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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.

LUCKY FOR LIFE™

The North Dakota Lottery is excited to introduce a new game to the lottery game portfolio - Lucky for Life™! Lucky for Life is "THE GAME OF A LIFETIME™", offering a Top Prize of \$1,000 a day FOR LIFE and a second prize of \$25,000 a year FOR LIFE! Sales begin January 31, 2016, with the first drawing being held on February 1, 2016.

Lucky for Life offers 10 prize levels from \$3 up to the Top Prize of \$1,000 a day for life. The cost per play is \$2 and drawings are held every Monday and Thursday at approximately 9:38pm CT. For complete game details, see the enclosed Lucky for Life insert.

North Dakota Lottery Customer Service Representatives will begin deliveries of the Lucky for Life point-of-sale items, game guides and play slips in early January 2016. Excitement is building as the launch of Lucky for Life is just over a month away!



DIRECTOR'S MESSAGE



Happy Holidays! The holidays are special times to spend with family and friends. We all look forward to exchanging gifts, sharing holiday meals, and the heart-felt joy received from expressions of well wishes and season's greetings.

Through our partnership, the Lottery had another successful year. The Lottery is very thankful for the dedicated support of our 450 retailers. The success of the Lottery would not be possible without you and the hard work of your employees.

During the fiscal year ending June 30, 2015, the Lottery's total ticket sales were \$27 million. Sales increased by 0.4% compared to last fiscal year, despite fewer high jackpots for Powerball. Ticket sales increased slightly due to the addition of fifty lottery terminals.

Fiscal Year Comparisons					
	Fiscal Year 2011	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014	Fiscal Year 2015
Total Ticket Sales	\$23,002,610	\$26,043,816	\$27,837,316	\$26,899,400	\$27,010,263
Retailer & Bonus Commissions	\$1,178,958	\$1,315,068	\$1,396,799	\$1,348,909	\$1,369,123

North Dakota Lottery retailers earned over \$1.3 million in sales commission and over \$39,000 in bonus commission.

So where did the money go this year? The Lottery transferred \$6.1 million to the State General Fund, along with \$200,000 to the Compulsive Gambling Prevention and Treatment Fund and \$422,500 to the Multi-Jurisdictional Drug Task Force Grant Fund.

Since the launch of the Lottery, North Dakota players have won over \$89 million in prizes and Lottery retailers have earned over \$13.6 million in sales and bonus commission. In addition the Lottery has contributed \$68.9 million to the State General Fund, \$2.4 million to the Compulsive Gambling Prevention and Treatment Fund, and \$3.3 million to the Multi-Jurisdictional Drug Task Force Grant Fund.

We look forward to 2016 as another year that promises to be fun, exciting, and rewarding for the Lottery and our retailers. Remember that your Customer Service Specialist is available to assist with all Lottery products, rules and information. Please contact the Lottery office with any questions or comments at 701.328.1574 (local) or toll free at 1.877.635.6886.

Randy Miller

RETAILER BONUS PHOTOS 2015



\$300 - Loaf 'N Jug - Bismarck



\$500 - Superpumper - Bismarck



\$1,000 - Leroy's MVP - Mandan



\$300 - Farmers Union Oil - Selfridge



\$500 - M & H - Dickinson



\$500 - Southside MVP - Mandan



\$1,000 - Cenex - Rugby



\$500 - Hugo's #8 - Grand Forks



\$500 - Market Place Foods - Minot



\$500 - Farmers Union Oil - Velva



\$300 - Holiday Station Store - Minot



\$500 - Enerbase Southeast - Minot



\$2,000 - Market Place Foods - Minot



\$1,000 - Cash Wise Foods - Stanley



\$300 - Loaf 'N Jug #673 - Minot

RETAILER BONUS PHOTOS 2015



\$500 - Enerbase North Hill - Minot



\$5,000 - Horizon Resources - Williston



\$10,000 - Simonson Station Store - Williston



\$250 Racers #101 - Williston



\$300 - Superpumper #22 - Belfield



\$500 - Interstate Tesoro - Bismarck



\$500 - Bjornson's Shell - Devils Lake



\$1,000 - Corner Express - Center



\$1,000 - Family Fare #121 - Dickinson



\$1,000 - Grab'n Go - Killdeer



\$1,000 - Manvel Oil - Manvel



\$1,000 - Western Choice Cenex - Killdeer



\$1,500 - Farmers Union Oil - Wilton



\$250 - Dan's Super MARKET #2 - Bismarck



\$750 - Circle 'R' - Oakes

Lucky for Life™

The Game of a Lifetime™



Lucky for Life:

Sales begin Sunday, January 31, 2016.

First drawing February 1, 2016.

- **Top prize** is \$1,000 a day FOR LIFE!
- **Second prize** is another life prize - \$25,000 a year FOR LIFE!
- There are **10 ways to win**, from \$3 up to the top prize of \$1,000 a day for life.
- **Draw days:** Mondays and Thursdays at approximately 9:38pm CT.

How to play:

- Choose five balls from 1 to 48.
- Choose one Lucky Ball from 1 to 18.
- Players can choose Quick Pick or select their own numbers.
- Cost: \$2 per play.
- Play up to 9 consecutive draws.

One-Of-Each:

Lucky for Life will be added to the One-Of-Each feature.

- One-Of-Each without multipliers will be \$8.
- One-Of-Each with all multipliers will be \$11.

\$1,000 A DAY FOR LIFE

- **Pay style:** Annuity payments or cash option.
- **Annuity Option:** Paid as \$365,000 a year for life* before taxes.
- **Cash Option:** A one-time payment of \$5.75 million before taxes.

\$25,000 A YEAR FOR LIFE

- **Pay style:** Annuity payments or cash option.
- **Annuity Option:** Paid as \$25,000 a year for life* before taxes.
- **Cash Option:** A one-time payment of \$390,000 before taxes.

*Winners will receive "life prize" for their lifetime or 20 years, whichever is greater.

Lucky for Life™ Payout Table (Sales Begin Sunday, January 31, 2016)		
LUCKY FOR LIFE™		
MATCH	Prize	ODDS
5 White + LUCKY BALL	\$1,000 A Day For Life	1 in 30,821,472
5 White	\$25,000 A Year For Life	1 in 1,813,028
4 White + LUCKY BALL	\$5,000	1 in 143,356
4 White	\$200	1 in 8,433
3 White + LUCKY BALL	\$150	1 in 3,413
3 White	\$20	1 in 201
2 White + LUCKY BALL	\$25	1 in 250
2 White	\$3	1 in 15
1 White + LUCKY BALL	\$6	1 in 50
LUCKY BALL	\$4	1 in 32
Overall Odds: 1 in 7.77		

GAME DETAILS

MATRIX	5 of 48 Plus 1 of 18
COST	\$2 per play
NUMBER OF WAYS TO WIN	10
TOP PRIZE	\$1,000 a day FOR LIFE (Annuity or cash option available)
SECOND PRIZE	\$25,000 a year FOR LIFE (Annuity or cash option available)
TICKET SALES CUT-OFF TIME	8:30pm CT Mondays and Thursdays
DAYS OF DRAWING	Mondays and Thursdays
DRAW TIME	Approximately 9:35pm CT

Additional information for retailers

On January 31, 2016, the terminal will restart for the beginning of the day at approximately 5:30am CT. At this time the Lucky for Life icon will be available on the Main Menu and Multi Quick Pick screens.



Play Slips

Play up to 9 consecutive drawings

Pick 5 numbers

Pick one Lucky Ball number

You can choose quick pick for either or both sets of numbers

Maximum of 5 plays per ticket

Deliveries

Your North Dakota Lottery Customer Service Representatives will begin delivering point-of-sale materials and play slips in early January 2016.

Self-service lottery terminals

On January 31, 2016, the terminal will restart for the beginning of the day at approximately 5:30am CT. At this time the Lucky for Life icon will be available on the Main Menu screen.



RETAILER BONUS PHOTOS 2015



\$500 - Sooper Stop - West Fargo



\$500 - Simonson Station Store - Wahpeton



\$500 - Phillips Travel Center - Fargo



\$500 - Petro Serve USA #80 - Fargo



\$500 - Hornbachers Osgood - Fargo



\$500 - Family Fare #115 - Fargo



\$300 - Cash Wise Foods - Jamestown



\$250 - Hiway C-Store - Hankinson



\$250 - Dakota Plains Cenex - Valley City



\$500 - Sunset MVP - Mandan



\$250 - Dan's Super Market #6 - Mandan



\$500 - Simonson Station Store - Grafton



\$500 - Simonson Station Store - Williston



\$500 - Simonson Station Store - Bismarck



\$500 - Michigan Tesoro - Michigan

RETAILER BONUS PHOTOS 2015



\$500 - M&H - Mandan



\$500 - Simonson Station Store - Wahpeton



\$500 - Kum & Go #801 - Bowman



\$500 - Hugo's #2 - Grand Forks



\$500 - Horizon Market - Bismarck



\$500 - Farmers Union Oil - Leeds



\$500 - Farmers Union Oil - Fessenden



\$500 - Farmers Union Oil - Beulah



\$500 - Family Fare #123 - Dickinson



\$500 - Dan's SuperMARKET #3 - Bismarck



\$250 - Ken's Shopping Center - Napoleon



\$500 - Cenex - Lincoln



\$300 - M & H - Dickinson



\$300 - Judes Prairie Mart - Elgin



\$300 - Curt's Service - Wishek

GIVE-A-GIFT OF HUNDREDS, THOUSANDS OR EVEN MILLIONS!

North Dakota Lottery draw games make great gifts! Players can purchase Give-A-Gift gift certificates for \$1, \$5, \$10 or \$20. These gift certificates can be printed right from your lottery terminal. To sell a Give-A-Gift gift certificate:

1. Select the Give-A-Gift icon located at the lower right corner of the Main Menu screen.
2. Select the dollar amount (\$1, \$5, \$10 or \$20) and the gift certificate will automatically print.



To redeem a Give-A-Gift gift certificate, cash it as if it was a winning lottery ticket.

1. Scan the gift certificate through the lottery terminal.
2. The terminal will display the certificate's value in the customer balance box at the top of the menu screen.
3. Print the player's requested game ticket(s). If a player has requested more tickets than value of the gift certificate, the player will owe the difference.



CLIP THE TIPS!

Clip these tips and place them next to your lottery terminal! These tips are quick, easy ways to maximize your lottery sales:

- **Upsell** - When players buy a ticket for a game with an add-on, ask the player if they want to add Power Play, Megaplier or Triple Sizzler to increase all non-jackpot prize winnings;

- **ASK FOR THE SALE** - Lottery tickets are impulse buys for many players. Increase the likelihood of a sale by simply asking for the sale: "The Powerball jackpot is at \$80 Million. Would you like a Powerball ticket today?"

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TOP NORTH DAKOTA LOTTERY PRIZES WON IN 2015

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LOTTERY.ND.GOV

Rank	Prize Won	Game	Retailer/City	Rank	Prize Won	Game	Retailer/City	Rank	Prize Won	Game	Retailer/City
1	\$2,000,000	Powerball	Simonson Station Store - Williston	11	\$22,000	2by2	Family Fare Supermarket #115 - Fargo	11	\$22,000	2by2	Circle 'R' - Oakes
2	\$1,000,000	Powerball	Horizon Resources/Cenex - Williston	11	\$22,000	2by2	Hugo's #8 - Grand Forks	11	\$22,000	2by2	Farmers Union Oil - Edgeley
3	\$90,000	Hot Lotto	Farmers Union Oil - Wilton	11	\$22,000	2by2	Interstate Tesoro/Red Carpet - Bismarck	47	\$20,000	Powerball	Corner Express of Center - Center
3	\$90,000	Hot Lotto	Market Place Food & Drug - Minot	11	\$22,000	2by2	Hugo's #2 - Grand Forks	47	\$20,000	Powerball	Grab N Go, Inc - Killdeer
5	\$50,000	Powerball	Scisplay Retailer - Bismarck	11	\$22,000	2by2	Farmers Union Oil - Fessenden	47	\$20,000	Powerball	Western Choice Cenex - Killdeer
6	\$44,000	2by2	Cenex Convenience Store - Rugby	11	\$22,000	2by2	Farmers Union Oil - Beulah	50	\$15,000	Mega Millions	Marketplace Food and Drug - Minot
7	\$40,000	Powerball	Cash Wise Foods #3047 - Stanley	11	\$22,000	2by2	Scisplay Retailer - Burlington	51	\$10,000	Powerball	Enerbase North Hill Cenex - Minot
8	\$30,000	Powerball	Leroy's MVP Store - Mandan	11	\$22,000	2by2	Broadway Market Place Foods - Minot	51	\$10,000	Powerball	Enerbase Southeast Cenex - Minot
8	\$30,000	Powerball	Family Fare Supermarket #121 - Dickinson	11	\$22,000	2by2	Kum & Go #801 - Bowman	51	\$10,000	Powerball	Bjornson's Shell - Devils Lake
8	\$30,000	Powerball	Manvel Oil - Manvel	11	\$22,000	2by2	Farmers Union Oil - Velva - Velva	51	\$10,000	Powerball	Farmers Union Oil Co of Leeds - Leeds
11	\$22,000	2by2	Soooper Stop - West Fargo	11	\$22,000	2by2	M&H Gas - Mandan	55	\$9,000	Hot Lotto	M&H Gas - Dickinson
11	\$22,000	2by2	Southside MVP Store - Mandan	11	\$22,000	2by2	Superpumper #39 - Bismarck	55	\$9,000	Hot Lotto	Curt's Service - Wishek
11	\$22,000	2by2	Petro Serve USA #080 - Fargo	11	\$22,000	2by2	Hornbacher's Osgood #05064 - Fargo	55	\$9,000	Hot Lotto	Farmers Union Oil - Selfridge
11	\$22,000	2by2	Dan's SuperMARKET #3 - Bismarck	11	\$22,000	2by2	Simonson Station Store - Wahpeton	55	\$9,000	Hot Lotto	Judes Prairie Mart - Elgin
11	\$22,000	2by2	Simonson Station Store - Grafton	11	\$22,000	2by2	M&H Gas - Dickinson	55	\$9,000	Hot Lotto	Loaf 'N Jug #673 - Minot
11	\$22,000	2by2	Dan's SuperMARKET Arrowhead #1 - Bismarck	11	\$22,000	2by2	Scisplay Retailer - Williston	55	\$9,000	Hot Lotto	Holiday Stationstore #431 - Minot
11	\$22,000	2by2	Simonson Station Store - Williston	11	\$22,000	2by2	Michigan Tesoro - Michigan	55	\$9,000	Hot Lotto	Superpumper #22 - Belfield
11	\$22,000	2by2	Cash Wise Foods #3047 - Stanley	11	\$22,000	2by2	Family Fare Supermarket #123 - Dickinson	55	\$9,000	Hot Lotto	Loaf 'N Jug #685 - Bismarck
11	\$22,000	2by2	The Utter Stop - Belcourt	11	\$22,000	2by2	Horizon Market - Bismarck	55	\$9,000	Hot Lotto	Cash Wise Foods #3049 - Jamestown
11	\$22,000	2by2	Dan's SuperMARKET #2 - Bismarck	11	\$22,000	2by2	Superpumper #39 - Bismarck	55	\$9,000	Hot Lotto	Enerbase Cenex - Washburn
11	\$22,000	2by2	Lincoln Cenex - Lincoln	11	\$22,000	2by2	Sunset MVP Store - Mandan				
11	\$22,000	2by2	Simonson Station Store - Bismarck	11	\$22,000	2by2	Broadway Market Place Foods - Minot				