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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](http://LOTTERY.ND.GOV).

## TONS OF LUCK WITH INSTANT LUCK

The North Dakota Lottery is excited to introduce the newest lottery promotion, *Instant Luck!* May 1 through May 28, players who purchase a single draw, three play Lucky for Life® ticket (\$6 value) get a chance to instantly win a free \$2 Lucky for Life ticket, \$10, \$20 or \$100!

Since its January launch, Lucky for Life has quickly become a favorite among North Dakota Lottery players. It's hard not to dream of a "FOR LIFE" prize! Success of all North Dakota Lottery promotions are due in large part to the great work the North Dakota Lottery retailers put into making the purchase fun and easy for the player.



The banner features a green and yellow background. On the left is the Lucky for Life logo. In the center, it says "INSTANTLY WIN UP TO \$100!". To the right, it says "ASK FOR INSTANT Luck" with "INSTANT" in yellow and "Luck" in green. Further right, it says "MAY 1 - MAY 28" and the North Dakota Lottery logo with the tagline "IMAGINE THE POSSIBILITIES!". At the bottom right, it says "LOTTERY.ND.GOV PLEASE PLAY RESPONSIBLY." and "Buy a \$6 Lucky for Life® ticket (three play, single draw) for your chance at instant luck!"

Will your store make the "Top Sales" honors for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant free ticket winner, their free \$2 ticket will print immediately after their purchased ticket. If a player is a \$10, \$20 or \$100 instant winner, a respective coupon will print.

To receive credit for cashing an instant cash 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.

Stores will receive credit for all scanned and cashed coupons, as well as the free \$2 Lucky for Life tickets. Preprinting Instant Luck transactions is strictly prohibited. Complete details and official rules can be found at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).

# DIRECTOR'S MESSAGE



The beginning of 2016 could not have been more exciting for the North Dakota Lottery, retailers and players! We all were part of a historic Powerball jackpot run (\$1.5 Billion) and the launch of the North Dakota Lottery's newest game, Lucky for Life®. What a way to kick off the new year!

The World Record \$1.5 Billion Powerball jackpot had retailers and players buzzing. No matter where you went, everyone was talking about the Powerball jackpot, buying tickets and dreaming of becoming a BILLIONAIRE. In January alone, North Dakota Lottery sales totaled over \$10.17 million. Unaudited ticket sales for the first eight months of the fiscal year totaled \$25.31 million. This represents a 34.38% increase in sales (\$6.47 million) compared to the same period last year.

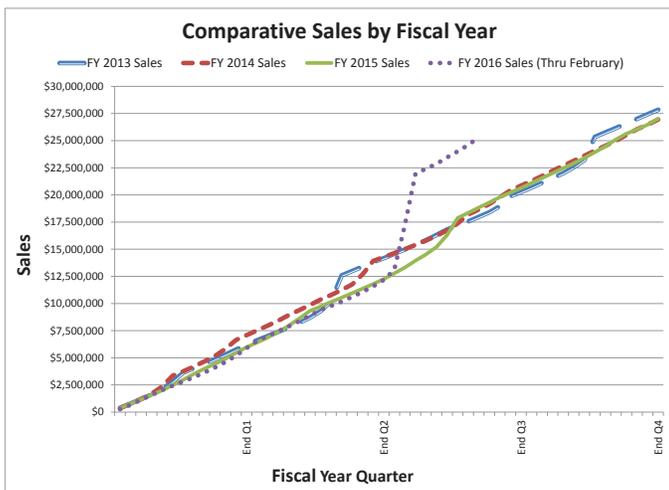
Along with the excitement of the jackpot run, the Lottery recently launched its newest game, Lucky for Life. Prior to the game launch, the Lottery projected average weekly sales of nearly \$81,000. Total sales for the first five weeks of the game were over \$590,000, averaging a tremendous \$118,000 per week.

Based on sales, Lucky for Life is receiving broad public support. North Dakota has yet to have a top prize winner (\$1,000 a day for life) or a second prize winner (\$25,000 a year for life), but it is only a matter of time until we see our first "FOR LIFE" prize winner. North Dakota has already had four \$5,000 prize winners. In total, North Dakota players have won over \$216,000 in prizes since the game launched January 31.

Since the Wild Card 2 game ended on February 24, the Lottery has begun discussions with the Wild Card 2 game group to research new draw game concepts. I will continue to keep you updated if a new game is being considered for North Dakota.

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](mailto:rcmiller@nd.gov).

*Randy Miller*



We anticipate another record-setting sales year for the Lottery that would not be possible without the hard work of you and your employees. Thank you!!!

## PLAYERS CLUB RECRUITING

North Dakota Lottery tickets give players a chance at hundreds, thousands or even millions! Plus, every Lottery ticket has a special entry code players can enter at the North Dakota Lottery Players Club website. This code awards players points on all tickets, winning or non-winning. The more tickets they enter, the more points they earn!

The Players Club is FREE to join and adds additional value to North Dakota Lottery tickets. Remind players to join the club and enjoy these great benefits:

- Points for Prizes
- Points for Drawings
- Second Chance Drawings
- Subscriptions
- Free FunPlay Games
- FREE TO JOIN!

Players can find more information about the North Dakota Lottery Players Club at our website, [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV), or by picking up a Lottery Game Guide available at all North Dakota Lottery retail locations.

## TERMINAL RE-LOCATION?

If you are planning a remodel or just need your lottery terminal(s) moved, ***please contact the North Dakota Lottery office a minimum of one week in advance (701.328.1574)***. Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.



## LOTTERY TIDBITS

- Give ***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 will be issued to retailers for misprinted tickets.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Players can not use credit cards to purchase lottery tickets.
- Confirm ticket purchase amount. Collect payment up front for large ticket purchases (example \$50+) prior to ticket printing.
- Problems with your lottery terminal? Call the 24-hour terminal assistance number located on the front of your lottery terminal (1-866-719-2699).

**OFFICE OF ATTORNEY GENERAL  
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# TOP 60 NORTH DAKOTA RETAILERS (LUCKY FOR LIFE® SALES)

 /NDLottery

 @ND\_Lottery

[LOTTERY.ND.GOV](http://LOTTERY.ND.GOV)

| <b>Rank</b> | <b>Retailer</b>                           | <b>Rank</b> | <b>Retailer</b>                               | <b>Rank</b> | <b>Retailer</b>                           |
|-------------|---|-------------|---|-------------|---|
| 1           | M&H Gas - Mandan                          | 21          | M&H Gas - Jamestown                           | 41          | Dan's SuperMARKET Arrowhead #1 - Bismarck |
| 2           | Dan's SuperMARKET South #3 - Bismarck     | 22          | M&H Gas - Minot                               | 42          | Dan's SuperMARKET #14 - Bismarck          |
| 3           | Dan's SuperMARKET #2 - Bismarck           | 23          | Cash Wise Foods #3012 - Fargo                 | 43          | Family Fare Supermarket #115 - Fargo      |
| 4           | Marketplace Food and Drug - Minot         | 24          | Albertson's #2028 - Williston                 | 44          | Simonson Station Store - Bismarck         |
| 5           | Family Fare Supermarket #103 - West Fargo | 25          | Simonson Station Store - Minot                | 45          | Cash Wise Foods #3049 - Jamestown         |
| 6           | Hornbacher's Village West - Fargo         | 26          | M&H Gas - Dickinson                           | 46          | Cash Wise Foods #3043 - Minot             |
| 7           | Broadway Market Place Foods - Minot       | 27          | Dan's SuperMARKET #6 - Mandan                 | 47          | Arrowhead Market Place Foods - Minot      |
| 8           | Hugo's #9 - Jamestown                     | 28          | Hugo's #10 - Grafton                          | 48          | North Hill Marketplace Foods - Minot      |
| 9           | Rosie's Food and Gas - Dickinson          | 29          | Crosby Self Serve - Crosby                    | 49          | Dan's SuperMARKET Turnpike #12 - Bismarck |
| 10          | Simonson Station Store - Williston        | 30          | Simonson Station Store - Wahpeton             | 50          | Superpumper #4 - Williston                |
| 11          | Pit Stop LLC - Dickinson                  | 31          | Pony Express Conoco - Bismarck                | 51          | Red Carpet Carwash - South - Bismarck     |
| 12          | Cash Wise Foods #3020 - Bismarck          | 32          | Hiway Express - Beulah                        | 52          | Farmers Union Oil - Watford City          |
| 13          | Hornbacher's Northport - Fargo            | 33          | Hornbacher's Express - Fargo                  | 53          | Genex - Hazen                             |
| 14          | Hornbacher's Southgate - Fargo            | 34          | B & J Tesoro - Bismarck                       | 54          | Farmers Union Oil - Wilton                |
| 15          | Superpumper #39 - Bismarck                | 35          | Leevers Foods Devils Lake North - Devils Lake | 55          | Superpumper #40 - Bismarck                |
| 16          | Hornbacher's Osgood #05064 - Fargo        | 36          | Hiway Tesoro - Carrington                     | 56          | M&H Gas - Williston                       |
| 17          | Main Tesoro - Bismarck                    | 37          | Superpumper #22 - Belfield                    | 57          | Cash Wise Foods #3046 - Williston         |
| 18          | Hugo's #8 - Grand Forks                   | 38          | Neighborhood Grocery and Gas - Jamestown      | 58          | Leevers Foods Valley City - Valley City   |
| 19          | Simonson Station Store - Grafton          | 39          | Cash Wise Foods #3044 - Dickinson             | 59          | M&H Gas - Williston                       |
| 20          | Little Dukes #3020 - Bismarck             | 40          | I-94 Exxon - Bismarck                         | 60          | Kum & Go #801 - Bowman                    |