

SOUTH CAROLINA EDUCATION LOTTERY

PRESS KIT



South Carolina Education Lottery
P.O. Box 11949
Columbia, SC 29211

1333 Main Street, 4th Floor
Columbia, SC 29201
(803) 737-2002
Player Information Line:
1-866-736-9819

www.SCEducationLottery.com

www.PlayResponsiblySC.com
S.C. Gambling Helpline:
1-877-452-5155



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DEAR LOTTERY BENEFICIARIES:

In our 13th year in business, the South Carolina Education Lottery (SCEL) is understandably proud of the success we have attained. Our mission is to earn funds which are appropriated by the General Assembly to improve education in South Carolina. These funds are used to support educational programs for students of all ages. Since the launch of the Lottery in 2002, the Lottery has transferred more than \$3.6 billion to the Education Lottery Account.

Each lottery dollar transferred for deposit in the Education Lottery Account (ELA) is critical to enhancing educational opportunities; therefore, we strive to manage our costs responsibly. During Fiscal Year 2011-12, 26.4 percent of every dollar earned by the Lottery was transferred to

our costs responsibly. During Fiscal Year 2013-14, 26.1 percent of every dollar earned by the Lottery was transferred to the ELA. Approximately 63.9 percent was paid as prizes to winning players. Retailers earned commissions and incentives of 7.1 percent. Of the total amount, 1.3 percent was paid for a combination of gaming and contract costs. Advertising costs were 0.6 percent. Administrative costs were 1.0 percent. It is our desire to be viewed as a fiscally conservative, ethically underpinned, and socially aware and sensitive enterprise that provides a net positive benefit to South Carolina and her citizens. Our story is truly “success by the numbers.”

We appreciate your interest in and support of SCEL. When you play the games of the South Carolina Education Lottery, you are not just taking a chance, you are giving one!

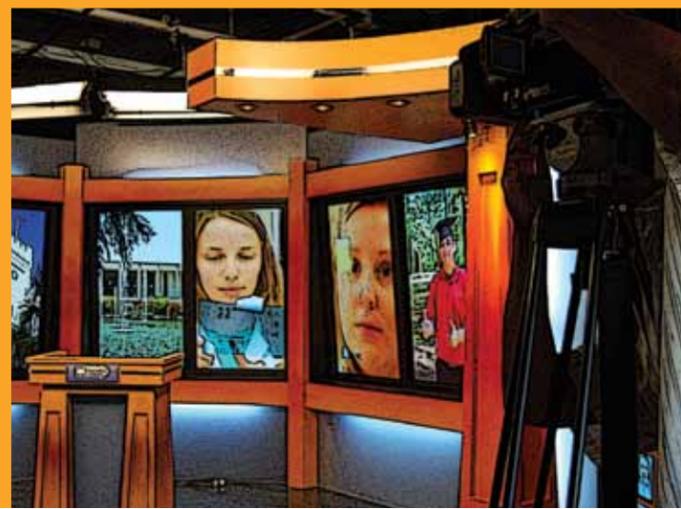
Imagine the possibilities.

Yours truly,

Paula Harper Bethea



For additional information about SCEL's operations, an overview of our history, games offered, and our ongoing commitment to education, I invite you to visit our website, www.sceducationlottery.com, or contact us at 803-737-4419.



STUDIO-ON-MAIN:

Studio-On-Main is an on-call facility owned by the South Carolina Education Lottery. Studio-On-Main is located at 1333 Main Street, Suite 180, Columbia, SC 29201. To book Studio-On-Main contact Hinde Garrison, Executive Producer/Owner of KitchenFish, LLC at 803-309-0694.

OUR MISSION:

TO PROVIDE, WITH INTEGRITY, ENTERTAINMENT OPTIONS TO ADULTS TO SUPPORT EDUCATION IN SOUTH CAROLINA!

As of June 30, 2014, the Lottery had a total staff of 119 employees and nine departments, including Executive Office (3), Audit Services/Internal Auditor (2), Finance (13), Internal Operations (12), Information Technology (12), Legal Services (3), Marketing and Product Development (10), Sales and Retailer Relations (53); and Security (11).

The Internal Auditor reports directly to the South Carolina Education Lottery Commission. All employees of the Lottery serve at will and are not covered by the State Employee Grievance Procedures Act.

Of the Lottery's staff, 48 employees work in the field. Four of these work in the Columbia Claims Center, where lottery winnings are redeemed and 35 employees are responsible for servicing SCEL's retailers throughout the state. They provide delivery of point of sale materials to retailers, advise retailers on marketing techniques, recommend businesses for licensure as retailers, and other duties as directed by the Lottery Commission. Three employees hold sales promotions at special events and licensed lottery retailers.

The number of employees per location as of June 30, 2014:

Upstate: 14;
Columbia Office: 72;
Columbia Claims Center: 4;
Midlands/Blythewood: 15; and
Coastal: 14.

BENEFICIARY

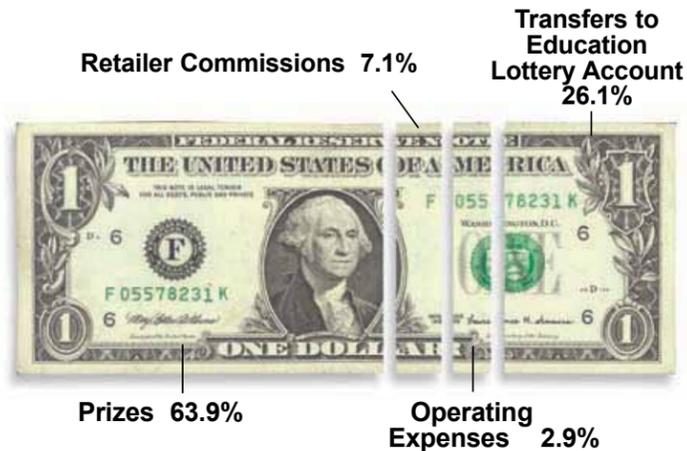
Since the inception of the Lottery, more than **\$3.6 BILLION** has been transferred to enhance education.

Since launch, the South Carolina Education Lottery (SCEL) continues to focus on its objective: to support new educational opportunities for the citizens of the Palmetto State by providing entertainment options to adults who play our games. SCEL's annual beneficiary message is to inform the public of how lottery proceeds enhance educational programs. We pride ourselves on the operation of a conservative lottery, both fiscally in earning revenues and socially as a result of the benefits South Carolinians receive from transfers to education. To ensure that lottery revenues are expended for new educational purposes, the General Assembly requires that the net proceeds, "... supplement and not supplant existing funds used for education." Code of Laws of South Carolina, 1976, Section 59-150-350(C)(2).

The General Assembly of South Carolina allocates and determines the distribution of net funds generated by SCEL. In the 13 years since the Lottery started on January 7, 2002, more than \$3.6 billion has been transferred to enhance the educational opportunities for South Carolinians. Lottery funds have been used to support a variety of educational programs, including:

- More than 1.4 million lottery-funded scholarships and grants awarded to South Carolina's students through academic year 2013-14
- \$180 million for the SmartState Program™ (formerly the Endowed Chairs Program) at the University of South Carolina, Clemson University, and the Medical University of South Carolina from FY 2003-04 through FY 2007-08
- \$20.1 million given to the Allied Healthcare Initiative to address the state's skilled healthcare workforce shortage in FY 2006-07, FY 2008-09 and FY 2009-10
- More than \$780 million directed to support South Carolina's public schools
- Almost \$500 million directed towards primary education (grades K-5) enhancement programs in the subjects of reading, math, science and social studies

What is the breakdown of SCEL's gross proceeds?***



***Figures represent Fiscal Year 2013-14.

- \$99.9 million to purchase more than 844 school buses and provide maintenance and fuel from FY 2002-03 through FY 2006-07 and FY 2011-12 into FY 2014-15
- More than \$17 million to South Carolina counties for local libraries from FY 2002-03 through FY 2007-08 and FY 2011-12
- More than \$2.7 million to programs that provide gambling addiction treatment from FY 2002-03 through FY 2007-08 and FY 2011-12 into FY 2014-15

For a complete list of transfers to the Education Lottery Account (ELA), as well as the legislative appropriations from the ELA, visit sceducationlottery.com or the S.C. Budget and Control Board's at www.budget.sc.gov. Detailed information on scholarship and grant requirements and award amounts is available from the Commission on Higher Education at www.che.sc.gov.

Financial data indirectly related to the Lottery

More than \$90.2 million withheld in S.C. Income Tax from lottery winnings*

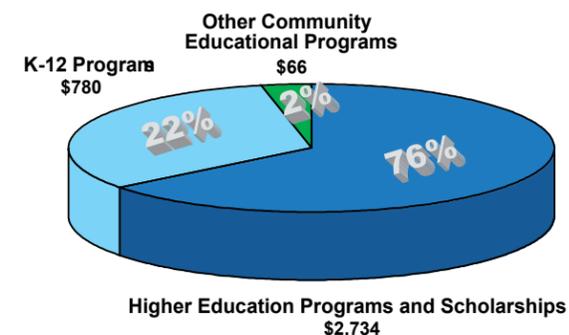
More than \$1.6 million collected in debt set-off and unpaid child support*

* Dollar figures reflect the period of January 7, 2002 - June 30, 2014. Proceeds are transferred to the S.C. General Fund to be appropriated by the General Assembly.

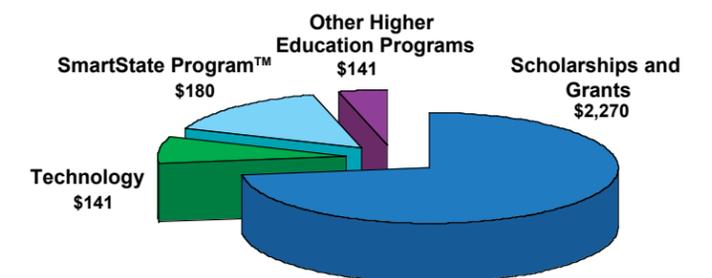
OUR BUSINESS IS SELLING LOTTERY TICKETS.
OUR PASSION IS EDUCATION.



Lottery Dollars Transferred to Date*



Higher Education Transfers to Date**



*Dollar figures for all charts are in millions and incorporate the period from January 7, 2002 - January 12, 2015.

**Source of transfers: Office of State Budget, SC Budget and Control Board. Dollar figures for all charts are in millions and incorporate the period from January 7, 2002 - January 12, 2015.

GAMES

Players must be 18 years of age or older and pay cash for tickets. Tickets are available at retailers across the state. Watch live, televised drawings on WHNS in Greenville/Spartanburg, WCSC in Charleston, WLTX in Columbia, WMBF in Myrtle Beach, WHHI in Hilton Head, WMYT in Rock Hill and WRDW in North Augusta. For all games, prize payouts are subject to SCEL rules and regulations that may be obtained at SCEducationLottery.com.

Sign it NOW! Sign tickets immediately after purchase. Tickets are bearer instruments, meaning the ownership of the ticket belongs to the ticket holder. Signing the ticket helps protect players in the event the ticket is lost or stolen.

Instant Games!

Instant tickets costs range from \$1 to \$10. Scratch the latex-covered area off to reveal the play area. Follow the instructions, and look for a special feature or a bonus area that may be part of the ticket. Lottery retailers will validate winning tickets. Players have 90 days after the last day to sell an instant ticket to redeem a prize. The official end of game notice will be posted at retail locations as well as on sceducationlottery.com. New games are introduced each month, usually on the first Tuesday.

The Lottery offers several terminal generated games: *Pick 3*, *Pick 4*, *Palmetto Cash 5*, *Lucky for Life*, *Add-A-Play*, *Mega Millions*® & *Powerball*®. For these games, except Add-A-Play, prizes must be claimed within 180 days after the draw date on the ticket. Add-A-Play players have 180 days from the day the ticket was printed.



Drawings: Everyday at 12:59 p.m. and 6:59 p.m. (no midday drawing on Sundays) Midday drawings are not televised.

How to Play: Select three (3) numbers from 0 to 9. Choose “Day” or “Eve” drawings. Play up to 28 advance draws or 14 days. Fill out a play slip with a pencil, blue or black ink or mark “Quick Pick” for the computer to select the numbers. Spend \$0.50 or \$1 per play and select from one of the six types. For a “pairs” type, specify the location, either “Front Pair” or “Back Pair.” Pick 3 sales are suspended at 12:45 p.m., Monday through Saturday, and at 6:45 every evening to allow for the drawing. After purchase, a player has up to 20 minutes to cancel the sale. Retailers may NOT cancel a ticket once sales are

suspended for that drawing. Odds of winning are from 1 in 100 to 1 in 1,000, depending upon the play type selected.



Drawings: Everyday at 12:59 p.m. and 6:59 p.m. (no midday drawing on Sundays) Midday drawings are not televised.

How to Play: Pick 4 players bet \$0.50 or \$1 per play. Mark the “Day” or “Eve” box to select the draw and select up to 28 advance draws or 14 days. To play, select four (4) numbers from 0 to 9 or opt for a “Quick Pick” for random selection of numbers. Prior to each drawing, Pick 4 sales are suspended at 12:45 p.m., Monday through Saturday, and at 6:45 every night to allow for the drawing. After purchase, a player has up to 20 minutes to cancel the sale. Retailers may NOT cancel a ticket sold once sales are suspended for that drawing. Odds of winning are from 1 in 417 to 1 in 10,000, depending upon the play type selected.



Drawings: Results every day at 6:59 p.m.

How to Play: Palmetto Cash 5 is a five-number game with a top prize of \$100,000 and multiplier option to win up to \$500,000. Players select five (5) numbers from 1 to 38. Each play costs \$1. There are four ways to match and win. Win \$100,000 by matching all five numbers. Players can “Power-Up” for an additional \$1 to multiply winnings by a number (ranging from 2 to 5) drawn separately. PC5 with “Power-Up,” costs \$2. Players can buy tickets for up to 40 consecutive draws. Prior to each drawing, PC5 sales are suspended at 6:45 p.m. **PC5 tickets CANNOT be canceled.** Overall odds are 1 in 8.4. Odds of winning a top prize are 1 in 501,942.



Add-A-Play is an online game that plays like an instant game. For an extra \$1 per play, players can “Add-A-Play” to any Pick 3, Pick 4, or Palmetto Cash 5 purchase. Add-A-Play play styles and winning symbols change as new games are introduced. Follow the directions printed on the ticket to play. **Add-A-Play games CANNOT be canceled.**



Drawings: Wednesdays and Saturdays at 10:59 p.m.

How to Play: Pay \$2 and select five white ball numbers from a set of 59 plus a red Powerball® from 35 numbers or do a “Quick Pick.” Win the jackpot by matching all six numbers drawn. Jackpots start at \$40 million and increase until won. There are eight other ways to match and win up to \$1 MILLION. Spend an extra \$1 for PowerPlay® to multiply most prizes by 2, 3, 4 or 5, excluding the jackpot and the Match 5 prize, which wins \$2 million with PowerPlay®. Purchase tickets for up to 20 advance draws. Sales are temporarily suspended at 9:59 p.m. on draw nights to allow for the drawing. **Powerball® ticket sales CANNOT be canceled.** Overall odds of winning a prize are 1 in 31.8. Overall odds of winning the jackpot are 1 in 175,223,510.



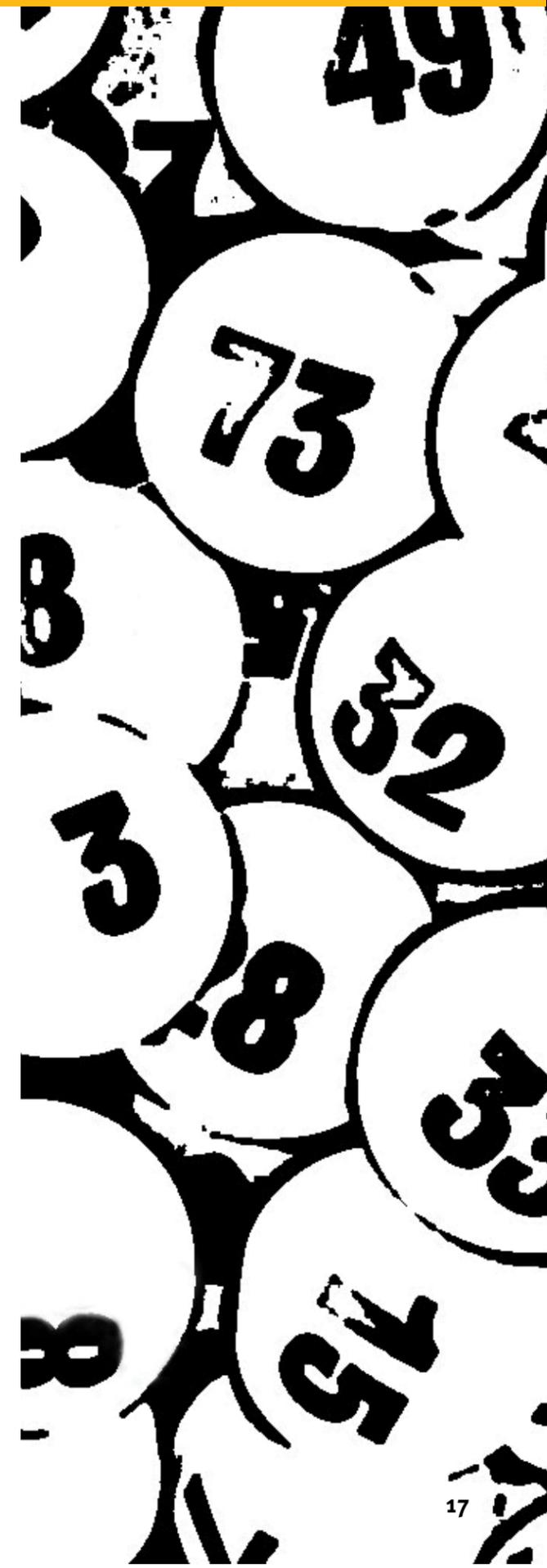
Drawings: Tuesdays and Fridays at 11 p.m.

How to Play: Pay \$1 and select five numbers from 1 to 75 and one “MEGA BALL” number from 1 to 15 or do a “Quick Pick.” Match all six numbers drawn to win the jackpot that starts at \$15 million. There are eight other ways to match and win up to \$1 million. Spend an extra \$1 for Megaplier® to multiply winnings by 2, 3, 4 or 5 (excluding the jackpot). A Match 5 + 0 prize with Megaplier® wins up to \$5 MILLION depending upon the Megaplier® number drawn. Purchase tickets for up to 20 draws in advance. Ticket sales for Mega Millions® are temporarily suspended at 10 p.m. on Tuesday and Friday to allow for the drawing. **Mega Millions® ticket sales CANNOT be canceled.** Overall odds of winning a prize are 1 in 14.71. Overall odds of winning the jackpot are 1 in 258,890,850.



Drawings: Mondays and Thursdays at 10:35 p.m.

How to Play: Pay \$2 and select five numbers out of 48 and a “Lucky Ball” number from 1 to 18. Or request a “Quick Pick.” Match all six numbers and win \$1,000 a day for life. There are nine other ways to match and win up to \$25,000 a year for life. **Lucky for Life ticket sales CANNOT be canceled.** Overall odds of winning a prize are 1 in 7.77. Overall odds of winning \$1,000 a day for life are 1 in 30,821,472.



OUR HISTORY

On November 7, 2000, the state's voters approved a referendum by a vote of 54 percent in support of the implementation of a state-run lottery in South Carolina. On June 7, 2001, the South Carolina General Assembly ratified the South Carolina Education Lottery Act (Act 59 of 2001). The Governor signed the Act into law, and the South Carolina Education Lottery (SCEL) was established.

The legislation that created SCEL also established a board of nine members appointed to staggered three-year terms. The South Carolina Education Lottery Commission was created as an instrument of the State and a public commission, with powers comparable to those exercised by commissions engaged in entrepreneurial pursuits. Three commissioners are appointed by the Governor, three are appointed by the President *Pro Tempore* of the Senate, and three are appointed by the Speaker of the House of Representatives. The South Carolina Education Lottery Commissioners are:

- Tim Madden, Chairman
- Dr. Edward Keith, Vice Chairman
- Nancy Cannon, Treasurer
- Sam Litchfield, Secretary
- Peter Bristow, Ex. Com. Member
- Otis Morris, Jr.
- Karen Ballentine
- Keith Munson
- Thomas DeLoach

Proceeds of lottery games must be used to support improvements and enhancements for educational purposes and programs as provided by the General Assembly. Appropriations from the Education Lottery Account must be used to supplement and not supplant existing funds used for education.

Timeline

2002

January

- SCEL Launch and First Scratch Event

February

- SCEL repays start-up loan.
- Eight individuals are chosen as draw talent.
- SCEL makes first deposit to the Education Lottery Account.

March

- **Pick 3** Launch

June

- **Carolina 5**® Launch. **Carolina 5** was a five-number game with a top prize of \$100,000 taxes paid. Carolina 5 became an instant ticket when Palmetto Cash 5 launched in February 2005.

July

- SCEL transfers \$80 million to the Education Lottery Account in the first six months of operation.
- Columbia Redemption Center moves from the BOA Bldg. to 717-C Lady Street.
- South Carolina Research Centers for Economic Excellence Act takes effect establishing the Endowed Chairs Program at USC, MUSC, and Clemson to encourage research and development in areas targeted to create jobs and economic opportunities. Funding was \$180 million.

August

- **Grilling-up Summer Fun Promotion** became SCEL's first statewide second-chance promotion. Over the course of nine weeks, 25 players were chosen each week, each winning \$100. At the end of the promotion, 10 finalists were chosen from the 225 semi-finalists. Of the 10 finalists, six won \$1,000, three won Ducane grills and the Grand Prize winner had his or her choice of a Ford Escape or F150. More than 125,000 non-winning tickets were disposed of properly.
- SCEL receives two awards from the Public Gaming Research Institute: The Outstanding Achievement Award and an Excellence in Advertising Award.

September

- **Pigskin Playoff**, SCEL's second-chance promotion launches. Entrants were to collect \$5 worth of tickets and choose USC or Clemson when mailing entries. Three draws were held to select 12 semi-finalists each. From the 36 semi-finalists, four won tailgating baskets and helmets. The grand prize winner received four tickets to the Carolina/Clemson game.

October

- **Powerball**® Launch, SCEL joins "America's Game"
- Launch events included the **Power Bug promotion**. A red VW bug was filled with red ping pong balls and the player to guess the closest to the correct number of balls won the car.

2003

January

- SCEL celebrates 1st Year Anniversary.
- Beneficiary Message Campaign Launch
- **Pick 4** Launch

February

- SCEL hosts National Lottery Conference in Charleston.

March

- New "Play Responsibly" Message Launch

May

- SCEL has its **1st Powerball**® **Jackpot Winner** (\$88.7 million).
- **Carolina 5** adds Tuesday night draws, expanding to two nights a week.

July

- SCEL and PalmettoPride launch **Clean\$weep**, a statewide anti-litter campaign.

August

- SCEL partners with the S.C. Law Enforcement Division and the AMBER Alert program to broadcast information on missing children via lottery terminals.

October

- SCEL hosts the national Powerball® drawing from the S.C. State Fair.
- First \$10 ticket, **Cash Bonanza**, launches.

December

- SCEL has its **2nd Powerball**® **Jackpot Winner** (\$110.75 million).

2004

January

- SCEL celebrates 2nd Year Anniversary.
- SCEL launches its jingle, "Just Plain Fun!®"
- SCEL launches "The Lottery Insider," an online registry with player information.

March

- **Carolina 5**® changes to Monday, Wednesday, and Friday draws.
- SCEL reaches a **HALF BILLION DOLLARS** in transfers to the Education Lottery Account.

May

- **Carolina Millionaire** Summer Promotion launch.

June

- Prints 100 millionth **3 Times Lucky** ticket
- SCEL has its **3rd Powerball**® **Jackpot Winner** (\$62 million).

THE LAUNCH STORY

SCEL's launch was one of the quickest and most successful launches in the history of the lottery industry. After the launch on January 7, 2002, SCEL continued to experience a year of successful "firsts."

- First lottery to launch with a full complement of retailers (3,100)
- Total first calendar year sales of \$642.6 million
- First lottery to launch with multiple price points
- Launched 34 instant games and three online games, including **Powerball**®, the multi-state game
- Launched **Pick 3**® in the fastest time frame in lottery history
- Held "Second-Chance Drawings" to give players added value and encourage the proper disposal of non-winning tickets
- Best per capita sales, an average \$1.87, of lottery start-ups. The average per capita sales for other lottery states during start-up is \$0.73

September

- Launches 100th instant game

October

- **Carolina Millionaire** Promotion Grand Prize Reveal Event held at the State Fair. Grand Prize is \$1 million. Nine semi-finalists win an all-inclusive Caribbean vacation for two.

2005

January

- SCEL celebrates 3rd Year Anniversary.

February

- **Palmetto Cash 5** Launch
- **Carolina 5** becomes an instant ticket, with \$100,000 taxes paid top prize

March

- Using numbers from Chinese fortune cookies, 14 South Carolina players match five **Powerball**® white ball numbers to win either \$100,000 or \$500,000 with the purchase of the PowerPlay® multiplier option. (Nationwide there are 110 fortune cookie winners.)

June

- SCEL hosts National Lottery Directors Spring Conference in Charleston.

August

- **Powerball**® Matrix changes from \$10 million starting jackpot to \$15 million. Match 5 prize doubles from \$100,000 to \$200,000. Match 4 + 1 prize increases to \$10,000 from \$5,000.

October

- **Powerball**® Match 5 millionaire and three Match 5 Bonus Prize winners
- Ultimate Harley-Davidson® Grand Prize Event held at State Fair.

December

- SCEL transfers **1 BILLIONTH DOLLAR to the Education Lottery Account** since start-up in January 2002.

2006

January

- SCEL celebrates 4th Year Anniversary.

February

- **Palmetto Cash 5** turns one year old.

- SCEL introduces a toll-free number for players.

March

- Play Responsibly Month
- First **Powerball 10X**® Promotion Launch. One of the 5's on the PowerPlay® wheel is replaced with a 10.

April

- Fort Mill Claims Center opens

May

- **Sales exceed \$1 BILLION** during first 11 months of **FY 2005-06**

June

- SCEL launches the **2006 Million Dollar Second-Chance Summer**™ Promotion.

July

- **Carolina Power Deal**® Launch. The two-minute, televised game show offers players the chance to win up to \$20,000. To qualify players had to make a \$10 combined purchase of Powerball® with PowerPlay® and mail entry form to enter a drawing.

September

- Sandy Island woman is first SCEL game show contestant on **Carolina Power Deal**®.

October

- SCEL voted one of the 2006 Best Places to Work in S.C.
- SCEL receives Award of Excellence - The Certificate of Achievement for Excellence in Financial Reporting
- **Million Dollar Second-Chance Summer**™ Promotion concludes at the State Fair. Wendell Hughes, of Fort Mill, wins the Grand Prize of \$1 million and a Ford Mustang®.
- SCEL Claims Centers able to redeem lottery tickets up to \$1 million. Prior to October 30, players had to claim prizes of more than \$200,000 in Columbia.
- **Carolina Millionaire Raffle** Launch

2007

January

- SCEL celebrates 5th Year Anniversary.
- **Carolina Millionaire Raffle** produces four new millionaires and 762 lower-tier prize winners of \$1,000 to \$100,000.

February

- SCEL's Coastal Claims Center moves to new location in Mt. Pleasant.

March

- Play Responsibly Month

April

- Second **Powerball 10X**® Promotion
- SCEL has its **4th Powerball**® **Jackpot Winner** (\$15 million)

May

- SCEL's website, SCEducationLottery.com, introduces the Players' Club
- **THAT'S THE TICKET**™ Summer Promotion Launch

June

- Last draw date for contestants in the **Carolina Power Deal**® game show. A total of 52 contestants won a total of \$587,000.
- Launch of first instant game to offer an annuity top prize, **20 Year Bonus**.

July

- **THAT'S THE TICKET**™ Summer Promotion first four of nine Grand Prize winners revealed at RiverDogs game in Charleston
- Columbia Claims Center moves to a new location on Assembly Street.

September

- **THAT'S THE TICKET**™ Summer Promotion second four of nine Grand Prize winners revealed during Beach, Boogie & BBQ Festival in Myrtle Beach. Final winner revealed in January 2009.
- **Palmetto Cash 5** expands drawings to five nights a week, Monday through Friday.
- **Cruise Away with Palmetto Cash 5 Promotion** Launch
- **Deal or No Deal**™ instant ticket and second-chance promotion launch

October

- SCEL Executive Director Ernie Passailaigue elected North American Association of State and Provincial Lotteries (NASPL) President.

November

- **Cruise Away with Palmetto Cash 5** Winners Announced

2008

January

- SCEL celebrates 6th Year Anniversary.

February

- **MegaMatch 6**® Launch

March

- Play Responsibly Month
- **First MegaMatch 6**® **Jackpot Winner** (\$871,715)



April

- **Third Powerball® PowerPlay® 10X® Promotion**
- **Deal or No Deal™** second-chance drawing winner plays the **Deal or No Deal™** game show in Hollywood, CA, and wins \$99,000.

May

- SCEL achieves industry milestone with verification on the Technical Standard for Extensible Markup Language (XML) Retail Accounting Reports
- SCEL has its **5th Powerball® Jackpot Winner** (\$35 million)
- **Summer EscapeSM 2008 Promotion** Launch

June

- SCEL has first holographic ticket, **\$100,000 Super Cash**.
- **MegaMatch 6®** jackpot tops \$1 million for first time.
- FY 2007-08 sales exceed \$992 million.

July

- Beneficiary press conference held to announce more than \$2 billion appropriated by the General Assembly for education.
- **Lucky 7's**, first larger \$1 ticket with bar code on ticket front, launches.
- First of four **Summer EscapeSM 2008** Grand Prize finalists revealed at Greenville Drive baseball game.
- Ernie Passailaigue elected Chairman of the Powerball® Group and Vice President of the Multi-State Lottery Association (MUSL).

August

- Second of four **Summer EscapeSM 2008** Grand Prize Finalists revealed at Charlotte Knights baseball game in Fort Mill.
- **Summer EscapeSM 2008** Grand Prize events conclude at the Beach, Boogie & BBQ Festival in Myrtle Beach where the third of four Grand Prize Finalists is revealed. The fourth and final Grand Prize awarded in March 2009 after Summer EscapeSM ticket sales conclude.
- Second **Deal or No Deal™** instant ticket and second-chance promotion launches
- The Certificate of Achievement for Excellence in Financial Reporting is awarded to SCEL by the Government Finance Officers Association of the United States and Canada for its Comprehensive Annual Financial Report.

September

- Record \$1.4 million **MegaMatch 6®** jackpot won (*Record broken July 28, 2009*).
- SCEL closes Fort Mill Claims Center.

October

- SCEL achieves verification for two distinct lottery industry Quality Assurance (QA) best practices under the North American Association of State and Provincial Lotteries Standards Initiative Verification Program. SCEL becomes the third lottery to achieve the industry “good housekeeping” seal for QA procedures and bring the total number of industry best practices verifications to three.

November

- SCEL converts to a new online gaming system offering better service for both retailers and players. The new system allows lottery retailers to sell tickets 24 hours a day, seven days a week.
- SCEL launches a Play Responsibly website at PlayResponsiblySC.com as a resource for problem gamblers and their families.

2009

January

- SCEL celebrates 7th Year Anniversary.
- **Powerball®** Matrix changes. The starting jackpot increases from \$15 million to \$20 million. When PowerPlay® is purchased, the prize for matching five white balls increases to \$1 million.
- **Powerball® Cruise Away Promotion** launches and runs for 8 weeks.
- **THE PRICE IS RIGHT® Second-Chance Promotion** launches.
- **THAT’S THE TICKETSM** Summer Promotion final Grand Prize drawing held to reveal the ninth and final winner in the promotion.

February

- **MegaMatch 6®** turns a year old.

March

- Play Responsibly Month
- Final **Summer EscapeSM 2008** Grand Prize Winner announced.

April

- **Big League Baseball Summer Promotion** launches for a chance to win one of two trips to the *Major League Baseball®* ballpark of the winner’s choice with a final drawing for \$100,000.

May

- SCEL revises Game Closing Procedure for instant tickets.

June

- **Palmetto Cash 5** drawing now held six days a week, Monday through Saturday.
- Executive Director Ernie Passailaigue announces he is leaving the Lottery.
- **Harley-Davidson® Second-Chance Summer Promotion** launches for a chance to win a Harley-Davidson® Fat Boy® motorcycle or \$100,000 in a final drawing. This is the third H-D ticket to launch and the second promotion.
- First of two **Big League Baseball** Grand Prize Events held at the Charleston RiverDogs baseball game in Charleston. First of two trip winners revealed.
- Sales for FY 2008-09 exceed \$1 BILLION.

July

- Second and final **Big League Baseball** Grand Prize Reveal Event held at the Greenville Drive baseball game in Greenville. Second and final trip winner revealed.
- Record breaking \$1,790,631 **MegaMatch 6®** ticket sold.
- **Cash Bonanza Bonus Second-Chance Promotion** launches for the chance to win up to \$1 million.
- Paula Harper Bethea named SCEL’s Interim Executive Director.

August

- Total funds transferred to the Education Lottery Account by SCEL since inception exceed **\$2 BILLION**.
- SCEL has its **6th Powerball® Jackpot Winner** (\$259.9 million).

September

- **Harley-Davidson® Second-Chance Summer Promotion** grand prize event held at the Beach, Boogie & BBQ Festival in Myrtle Beach to award a Harley-Davidson® Fat Boy® motorcycle.
- Paula Harper Bethea named SCEL’s Executive Director.

October

- SCEL voted one of the 2009 Best Places to Work in S.C.

November

- SCEL Commission unanimously approves the cross-selling of **Mega Millions®** and **Powerball®**.

December

- The **MegaMatch 6®** game ends with its 199th drawing. After all winning tickets are claimed and prizes paid, any remaining funds from the **MegaMatch 6®** game are

transferred to the Education Lottery Account (ELA). Lottery net proceeds deposited in the ELA are appropriated by the General Assembly to fund educational programs for students of all ages.

2010

January

- SCEL celebrates 8th Year Anniversary.
- **Mega Millions®** Launch

February

- Second **Wheel of Fortune®** instant ticket and second-chance promotion launch. Entrants have the chance to win one of five trips for two to Hollywood and an audition for the chance to be a contestant on TV’s **Wheel of Fortune®** or a final prize of \$100,000 in three drawings.

March

- National Problem Gambling Awareness Week
- Final **Big League Baseball** drawing for \$100,000 held. The second-chance promotion received approximately 75,700 entries.
- First (1 of 3) **Wheel of Fortune®** drawings held to award two trip winners.

April

- Final **Harley-Davidson®** second-chance drawing held for \$100,000 prize. Approximately 184,000 entries were received during the promotion.
- Second (2 of 3) **Wheel of Fortune®** drawing held to award two trip winners.

May

- **Powerball® PowerPlay® 10X® Promotion** returns and runs until Saturday, June 12, as the “10” multiplier was not selected during the month of May. This is the fourth 10X® promotion.
- **Ric Flair™ Wooooo!** ticket launches. Flair appeared at “Meet and Greets” at the Southern 500 Race in Darlington and Freedom Weekend Aloft in Simpsonville.

June

- Ric Flair™ makes an appearance at the Sun Fun Festival in Myrtle Beach.
- **Chevrolet® Camaro® Second-Chance Promotion** launches. The promotion has three drawings: The first two drawings award a total of 876 prize packs; the third and final drawing will award one Camaro® winner and \$100,000 winner on Wednesday, March 2, 2011.

July

- For the second straight year, lottery sales exceed \$1 BILLION.

August

- First (1 of 3) drawing in the **Camaro® Second-Chance Promotion** to award 438 Camaro® prize packs.
- **Cash Bonanza Bonus Second-Chance Promotion** drawing awards \$1 MILLION top prize. Five winners won \$50,000 and 100 winners were awarded \$1,000. Approximately 768,000 entries were received.

September

- **Millionaire Raffle** returns and runs until 11:59 p.m. on Mon., Nov. 15.
- **Megaplier® Match 5 + 0** prize changes starting with the **Mega Millions®** drawing on Tuesday, September 14, 2010. With the purchase of **Megaplier®**, every **Match 5 + 0** ticket holder wins \$1 MILLION, no matter the **Megaplier®** number drawn.
- Second (2 of 3) drawing in the **Camaro® Second-Chance Promotion** held to award 438 Camaro® prize packs.

October

- **Millionaire Raffle** Early Bird drawing held to draw ten numbers with a prize of \$5,000 each.

November

- Final **Millionaire Raffle** drawing held to draw 724 winning numbers corresponding to two \$1 million prizes; two \$100,000 prizes; twenty \$10,000 prizes and seven hundred \$500 prizes. With the ten Early Bird prizes of \$5,000, the **Millionaire Raffle** awarded 734 prizes.
- The third and final **Wheel of Fortune®** drawing awards a \$100,000 winner and a fifth Hollywood trip winner. More than 91,000 entries were received.
- **Behind the Draw Documentary** is released online.

December

- The first Sunday night drawing for **Palmetto Cash 5** was held on Dec. 5. PC5 drawings are now seven nights a week.

2011

January

- SCEL celebrates 9th Year Anniversary.
- Claims Centers in Greenville and Mt. Pleasant close.
- Powerball® Watch to Win Promotion runs for eight draws. Viewers use a “secret word” to enter for a chance to win tech prizes. Six viewers from SC won.
- The **Front Pair** and **Back Pair** play types for **Pick 3** launch.

February

- The **Bass Pro Shops® Second-Chance Promotion** offers five Adventure Trips of a Lifetime or a \$500 Bass Pro Shops® gift card. There are six trip destinations to choose from. The first two drawings award a total of four trips and 500 gift cards. A third and final drawing awards one trip winner and names one \$100,000 grand prize winner and is held on Wed., Nov. 23, 2011.

March

- The final **Camaro® Second-Chance Promotion** drawing was held. Betty Bond of Iva won the Chevrolet® Camaro® ISS™. The grand prize winner of \$100,000 was Mike Senn of Lexington. The first two drawings award a total of 876 prize packs. There were 222,706 entries received.
- The Lottery sponsors Chris Lafferty, driver of the #89 Chevy in the NASCAR® Camping World Truck Series, in the Too Tough to Tame 200 race in Darlington. Lafferty had the Lottery’s logo featured on the truck.

April

- The first **Bass Pro Shops® Second-Chance Promotion** drawing awards two Adventure Trips and 250 gift cards.

May

- **Jeep, Second-Chance Promotion** launches. The first two drawings award a total of 850 Jeep, merchandise prize packs. The third and final drawing to award a Jeep, Wrangler Unlimited Rubicon Vehicle and a \$100,000 grand prize takes place on Fri., March 23, 2012.
- The second **Bass Pro Shops® Second-Chance Promotion** drawing awards two Adventure Trips and 250 gift cards.

July

- FY 2010-11 sales exceed \$1.047 billion.
- The first **Jeep, Second-Chance Promotion** drawing awards 425 Jeep, merchandise prize packs.

August

- The second **Jeep, Second-Chance Promotion** drawing awards 425 Jeep, merchandise prize packs.
- SCEL voted one of the 2011 Best Places to Work in S.C.
- SCEL partners with Clear Channel to award a trip to the **iHeartRadio® Music Festival** in Las Vegas, NV.

September

- **Instant Ticket Security Documentary** is released online.
- **Wheel of Fortune® Second-Chance Promotion** launches. This is the Lottery’s third WOF ticket. The first drawing awards three trips to Hollywood where players

may be selected to play an exclusive non-broadcast, lottery players-only **Wheel of Fortune®** game with Pat Sajak and Vanna White. The second drawing selects three finalists for the Multi-State Second-Chance draw for a chance to win up to \$1 million. The final drawing selects one \$100,000 grand prize winner on Fri., Sept. 28, 2012.

- The Players’ Club and **iHeartRadio® Music Festival Trip** is won by Gary Hiott of Summerville.

November

- SCEL launches mobile website optimized for smart-phones.
- The third and final **Bass Pro Shops® Second-Chance Promotion** drawing awards an Adventure Trip and a \$100,000 grand prize. During the course of the promotion, 500 gift cards worth \$500 were awarded. Five adventure trip winners were Timothy Gowan, Scott Evans, Melissa Burnell, Quiana Wright and Mary Jeffers from 139,738 entries received. All trip winners chose Big Cedar Lodge outside of Branson, Missouri, as their destination. The \$100,000 grand prize winner was Henry Jackson.

2012

January

- SCEL celebrates 10th Year Anniversary.
- **Diamond Millionaire 10th Anniversary** instant ticket and **Second-Chance Promotion** launch. Five \$1 million top prizes are available on the \$10 ticket. Non-winning tickets can be entered for a chance to win a \$1 million grand prize. The drawing will occur on Mon., Nov. 19, 2012.
- SCEL celebrates its **10-Year Anniversary** by closing the second block of Main Street and hosting a press conference and reception.
- **Powerball®** celebrates its 20-Year Anniversary with game enhancements touting bigger jackpots, better odds, and more millionaires. Ticket price increases from \$1 to \$2. The starting jackpot doubles to \$40 million. The overall odds and the odds of winning the jackpot improve.

February

- SCEL has its first player to win \$2 million by matching all five white balls with the purchase of **PowerPlay®** since the enhancements to **Powerball®** took effect on January 15. Tri An Mart in Fort Mill received a \$20,000 retailer commission when the ticket was claimed.
- The first drawing of three in the **Wheel of Fortune® Second-Chance Promotion** awards three trips to Hollywood (valued at \$12,500) where players may be selected to play an exclusive non-broadcast, lottery players-only Wheel of Fortune® game with Pat Sajak and

Vanna White. The winners, selected from more than 68,000 entries, are: Tom Goen, of Pauline; Thomas Laprise, of Goose Creek; and Gary Rodriguez, of Lancaster. The trip takes place April 24-28. Thomas Laprise, of Goose Creek, was chosen to play a non-broadcast version of the game show with Pat Sajak and Vanna White. Laprise solved two puzzles to win \$10,300 in cash and prizes.

March

- The third and final drawing in the **Jeep, Second Chance Promotion** awards a Jeep, Wrangler Unlimited Rubicon Vehicle to Shelly Kammert of Myrtle Beach and a \$100,000 grand prize to Georgianna Rosendary of North Charleston. 206,830 entries were received.
- After a \$72 million **Mega Millions®** jackpot is won on January 24, the jackpot rolls 19 times to an historic **\$656 million** on March 30. The jackpot is hit in Kansas, Illinois, and Maryland. SCEL had a \$250,000 winner sold at the Spinx Company #134 in Simpsonville. More than 205,000 players won prizes from \$2 to \$250,000 in the drawing.

May

- The **Muscle Car Money™** instant ticket and second-chance promotion launch. In the second-chance promotion five (5) winners will be chosen in three drawings. Each will have his or her choice from four muscle cars. In addition to the Muscle Car winner in the last drawing, one winner will be drawn to win the \$100,000 grand prize.

July

- Fiscal Year 2011-12 sales exceed \$1.13 billion.
- The first drawing of three in the **Muscle Car Money™ Second-Chance Promotion** awards two muscle car vehicles: one to Alleen Britton of Columbia and one to Allan Speicher of Lugoff.

August

- The second drawing of three in the **Muscle Car Money™ Second-Chance Promotion** awards two muscle car vehicles: one to Jack Cox of Graniteville and one to James Livingston of Simpsonville.
- The second drawing of three in the **Wheel of Fortune® Second-Chance Promotion** selects three finalists (Linda Ewing, of York; Oliver Gartrell, of Aiken; and Trang Nguyen, of Fort Mill) for the Multi-State Second-Chance draw for a chance to win up to \$1 million.

September

- The **Carolina Panthers** instant ticket is an historic first for both the Education Lottery and the Panthers.

- The final **Wheel of Fortune® Second-Chance Promotion** drawing won Michael Reese of Lexington the \$100,000 Grand Prize on Fri., Sept. 28. Over 100,000 tickets were entered.

November

- With over 1 million entries, the **Diamond Millionaire Second-Chance Promotion** drawing selects Jennifer Elrod of Summerville as the \$1 million winner on Mon., November 18.

2013

January

- SCEL celebrates 11th Year Anniversary.
- In the final **Muscle Car Money™ Second-Chance Promotion** drawing, Terry Livingston of Columbia wins the \$100,000 Grand Prize and Vandra Patel of Rock Hill wins a muscle car. 255,000 entries were received.

March

- Lottery transfers reach \$3 billion to education.
- The **FAN-tastic! Second-Chance Promotion** launches, a NASCAR® licensed product game. Drawings for four insider trips to Darlington, two insider trips to Daytona, and a \$100,000 prize are planned.

April

- **Carolina Cash 6**, a six-number game with a grand prize of \$200,000 Taxes Paid game, launches.

May

- Powerball® jackpot swells to record \$590 million.

July

- Fiscal Year 2012-13 sales exceed \$1.2 billion.
- The **Guy Harvey Second-Chance Promotion** offers players a chance to win a fishing trip with Guy Harvey in Grand Cayman Island, or a luxury vacation at Kiawah Island golf resort, or \$100,000 cash. Guy Harvey generously donated his licensing proceeds from the ticket to state conservation groups to fund education and marine conservation efforts in South Carolina.

August

- Carolina Cash 6 game ends.
- In the first of three drawings in the **FAN-tastic! Second-Chance Promotion**, Robert Kirby of Moncks Corner and Don Paul of Elgin won trips to Darlington. Joshua Wesnesky of Conway won a trip to Daytona, FL.
- **Honda instant ticket and second-chance promotion** launch. Fifteen Honda Rancher 4X4s manufactured in Timmonsville, SC will be given as prizes. A final drawing will name a \$75,000 winner.

September

- **Carolina Panthers Second-Chance Promotion** launches where players can enter to win a \$250 Panthers Gift Card or a \$100,000 cash prize.
- SCEL has its **7th Powerball® Jackpot Winner** (\$399.4 million) at Murphy USA #8611 in Lexington. The jackpot amount is the fourth largest in Powerball history. The winner did not want to be identified. The State of South Carolina received an additional \$15 million in tax revenue; the Lottery will transfer an additional \$2 million to education.
- Steven Hussey of Simpsonville wins a trip to The Sanctuary at Kiawah Island Golf Resort in the **Guy Harvey Second-Chance Promotion**. Two additional drawings remain. Players also win 249 Guy Harvey Gift Cards worth \$100.

October

- In the second of three drawings in the **FAN-tastic! Second-Chance Promotion**, Cory Dickey of Lynchburg and David Long of Charleston won trips to Darlington. Ronnie Landers Jr. of Simpsonville won a trip to Daytona, FL.
- **Mega Millions®** game changes result in larger starting jackpot that's expected to grow faster and create more millionaires. Players can win up to \$5 million with Megaplier®.
- In the first of three **Honda Second-Chance Promotion** drawings, BJ Humphries, Thelma Hall, Jason Childs, William Young and Brien Dawkins each win a Honda Rancher 4X4.

November

- SCEL reaches 100 lottery-made millionaires milestone.
- Mailon Davis of Hartsville is the winner of the **Guy Harvey Second-Chance Promotion** trip to fish with Guy Harvey in Grand Cayman Island. Guy Harvey gift cards worth \$100 were awarded to 249 players.

December

- **Carolina Panthers Second-Chance Drawing** (1 of 2) awards 250 Panthers Gift Cards valued at \$250 each.

2014

January

- SCEL celebrates 12th Year Anni
- Powerball® restores PowerPlay®. Non-jackpot prizes, excluding the Match 5 prize, will be multiplied by 2, 3, 4, or 5 with the purchase of PowerPlay®.
- In the second of three **Honda Second-Chance Promotion** drawings, Diane Lawrence, Sangita Patel, Peter Hulett, Michael Bowling and Alan Lawrence win Honda Rancher ATVs.

March

- The Lottery and Heritage Classic Foundation partner on a \$3 instant ticket that offers a second-chance drawing where two players will win a trip to the 2015 Heritage Golf Tournament.

April

- The Lottery launches on Twitter @sclottery.
- Crystal Kendrick of Irmo wins \$1 million in the **Money Money Millionaire Second-Chance Promotion**. Over 1.1 million entries were received.

May

- Out of 87,000 entries received, Goose Creek's Brian McMaster is our \$100,000 **FAN-tastic!** Grand Prize drawing winner.

June

- Michelle Smith of Greenville and Ken Whitney of Ware Shoals win a trip to the 2015 Heritage Golf Tournament in the **Heritage Classic Foundation Second-Chance Promotion**.

July

- FY 2013-14 sales exceed \$1.26 billion.
- For the third straight year, the Lottery and Carolina Panthers partner on an instant ticket.
- Leroy Dunlap of Blythewood wins \$75,000 in the final **Honda Second-Chance Promotion** drawing that. Jeremy Price, David Christman, Robert Watts, Aaron Barts and Jimmy Dixon win Honda Rancher ATVs.

August

- The final drawing to win \$100,000 in the **Carolina Panthers Second-Chance Promotion** is held. A Columbia resident's name was selected from more than 200,000 entries received.

September

- A NEW Players' Club launches.
- **Instant Replay Second-Chance Promotion** launches. Players enter non-winning \$1 and \$2 tickets for a chance to win points and prizes in monthly drawings over 11 months. A final drawing for \$100,000 is planned for next September.

October

- A Charleston resident wins \$1 million in the **Millionaire Madness Second-Chance Promotion**. Over half-a-million entries were received.
- The final drawing to win \$100,000 in the **Guy Harvey Second-Chance Promotion** is held. An Aiken resident's name was selected from more than 100,000 entries received.

November

- SC Lottery Instant Replay APP launches.

2015

January

- SCEL celebrates 13th Year Anniversary
- How does \$1,000 a day for life sound? The **Lucky for Life** game launches in SC. Tickets are \$2 for the six number, multi-state game.

POWERBALL® JACKPOT WINNERS



Powerball® is a multi-jurisdictional game played in 47 jurisdictions. Managed by the Multi-State Lottery Association, Powerball® drawings are held on Wednesday and Saturday at 10:59 p.m. South Carolina's first Powerball® drawing was held Wednesday, October 9, 2002. Since joining, the South Carolina Education Lottery has had seven jackpot winners:

\$88.7 Million

SCEL's first Powerball® jackpot winners were Anthony and Monica Wilson, of Charlotte, N.C. The couple won an \$88.7 million jackpot in the May 7, 2003 drawing. Mr. Wilson worked in Columbia and stopped at Red Rocket Fireworks in Fort Mill to purchase tickets on his drive home.

\$110.7 Million

While traveling through S.C. on New Year's Eve, Norman "Norm" Shue purchased \$20 in Powerball® tickets at Clover Shop & Save in Clover. The first ticket was one of two tickets that matched the six numbers drawn in the December 31, 2003 drawing to split a \$220 million jackpot. Norman, the Lottery's second jackpot winner, and his wife, DeAnna, were residents of Concord, N.C.

\$65.8 Million

An admitted first time Powerball® player, who prefers to be unnamed, was the Lottery's third jackpot winner. The winning ticket worth \$65.8 million was purchased from The Spinx Company, Inc., in Townville. The North Carolina resident purchased the ticket for the June 26, 2004 drawing after spotting a Powerball® billboard advertising the jackpot.

\$15 Million

Dick Sandlin, of Wilmington, N.C., claimed the \$15 million jackpot for the April 4, 2007 drawing to become the fourth Powerball® jackpot winner. Amoco Food Shop #3 in Florence sold the winning ticket. Dick and Colleen Sandlin were returning from Florida and purchased lottery tickets in every state they traveled through on their journey home to North Carolina.

\$35.3 Million

Beginners luck or divine intervention, Jonathan Vargas, 19, was the first South Carolinian to win a Powerball® jackpot but the fifth SCEL player. The Gaston resident purchased the winning ticket for the \$35.3 million jackpot from Raceway #6747 in West Columbia. Vargas was working construction when the Powerball® numbers came to him. He purchased a ticket for the May 17, 2008 drawing and played his siblings' birth dates.

\$259.9 Million

Solomon Jackson Jr., a Columbia native, purchased the jackpot-winning ticket worth \$259.9 million from Murphy USA #7057 in Columbia. A retired state employee, Jackson purchased a single Powerball® quick pick with PowerPlay® for the August 19, 2009 drawing to win the jackpot.

\$399.4 Million

South Carolina's largest jackpot win belongs to a Columbia area man, who declined to release his name. The fourth largest jackpot in Powerball® history of \$399.4 million was won at a Murphy USA #8611 in Lexington. The ticket was a \$20 quick pick bought the day of the drawing on September 18, 2013.

POWERBALL®: DID YOU KNOW...

...the South Carolina Education Lottery has sold seven jackpot winning tickets and created 51 Powerball® millionaires.

...the largest Powerball® jackpot won was \$590 million in May of 2013. The winning ticket was sold in Florida.

...SCEL offers a 1 percent retailer commission to a retailer who sells a redeemed winning ticket worth \$10,000 or more. Retailer commissions are capped at \$50,000.

...players can purchase PowerPlay® for an additional \$1 per play to multiply most non-jackpot prizes by 2, 3, 4, or 5. If a player matches all five white balls with the purchase of PowerPlay®, the set prize is \$2 MILLION.

...in September of 2013 the Education Lottery sold a winning ticket for the fourth largest jackpot in Powerball® history. The nearly \$400 million jackpot was won by a Columbia area man.



Monica and Anthony Wilson
\$88.7 Million Jackpot Winner

Norman and DeAnna Shue
\$110.7 Million Jackpot Winner

Colleen and Dick Sandlin
\$15 Million Jackpot Winner

Jonathan Vargas - \$35.3 Million Jackpot Winner
1st South Carolinian to win the jackpot

Solomon Jackson Jr.
\$259.9 Million Jackpot Winner

CLAIMING PRIZES

Sign it NOW! After purchasing tickets, please SIGN the back of the ticket legibly. Signing the ticket helps to protect you in the event the ticket is stolen or misplaced.

South Carolina Education Lottery players have three options for claiming prizes:

1. At authorized lottery retailers

Any lottery winnings up to and including \$500 can be redeemed at any authorized lottery retailer. Players are encouraged to sign tickets before presenting the ticket for validation.

2. By mail

Winnings of \$100,000 or less may be redeemed by mail.

The back of the winning ticket must be signed. Winnings in excess of \$500 must be accompanied by an official lottery claim form available at sceducationlottery.com. Claim forms are also available at any authorized South Carolina Education Lottery retailer. A copy of a picture identification card (driver's license, state or military I.D., or passport) is required for all winnings over \$500.

To claim winnings of \$100,000 or less via mail, please send in your ticket to the following address:

SC Education Lottery
P.O. Box 11039
Columbia, SC 29211-1039

The risk of mailing tickets remains with the player. Registered mail is recommended. **Winnings over \$100,000 must be claimed in person at the Columbia Claims Center.** Having a photocopy of a winning ticket will provide a record if the ticket is lost in the mail or misplaced.

3. At the Columbia Claims Center

Any winning ticket may be claimed at the Columbia Claims Center. For winnings up to and including \$500, please sign the ticket back. For winning amounts in excess of \$500, players must provide: (1) a completed claim form; (2) a copy of picture identification (driver's license, state or military I.D.,

or passport); and (3) a signature on the winning ticket. Winning tickets in excess of \$100,000 must be brought in person to the Columbia Claims Center for redemption.

Please note, depending on the amount of your winnings, SCEL will withhold South Carolina taxes and federal tax laws apply. Players have 90 days after the official end of a scratch-off game to redeem a ticket. Pick 3, Pick 4, Palmetto Cash 5, Lucky for Life, Mega Millions® and Powerball® tickets can be redeemed up to 180 days after the draw date printed on the ticket. Players have 180 days from the date of sale for an Add-A-Play ticket to claim a prize.

The Columbia Claims Center is open from 8:30 a.m. until 5 p.m., Monday through Friday. (Except for holidays) **Players should arrive before 4 p.m. to allow time for verification.**

HOLIDAYS RECOGNIZED BY SCEL

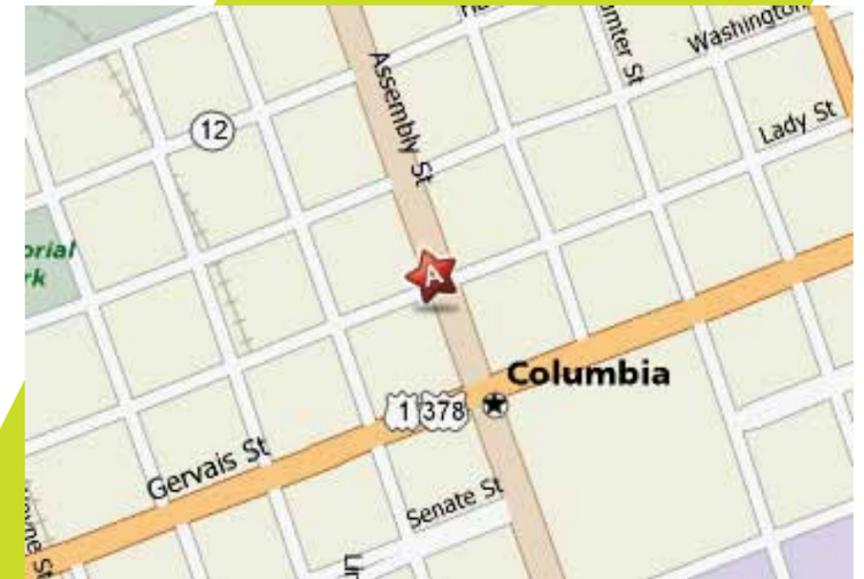
January 1—New Year's Day
Last Monday in May—National Memorial Day
July 4—Independence Day
First Monday in September—Labor Day
National Thanksgiving Day and the Friday after
December 24—Christmas Eve
December 25—Christmas Day (No Midday drawing)
December 26—The Day after Christmas

Whenever any of these fall on Sunday, the Monday following is prescribed, and whenever any of these fall on Saturday, the preceding Friday is prescribed.

CLAIMS CENTER

The South Carolina Education Lottery's Claims Center is located in Columbia. The address, phone number and map for the claims center location follows:

Columbia Claims Center
1309 Assembly Street
Columbia, SC 29201
(803) 253-4004



SIGN the ticket BACK

MESSAGE TO WINNERS

The South Carolina Education Lottery has a message for its winners.

Congratulations! We are thrilled for you, but always...

Sign the back of the winning ticket first. This simple step safeguards your prize in the event your ticket is lost or stolen.

Secure the ticket in a safe location. Be careful who you tell that you won and where you keep the ticket until you can cash it. Your safety and that of your family is very important to us.

Seek council from a trusted source. Requesting advice from a financial planner, CPA, or lawyer is a good idea for winners of significant prizes, especially jackpot prizes.

PLAY RESPONSIBLY

HAVE FUN. PLAY SMART. PLAY RESPONSIBLY®

The games of the Lottery can be a lot of fun. As with any game, the games of the South Carolina Education Lottery are designed for just that... fun. SCEL encourages our players to play responsibly.

Nationally, the gambling industry recognizes March as "Play Responsibly" month, but the Education Lottery advocates responsible play every day. SCEL and the Department of Alcohol and Other Drug Abuse Services (DAODAS) have teamed up in support of increased public awareness of the availability and benefits of problem gambling treatment. This effort is designed to help educate the public about the warning signs of problem gambling and where to call to obtain treatment services. Conspicuous signage and printed literature available at all retail locations, along with television and radio public service announcements are all ways SCEL encourages responsible play.

In March 2004, SCEL provided marketing support when DAODAS launched a toll-free helpline in accordance with Section 59-150-230(l) of the South Carolina Education Lottery Act which requires lottery funds be directed toward the prevention and treatment of compulsive gambling disorder.

Managed by DAODAS, this helpline is available to assist individuals and families affected by problem and compulsive gambling. If you or someone you know has a gambling problem, treatment is not only available, but also effective in improving the lives of problem gamblers and their families. The South Carolina Gambling Helpline is available 24-hours a day, toll-free at 1-877-452-5155.

In Fall 2008, SCEL launched a website devoted to increasing public awareness of problem gambling and informing the public of the community treatment services available. Visit **PlayResponsiblySC.com** for details.

Nationally, persons who believe they may have a gambling problem can seek help by calling a 24-hour confidential live hotline at 1-800-522-4700. When playing the games of the Lottery, remember to Have Fun. Play Smart. Play Responsibly.™

For live 24-hour
assistance in S.C...

South Carolina
DAODAS
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155

National gambling
services available...

 National Council
on Problem Gambling

1-800-522-4700

Play Responsibly Brochure

The PLAY RESPONSIBLY BROCHURE is available at lottery retailers statewide and provides those seeking treatment with resources in their area.



AMBER ALERT

America's Missing: Broadcast Emergency Response

The AMBER Alert emergency broadcast program is named for Amber Hagerman, 9, who was abducted and murdered. In the aftermath of her murder, the Arlington, TX, community requested that radio stations broadcast special "alerts" in the event of child abductions to assist law enforcement in disseminating information. The AMBER Alert Plan was developed in 1996 and is a voluntary partnership between law enforcement agencies and broadcasters. Today there are AMBER Alert plans in all 50 states.

On August 27, 2003, lottery terminals were programmed to distribute information about SC's child abductions. Once an alert has been issued by the SC Law Enforcement Division, the information is sent to lottery terminals where the alert can be printed and posted at lottery retail locations. During the fall of 2009, Player Information Displays (PIDs) were installed across the retailer network. The 15-inch PID screens display photos and other vital details concerning a missing child. Law enforcement statistics indicate the first three hours after a child is abducted are a critical window for a successful recovery. The lottery terminal is another communication tool to be used during those important first three hours.

LOTTERY RETAILERS

In the 13 years since the first lottery ticket was sold, retailers across the state have demonstrated tremendous support for the Lottery. Make no mistake, the South Carolina Education Lottery's network of approximately 3,800 licensed retailers (as of June 30, 2014) is the reason transfers since startup have surpassed the \$3.6 BILLION mark.

Because lottery tickets can only be purchased in South Carolina, all lottery retailers are located within the state. While a majority of lottery tickets are sold at convenience stores, lottery tickets can also be purchased at some grocery stores, package stores and newsstands in the state. Tickets must be purchased with cash, and retailers will redeem winning tickets up to and including \$500 as required by contract.

For every ticket sold, a lottery retailer receives a 7 percent sales commission. Once claimed, lottery retailers also earn a 1 percent retailer commission for selling a ticket with winnings of \$10,000 or more. The retailer commission is capped at \$50,000.

To the right is a listing of the MILLION DOLLAR SALES CLUB for retailers with sales of more than \$1 million in Fiscal Year 2013-14. A total of 71 retailers are MILLION DOLLAR SALES CLUB members.

LOTTERY PROMOTIONS



The Lottery conducts promotions at retailer locations and special events across the state. Players making the required lottery purchase may spin the prize wheel to win promotional items.

TOP 10 RETAILERS BY REGION

UPSTATE

Business Name:	City:
Miller Produce	Fort Mill
Garden Spot 4	Taylors
Quick Pantry 26	Greenwood
Quick Pantry 16	Greenwood
Sams Corner	Spartanburg
Herlong Express	Rock Hill
Value Spot 4415	Simpsonville
Mini Mart	York
Sunoco Quick Mart	Greenville
Texaco Food Mart	Spartanburg

MIDLANDS

Business Name:	City:
Jimmy's Mart	Columbia
Devikinc	Sumter
3 Way Food Mart 5	Aiken
Quick Pantry 21	Orangeburg
Dusty Bend Discount Bev	Camden
V Go Food Mart	Holly Hill
Quick Pantry 5	Orangeburg
Quick Pantry	Saint Matthews
Top Notch Mart	Columbia
Short Stop	Orangeburg

COASTAL

Business Name:	City:
Food Mart #1	Charleston
Sky Mart Patel Conv.	Charleston
Big Ts	Goose Creek
Fuel Express	North Charleston
Shop N Go	Beaufort
In N Out Conv. Store	Charleston
Abhi Enterprises	Florence
Amoco Food Shop	Beaufort
Sunfly Conv. Store	North Charleston
Scotchman	Georgetown

THE NUMBERS TELL THE STORY

Approximately **3,800** retailers through the end of Fiscal Year 2013-14...

\$1.26 BILLION in Fiscal Year 2013-14 sales...

\$3.6 BILLION and counting transferred to the state benefiting South Carolina's students since startup 13 years ago...



Million Dollar Sales Club FY 2013-14

Business Name:	City:	Total Sales:
1. Food Mart	Charleston	\$2,333,743.00
2. Jimmy's Mart	Columbia	\$2,328,845.00
3. Sky Mart Patel Convenience Store	Charleston	\$2,273,327.00
4. Big T's	Goose Creek	\$2,178,206.50
5. Devikinc	Sumter	\$2,171,055.00
6. Fuel Express	North Charleston	\$2,017,295.50
7. 3 Way Food Mart 5	Aiken	\$2,006,930.00
8. Miller Produce	Fort Mill	\$1,921,456.50
9. Shop And Go	Beaufort	\$1,864,371.00
10. Quick Pantry 21	Orangeburg	\$1,668,071.00
11. Garden Spot 4	Taylors	\$1,595,862.00
12. In N Out Convenience Store	Charleston	\$1,588,682.00
13. Dusty Bend Discount Beverage	Camden	\$1,574,249.00
14. V Go Food Mart	Holly Hill	\$1,569,011.50
15. Quick Pantry 5	Orangeburg	\$1,538,993.00
16. Abhi Enterprises	Florence	\$1,537,199.00
17. Quick Pantry 26	Greenwood	\$1,533,671.00
18. Quick Pantry 16	Greenwood	\$1,522,502.50
19. Amoco Food Shop	Beaufort	\$1,507,376.50
20. Quick Pantry	Saint Matthews	\$1,499,456.50
21. Top Notch Mart	Columbia	\$1,495,346.50
22. Short Stop	Orangeburg	\$1,493,399.50
23. Sams Corner	Spartanburg	\$1,467,386.50
24. Alhanik LLC	Columbia	\$1,462,430.00
25. Sunfly Convenience Store	North Charleston	\$1,455,315.00
26. Shiv Mart III	Columbia	\$1,443,740.50
27. M P Mart	Winnsboro	\$1,434,709.00
28. Scotchman	Georgetown	\$1,429,418.00
29. Shell Quick Mart	Georgetown	\$1,411,236.00
30. Quick Serve	Lexington	\$1,400,969.00
31. 52 Station	Moncks Corner	\$1,389,554.00
32. Palm Pantry 1	Bamberg	\$1,378,794.00
33. Quick Stop & Go III	Columbia	\$1,350,424.50
34. SKS Foodmart	Columbia	\$1,334,840.00
35. Quick Pantry #34	Orangeburg	\$1,319,239.50
36. Quick Pantry 7	Orangeburg	\$1,308,978.00
37. Raceway #6747	West Columbia	\$1,283,337.00
38. Mo Conv. and Tobacco Store	Aiken	\$1,275,266.00
39. AM PM Food Mart Inc	Columbia	\$1,274,439.50
40. Bettys Quick Stop	Hemingway	\$1,273,672.00
41. Kaival Plaza	Saint Helena Island	\$1,267,971.50
42. Herlong Express	Rock Hill	\$1,265,978.50
43. Stop N Go	North Charleston	\$1,244,791.50
44. Quick Store 1	Orangeburg	\$1,236,927.50
45. Value Spot 4415	Simpsonville	\$1,235,651.50
46. Mini Mart	York	\$1,229,645.00
47. Quick Pantry 25	Manning	\$1,225,998.00
48. Publix Super Markets #1081	Mount Pleasant	\$1,209,319.00
49. Sunoco Quick Mart	Greenville	\$1,193,719.00
50. PM Food Mart	Hartsville	\$1,138,158.00
51. Sumter Stop	Sumter	\$1,136,812.50
52. BP Food Shop	Beaufort	\$1,119,145.50
53. J & S Food Mart IV	Columbia	\$1,112,457.50
54. 4 Way Stop	Orangeburg	\$1,110,638.50
55. Caper House	Saluda	\$1,105,506.50
56. EZ Stop	Summerville	\$1,085,242.50
57. Savers	Florence	\$1,078,726.00
58. Kwik Mart	Sumter	\$1,077,021.00
59. EZ Shop	Darlington	\$1,066,764.00
60. Quick Food Mart	Orangeburg	\$1,064,700.50
61. Smart Stop	West Columbia	\$1,062,898.00
62. Sams Mart	Quincy	\$1,061,109.50
63. Publix Super Markets #824	North Charleston	\$1,051,022.00
64. Texaco Food Mart	Spartanburg	\$1,049,312.00
65. Quick Pantry #35	Orangeburg	\$1,037,389.50
66. Murphy Express #8538	Columbia	\$1,035,128.00
67. Kwik Mart	Ladson	\$1,015,720.50
68. Shyam Food Mart Inc	Beaufort	\$1,015,680.00
69. Ellore Country Store	Ellore	\$1,006,104.00
70. Eagle Express	West Columbia	\$1,002,475.50
71. Sai Mart	Orangeburg	\$1,000,609.00