph, Aberdeen**  
Coffee Cup - Plankinton  
\$30,000 Slingo Gold



**Howard Olson, Aberdeen**  
South C Store  
\$3,000 Hot Lotto



**Mary Jo Gortmaker, Miller**  
Farmer's Union Oil - Wessington  
\$100,000 Casino Royale



**Tracy Lamont, Wanblee**  
Wanblee Mart  
\$30,000 Slingo Gold



**Linda Forth, Cheyenne (WY)**  
Pilot Travel Center - Murdo  
\$100,000 Smokin' Hot Cash

## RECENT winners

**Chasity Keller, Spearfish**  
Big D Oil - Deadwood  
\$1,500 Hot Ticket

**Brian Carmichael, Spearfish**  
Dakotamart Gas - Lead  
\$1,000 Star Trek

**Barbara Hahler, Faulkton**  
One Stop  
\$500 Take Me Out to the Ballgame

**Trinie Seaboy, Sisseton**  
Holiday Service  
\$50,000 Hot Ticket

**Gerald Marr, Sioux Falls**  
The Gas Stop #131  
\$10,000 Smokin' Hot Cash

**Mary Anne Nas, Sioux Falls**  
Hy-Vee #2  
\$1,000 Smokin' Hot Cash

**Pamela McDearmon, Hot Springs**  
Battle Mountain  
\$1,000 Slingo Gold

**Brian Flaten, Sioux Falls**  
D & J Station  
\$500 Smokin' Hot Cash

**Valerie McGinnis, Seneca**  
The Burg - Gettysburg  
\$10,000 50X the Money

**Julie Forgey, Gettysburg**  
The Burg  
\$3,000 Slingo Gold

**Steven Langdeau, Lower Brule**  
Cowboy Country Store - Ft. Pierre  
\$1,000 Bejeweled

**Brian Lamphron, Sioux Falls**  
Cenex C-Store  
\$3,000 Bejeweled

**Kyra Goodrich, Rapid City**  
Corner Pantry #9  
\$5,000 Hot Ticket

**Hattie Dubray, Rapid City**  
Fresh Start - Haines  
\$1,000 Slingo Gold

**YOUR TICKET TO FUN IS HERE!**