

Powerball Cash Dash Promotion

Rules

October 26, 2009

The North Dakota Lottery will be offering a **Powerball Cash Dash** promotion from November 1 thru November 28, 2009. The Lottery will be giving away \$30,000 to players, on a random basis, in individual **Powerball Cash Dash** prizes of \$5, \$20, \$100 and \$500. The prizes will be distributed via **Powerball Cash Dash** coupons that will print from the lottery terminals based on randomly selected eligible sale transactions.

The purpose of the promotion is to educate and encourage players to purchase the Power Play option with their Powerball tickets.

A. Rules

1. The **Powerball Cash Dash** promotion will run from November 1 thru November 28, 2009.
2. All five play Powerball with Power Play purchases will be considered eligible transactions. Each eligible transaction will cost \$10.
3. Randomly selected eligible transactions will win a **Powerball Cash Dash** prize of \$5, \$20, \$100, or \$500.
4. Each winning eligible transaction will receive a **Powerball Cash Dash** prize.
5. When a randomly selected eligible transaction is determined to be a **Powerball Cash Dash** winning transaction:
 - The five play Powerball with Power Play ticket will have the following message printed just below the play numbers; "CONGRATULATIONS! YOU'RE AN INSTANT POWERBALL CASH DASH WINNER".
 - The lottery terminal will play, in Lady Luck's voice, "This is Lady Luck and you are an instant cash dash winner!"
 - A **Powerball Cash Dash** coupon will print from the terminal.
6. **Powerball Cash Dash** prizes will be redeemable immediately at the retailer provided the retailer has sufficient funds available. If the retailer does not have funds available the **Powerball Cash Dash** coupon can be redeemed at another lottery retailer or sent to the North Dakota Lottery office.
7. **Powerball Cash Dash** coupons will be valid for 180 days from the date of issuance.

B. Players

1. Purchase a five play Powerball with Power Play (\$10) ticket from any lottery retailer from November 1 thru November 28, 2009.
2. Randomly selected qualifying transactions will issue a **Powerball Cash Dash** prize coupon.
3. Listen for Lady Luck's voice to know if your transaction is a winner.
4. Redeem your **Powerball Cash Dash** coupon immediately or sign the back of the coupon to redeem at a later date.
5. **Powerball Cash Dash** coupons must be claimed within 180 days of issuance.

C. Retailers

1. Use the **Powerball Cash Dash** icon on the terminal to insure that the customer purchases an eligible transaction: five play Powerball with Power Play (\$10).
2. Inform and educate the public about the **Powerball Cash Dash** promotion.
3. Conspicuously display all point-of-sale items regarding the **Powerball Cash Dash** promotion.
4. Validate and pay winning **Powerball Cash Dash** coupons by scanning them through the ticket reader just as you would any lottery ticket.
5. Retailers will be given credit on their weekly sweep for each **Powerball Cash Dash** coupon redeemed at their terminal **provided that the ticket is scanned and paid.**

D. Lottery

1. The Lottery will create and provide all point-of-sale items and distribute them to each Lottery retailer.
2. The Lottery will offer training on the promotion as requested by Lottery retailers.
3. Pay any **Powerball Cash Dash** coupons sent to the North Dakota Lottery by players.