

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

2BY2 INSTANT WIN PROMO RETURNS

One of our most popular promotions is set to return July 12 through August 8: the 2by2 Instant Win Promotion! Beginning July 12, players who buy a single play, seven draw 2by2 ticket for \$7 get a chance to instantly win \$500 cash or a free seven draw ticket.

The November 2014 2by2 Instant Win promotion produced record sales, in large part due to the great work the North Dakota Lottery retailers put into making the purchase fun and easy for the player.

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant 7 draw ticket winner, their free 7 draw ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print.

To receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Stores will receive credit for all scanned and cashed coupons, as well as the free 7 draw tickets. Preprinting 2by2 transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.



DIRECTOR'S MESSAGE



Summer is here and excitement is everywhere! To add to that excitement, the Powerball game will go through some changes beginning October 4, 2015. Below is a review of the game change details:

- select five numbers from 1-69, and one additional number (Power Ball) from 1-26;
- Match 4+1 prize will increase from \$10,000 to \$50,000;
- grand prize odds increase to 1 in 292.2 million;
- overall odds decrease to 1 in 24.87.

Along with these changes, a 10X multiplier will be added to the Power Play multipliers for the seven lowest prize levels. This will give players the opportunity to win up to \$500,000 with a Power Play purchase (Match 4+1 prize). At a minimum, the 10X multiplier will be available for all drawings in which the advertised grand prize amount is \$150 million or less.

The North Dakota Lottery is also excited to announce that a new draw game is in the future for lottery players, Lucky for Life, which will launch on January 31, 2016.

Lucky for Life pays the top prize and second prize winners for the rest of their lives, for a minimum of 20 years. The top prize pays \$7,000 a week for life and the second prize pays \$25,000 a year for

life. Currently, there are sixteen lotteries selling Lucky for Life. A review of the game details are below:

- cost: \$2 per play.
- drawings are held each Monday and Thursday night;
- select five numbers, from 1-48 and one additional number (Lucky Ball) from 1-18;
- ten prize levels and overall odds of winning any prize are 1 in 7.77;
- top prize odds are 1 in 30.82 million;
- second prize odds are 1 in 1.81 million;
- other cash prizes range from \$4 to \$5,000.

The proposed administrative rules for Lucky for Life and the changes to Powerball are available online at LOTTERY.ND.GOV. Lottery customer service specialists will be delivering Powerball point-of-sale items to retailers in September and Lucky for Life point-of-sale items in January 2016.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your customer service specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at rcmiller@nd.gov.

Randy Miller



THREE GREAT DEALS MAKES A SPLASH!

The newest promotion from the North Dakota Lottery brought excitement to three great games! Players earned over \$90,000 in free tickets or discounts. The promotion saw sales (across the three games) increase 21.6%, which breaks down to over \$18,000 in additional retailer commissions. Did your store rank in the Top 5 across the state? Check out the "Top 5" Rankings.

The Top 5 North Dakota Lottery retailers that sold the most Mega Monday qualifying tickets were as follows:

- M&H Gas - Mandan
- Dan's SuperMARKET - Bismarck (South)
- Hornbacher's Village West - Fargo
- Dan's SuperMARKET - Bismarck (North)
- Arrowhead Market Place Foods - Minot

The Top 5 North Dakota Lottery retailers that sold the most Wild Wednesday qualifying tickets were as follows:

- Simonson Station Store - Grafton
- M&H Gas - Mandan
- Dan's SuperMARKET - Bismarck (South)
- Hornbacher's Village West - Fargo
- Dan's SuperMARKET - Bismarck (North)

The Top 5 North Dakota Lottery retailers that sold the most Sizzling Saturday qualifying tickets were as follows:

- Dan's SuperMARKET - Bismarck (South)
- M&H Gas - Mandan
- Dan's SuperMARKET - Bismarck (North)
- Simonson Station Store - Grafton
- Hornbacher's Village West - Fargo



NATIONAL RESPONSE CENTER (NRC)

Is your terminal on the fritz or are you consistently getting a communication error? Is your jackpot alert sign not functioning properly? No worries, the National Response Center is here to help!

Any time you experience a problem North Dakota Lottery equipment, call the National Response Center at 1-866-719-2699, available 24 hours a day, 7 days a week.

The sooner the NRC knows of an issue, the faster they can identify the problem and dispatch a service tech to fix it.



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IMAGINE THE POSSIBILITIES!

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LOTTERY.ND.GOV



The North Dakota Lottery Players Club gives players MORE opportunities to win! Membership is FREE and members enjoy these great benefits:

1. Points for Prizes®
2. Points for Drawings™
3. Second Chance Drawings
4. Subscription Service
5. Free FunPlay™ Games

North Dakota
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Subscriptions

NEVER MISS A CHANCE TO PLAY AND WIN!

1. Automatically be entered into every draw without leaving home.
2. Choose to play a single draw or up to 52 weeks.
3. Play your favorite numbers or choose a Quick Pick.
4. Track and manage your subscriptions right from your computer.
5. Play one or more of all North Dakota Lottery games: Powerball®, Mega Millions®, Hot Lotto®, Wild Card 2®, and 2by2®.