

SELLING Points

LOTTERY RETAILER NEWSLETTER | April 2017 Vol. 17, No. 10



sceducationlottery.com

®

10X

POWER-UP NOW
FOR A CHANCE **TO WIN**
UP TO
**ONE MILLION
DOLLARS!**



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

- Ticket Orders:** 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets:** 1-866-269-5668
- Intralot Help Desk:** 1-877-500-5202
- Customer Information:** 1-866-736-9819
- Winning Numbers Line:** 1-803-734-4966 (IWON)
- Licensing Information:** 1-866-737-7235 (Option 4)
- Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com



10X[®] Promotion

Starts Monday, April 3 - Monday, July 10

...the Lottery may choose to extend the Palmetto Cash 5 10X[®] Promotion past Monday, July 10.



Palmetto Cash 5 10X[®]

For a limited time, Palmetto Cash 5 players can Power-Up for a chance to win up to \$1 MILLION!

During the **Palmetto Cash 5 10X[®] Promotion** starting on Monday April 3, the traditional "5" Power-Up multiplier will be replaced with a promotional "10" multiplier. To win \$1 MILLION, players must match all 5 numbers drawn and have purchased Power-Up when the "10"

Power-Up
to multiply your
winnings for
\$1 per play.

multiplier is selected. The 10X[®] Promotion ends on Monday, July 10. Until then, all Power-Up prize tiers will be multiplied by 10 when the "10" ball is drawn.

Be sure to ask your customers if they would like to Power-Up for an extra dollar to multiply their winnings up to 2, 3, 4, or 10 times. Let's make some millionaires with Palmetto Cash 5!

ABOUT POWER-UP

Spend an extra \$1 per play to multiply all prize levels up to ten times!

Match	X2	X3	X4	X10
5 Odds	\$200,000 1 in 1,003,884	\$300,000 1 in 1,606,214	\$400,000 1 in 4,015,536	\$1,000,000 1 in 8,031,072
4 Odds	\$600 1 in 6,084	\$900 1 in 9,735	\$1,200 1 in 24,337	\$3,000 1 in 48,673
3 Odds	\$10 1 in 190	\$15 1 in 304	\$20 1 in 761	\$50 1 in 1,521
2 Odds	\$2 1 in 18.4	\$3 1 in 29	\$4 1 in 74	\$10 1 in 147

ABOUT PALMETTO CASH 5

MATCH 5	WIN Odds: 1 in 501,942 \$100,000
MATCH 4	WIN Odds: 1 in 3,042 \$300
MATCH 3	WIN Odds: 1 in 95 \$5
MATCH 2	WIN Odds: 1 in 9.2 \$1

ASK FOR THE SALE

...sell a \$1 MILLION winning Palmetto Cash 5 ticket and your store earns a \$10,000 commission when the prize is claimed. Be sure to ask customers to Power-Up their Palmetto Cash 5 purchases!

The Power-Up number is determined in a separate draw from 16 balls. Of these balls, eight are marked with a "2," five are marked with a "3," two are marked with a "4" and one is marked with a "10." The number drawn is the Power-Up multiplier number.

Some odds have been rounded to the nearest whole number.

Overall odds: 1 in 8.4. Odds of not winning: From 8.2 in 9.2 to 501,941 in 501,942. For official game rules and winning numbers, visit sceducationlottery.com or call 1-866-736-9819.

SPOTLIGHT

To All My Retailers,

By Mike Soper, Coastal MSR

My retailer spotlight for this month is, in fact, most of the retailers in my territory. For me to try to come up with a single standout retailer that is above and beyond those other 120 retailers I call on is impossible.

Should I choose my top retailer over the retailer with the best ticket display? What about my retailer that ranks 37 or 89 in my territory that always has a great friendly staff and shows customer appreciation? Most all retailers deserve to be highlighted for all they do.

The key ingredients for success in selling lottery products are simple: Keep your dispensers full throughout the day, be sure tickets face forward for customers to see, and cash winning tickets. If you don't, customers will find another retailer who will. Please remember that all retailers have agreed to pay winning tickets up to and including \$500.

Lottery sales are great because you make a great effort in selling our products. As our COO Tony Cooper states when closing our state meetings in Columbia, "Have fun and sell more tickets!" And, thank you for being standout retailers, one and all.



New Games

Scheduled to launch Tues., April 11:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

Ticket Alerts

LAST DAY TO SELL

Wed., April 5: Quick 7's (#853), Cash Funds (#871) & Cash Bonanza (#900)
Wed., April 26: Royal Cash (#872) & Winning 777 (#903)

LAST DAY TO RETURN

Fri., April 7: Tic Tac Tripler (#867)
Fri., April 28: Franklin's Fortunes (#860) & Holiday Lights (#893)

LAST DAY TO REDEEM

Tues., April 4: \$125,000 Big Money (#868)
Tues., April 11: Junior Jumbo Bucks (#787), Quick Bucks (#796) & \$50 Frenzy (#846)
Tues., April 25: 3 Times Lucky (#856), Road to Riches (#862) & Money Stash (#887)

- Dates Current as of 2/28/2017.