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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.

PLAYERS CLUB MEANS ADDED-VALUE

North Dakota Lottery tickets give players a chance at hundreds, thousands or even millions! The North Dakota Lottery Players Club® gives added-value to every North Dakota Lottery ticket which benefits players and retailers alike.

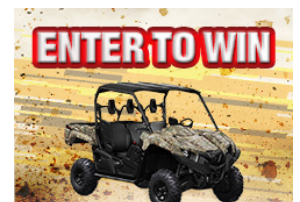
As Players Club members, players receive exclusive benefits such as Points for Prizes®, Points for Drawings™ and Second Chance Drawings all for **FREE!** The more tickets players purchase and enter, the more points they earn. In turn, retailers earn higher commissions as their ticket sales increase. The best part, no additional cost to retailers!

Remind players to join the club by visiting LOTTERY.ND.GOV. Membership is free and the benefits are countless:

Points for Prizes: Hundreds of items to choose from!



Points for Drawings: Win great prizes like these!



Players can find more information about the Players Club and its Official Mobile App at our website, LOTTERY.ND.GOV, or by picking up a Game Guide available at all North Dakota Lottery retail locations.

DIRECTOR'S MESSAGE



Since January 1, 2021, the Lottery had a nice run of winners, particularly for the 2by2 game. There were fourteen 2by2 jackpots won, twelve \$22,000 winners and two \$44,000 double Tuesday winners. Other big winners included a \$1,000,000 Powerball prize, two \$150,000 Powerball with Power Play prizes and one \$25,000 a year for life Lucky for Life prize. Let's keep the winning streak of lucky North Dakota players going as we move into spring.

As the Lottery nears the end of the fiscal year, ticket sales are showing improvement compared to last year, but still well below where actual sales should be. July 2020 through February 2021 unaudited ticket sales totaled \$21.22 million. This is an increase of \$4.98 million or 30.66% compared to the same period last year. The Lottery is estimating ticket sales ending June 30, 2021 to be around \$29 to \$30 million, significantly less than fiscal year 2016 sales of \$35.62 million and fiscal year 2019 sales of \$35.35 million.

This legislative session the Lottery has submitted one amendment to the North Dakota Century Code that is included in Senate Bill 2283, the Office of Attorney General technical amendments. The change authorizes the Lottery to conduct the debt setoff process on each prize payment for an annuity prize rather than only one time when the prize is claimed. Senate Bill 2283 passed the Senate 47-0 and was sent to the House for consideration.

The Lottery extended the online system and services contract through June 30, 2024. We look forward to continuing our partnership with Scientific Games. If you have any problems with the lottery equipment, please call Scientific Games' 24-hour hotline for assistance at 1-866-719-2699. For convenience, the toll-free number is on the tray of your terminal. Immediately report problems to the hotline, this will provide a track record of the incident and allow support personnel to address your concern in a timely fashion.

Thank you to retailers that have partnered with the Lottery over the last seventeen years and welcome to the new retailers that have recently began selling lottery products. We encourage retailers to utilize the resources of the Lottery's customer service specialists, making sure you have the products and point-of-sale material you need to optimize sales.

Ask cashiers to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year. Remember to ask players to purchase Power Play, Megaplier, All Star Bonus, and 7 draw 2by2. These add-on features not only provide the opportunity for players to increase their prizes specific to that game, but earns you the additional sales commission, as well as doubles your sales bonus when you sell a winning ticket for applicable high-tier prizes.

Randy Miller

2BY2 BREAKS RECORDS AGAIN

The 2by2 Instant Win Promotion broke several 2by2 sales records! 2by2 sales for the four week promotion increased a whopping 86.1% with a promotion record of \$699,099 in total sales. Three out of the four weeks hold the top three spots in weekly sales history, with Week 4 holding the top spot at \$191,067. Players won over \$45,000 in instant prizes.

Did your store rank in the Top 5 across the state? Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

1. M&H Gas #13 - Mandan
2. Marketplace Food and Drug - Minot
- 3t. Simonson Station Store #8 - Wahpeton
- 3t. Dan's SuperMARKET #2 (North) - Bismarck
5. M&H Gas #15 - Jamestown

Not on the list? Check the back of this newsletter and see if you made the Top 60!

RETAILER BONUS STRUCTURE

Did you know that when you sell a large tier prize, the retailer earns a BONUS commission!?!? Selling an add-on like Power Play, Megaplier and All Star Bonus earns an additional bonus!

POWERBALL®		
Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Power Play
\$1,000,000	\$5,000	Additional \$5,000 with Power Play
\$50,000	\$1,000	Additional \$1,000 with Power Play

MEGA MILLIONS®		
Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Megaplier
\$1,000,000	\$5,000	Additional \$5,000 with Megaplier
\$10,000	\$500	Additional \$500 with Megaplier

LOTTO AMERICA®		
Prize	Bonus	Additional Bonus
Grand Prize	\$5,000	Additional \$5,000 with All Star Bonus
\$20,000	\$500	Additional \$500 with All Star Bonus

LUCKY FOR LIFE®	
Prize	Bonus
\$1,000/day FOR LIFE	\$25,000
\$25,000/year FOR LIFE	\$2,500
\$5,000	\$250

2BY2®	
Prize	Bonus
\$22,000 Jackpot	\$500
\$44,000 Jackpot	\$1,000

LOTTERY TIDBITS

- RETURN ALL TICKETS TO PLAYERS: Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- NO CREDIT: Credit cards cannot be used to purchase tickets.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Remember to wear your "JACKPOT ALERT!" stickers when jackpots are big.

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TOP 60 2BY2 INSTANT WIN PROMOTION RETAILERS

 /NDLottery

 @ND_Lottery

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	20t	Simonson Station Store #6 - Williston	41t	Farmers Union Oil - Bottineau
2	Marketplace Food and Drug - Minot	20t	HiWay MVP Store - Rugby	41t	Hugo's #2 - Grand Forks
3t	Simonson Station Store #8 - Wahpeton	20t	Cash Wise Foods #3044 - Dickinson	41t	North Hill Marketplace Foods - Minot
3t	Dan's SuperMARKET #2 (North) - Bismarck	20t	Red Carpet Carwash #10 - Bismarck	41t	Cash Wise Foods #3042 - Watford City
5	M&H Gas #15 - Jamestown	25t	Simonson Station Store #4 - Minot	45t	Little Dukes #3020 - Bismarck
6	Family Fare Supermarket #103 - West Fargo	25t	Sunset MVP Store - Mandan	45t	Lincoln Cenex - Lincoln
7t	Superpumper #39 - Bismarck	25t	Brothers III Sports - Valley City	45t	Petro Serve USA #077 - Bismarck
7t	Dan's SuperMARKET #3 (South) - Bismarck	25t	Rosie's Food and Gas - Dickinson	48	Hornbacher's Northport #2685 - Fargo
9	Family Fare Supermarket #115 - Fargo	29t	Cash Wise Foods #3020 - Bismarck	49t	M&H Gas #33 - Williston
10	Cash Wise Foods #3012 - Fargo	29t	Pony Express Shell - Bismarck	49t	Superpumper #4 - Williston
11	Cash Wise Foods #3043 - Minot	29t	Pit Stop LLC - Dickinson	49t	Dakota Plains Cenex - Valley City
12t	Broadway Marketplace Foods - Minot	29t	Red Carpet Carwash #9 - Bismarck	49t	Parshall Cenex - Parshall
12t	Hugo's #9 - Jamestown	33t	M&H Gas #25 - Minot	49t	Red Carpet Carwash #8 - Bismarck
14t	Simonson Station Store #3 - Grafton	33t	Cash Wise Foods #3049 - Jamestown	54t	Farmers Union Oil - Wilton
14t	Hornbacher's Village West #2693 - Fargo	33t	Holiday Stationstore #431 - Minot	54t	Petro Serve USA #071 - Valley City
16t	Country West MVP Store - Bismarck	33t	Cash Wise Foods #3045 - West Fargo	54t	Dan's SuperMARKET #12 (Turnpike) - Bismarck
16t	Stop and Shop - Minot	37	M&H Gas #22 - Dickinson	54t	Hornbacher's Osgood #2689 - Fargo
18t	Albertson's #2028 - Williston	38t	Leroy's MVP Store - Mandan	58t	Envisions Cenex of Rugby - Rugby
18t	Dan's SuperMARKET #6 - Mandan	38t	Neighborhood Grocery and Gas - Jamestown	58t	Good Oil Co. - LaMoure
20t	Arrowhead Marketplace Foods - Minot	40	1 Stop Market - Belcourt	58t	Hugo's #6 - Grand Forks