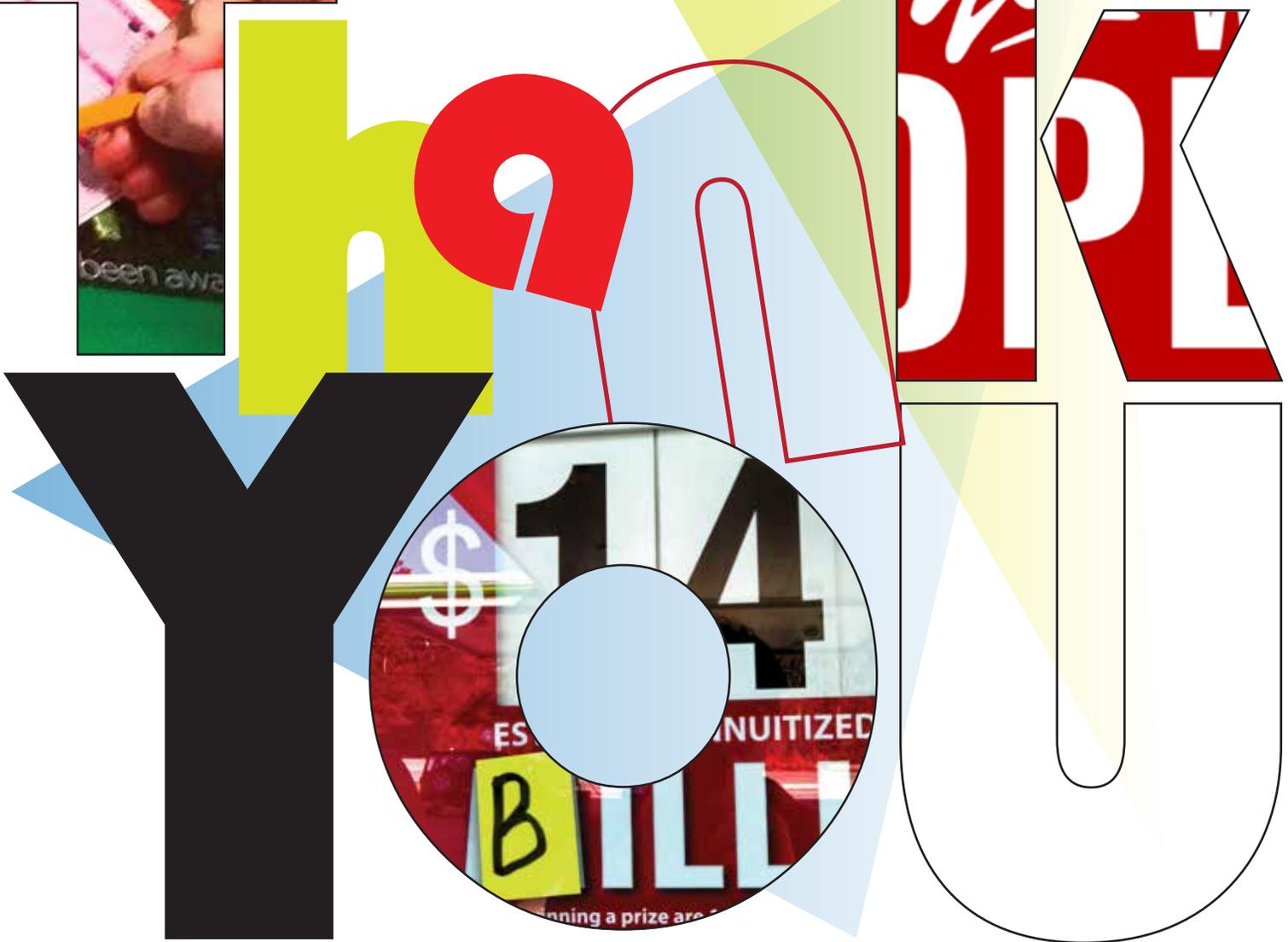
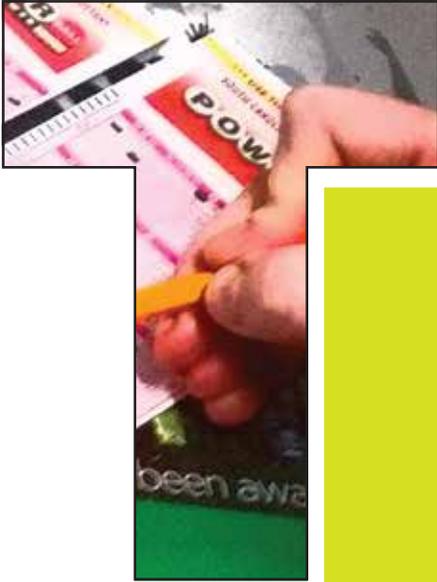


SELLING Points

LOTTERY RETAILER NEWSLETTER | March 2016 Vol. 16, No. 9

sceducationlottery.com



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 SC EL 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



You'll Win selling these NEW "LUCKY" scratch-off games

With March comes the Luck of the Irish...and it could also be a player's lucky day.

Your players have a chance to be a lucky winner of up to \$100,000 playing the new \$5 **Lucky 7s**, or a lucky winner of up to \$250,000 playing the new \$10 **Lady Luck**. Display these bright tickets front and center to make your dispenser pop.

Remember, if you sell one of the claimed top prizes, your store receives a 1 percent commission. So, get the luck rolling and ask for the sale.

- Leila Wilson, Product Specialist



Thanks a BILLION, SC Retailers!

What better way to kick off 2016 than with a BILLION DOLLAR jackpot! From all of us at the Education Lottery, we want to say "Thank You" for sharing in this history making moment with us. Your Powerball® sales meant an additional \$10 - \$15 million for education in South Carolina! We couldn't make a difference for students in SC without you!

We applaud the way you handled lines of customers waiting to buy tickets and constant updates to the jackpot amount that kept you busy. The creativity you showed when the jackpot became too large for your signs to bear was not only amazing but entertaining.

Did you know it was reported that retailers across the U.S. used 234,000 rolls of paper during the jackpot run? That's enough ticket stock to go around the world 1½ times!

There were lots of smiles too. The night of the \$1.58 billion Powerball® drawing, South Carolina posted a record number of winners, 366,595. Eleven retailers earned a \$500 commission and five earned \$1,000 in our state for redeemed tickets sold.

Until our next big jackpot run, let's not put Powerball® on a shelf. \$40 MILLION is still a lot of cash! So continue to "Ask for the Sale." And always encourage your players to play responsibly. It only takes one ticket to win.

2015 Calendar Year Million Dollar Sales Club

Congratulations! The Million Dollar Sales Club grew by 55 members! For Calendar Year 2015, 136 of you posted lottery ticket sales in excess of \$1 million. Your efforts resulted in more than \$103 million in commissions earned. Way to go!

If you are new to the club, welcome! If you're looking to join, ask your Marketing Sales Representative for ideas and techniques that will drive your sales. We hope to see you on the list next year!

- Big T's, Goose Creek, \$3,561,932
- Fuel Express, N. Charleston, \$3,178,077
- Food Mart, Charleston, \$2,946,874.50
- Devikinc, Sumter, \$2,668,048
- Jimmy's Mart, Columbia, \$2,450,938
- Miller Produce, Fort Mill, \$2,260,634
- Sky Mart BP, Charleston, \$1,975,695.50
- Quick Store 3, Orangeburg, \$1,960,773.50
- In N Out Conv. Store, Charleston, \$1,958,151
- Quick Pantry 5, Orangeburg, \$1,862,342
- Quick Pantry 16, Greenwood, \$1,850,890.50
- Shiv Mart III, Columbia, \$1,845,660.50
- SKS Foodmart, Columbia, \$1,822,469
- BP Food Shop, Beaufort, \$1,819,815.50
- M P Mart, Winnsboro, \$1,799,888.50
- Short Stop, Orangeburg, \$1,795,789
- Scotchman, Georgetown, \$1,779,177.50
- V Go Food Mart, Holly Hill, \$1,752,248.50
- Garden Spot 4, Taylors, \$1,731,068.50
- Mo Conv. and Tobacco, Aiken, \$1,713,497.50
- Quick Serve, Lexington, \$1,628,847.50
- Abhi Enterprises, Florence, \$1,628,547.50
- Quick Pantry #9, N. Charleston, \$1,596,909
- Sunoco Quick Mart, Greenville, \$1,584,561.50
- Alhanik LLC, Columbia, \$1,578,682
- Quick Pantry 25, Manning, \$1,547,273
- Dusty Bend Discount Bev, Camden, \$1,536,753.50
- Island Plaza, Saint Helena Island, \$1,510,461
- Quick Pantry, Saint Matthews, \$1,496,485
- Top Notch Mart, Columbia, \$1,480,880
- 52 Station, Moncks Corner, \$1,478,221.50
- S M Mart, Lugoff, \$1,475,909
- Mini Mart, York, \$1,452,752
- Quick Store 1, Orangeburg, \$1,448,576
- J & S Food Mart IV, Columbia, \$1,444,555
- Herlong Express, Rock Hill, \$1,438,994
- Quick Pantry #7, Orangeburg, \$1,436,652
- Value Spot 4415, Simpsonville, \$1,431,250
- Shell Quick Mart, Georgetown, \$1,423,127.50
- Quick Pantry 14, Ladson, \$1,420,927
- Palm Pantry 1, Bamberg, \$1,406,871.50
- Short Trip 1, Marion, \$1,395,041.50
- Betty's Quick Stop, Hemingway, \$1,392,814
- Discount Mart, Rock Hill, \$1,390,220.50
- AMPM Food Mart 4, Columbia, \$1,386,788
- Amoco Food Shop, Beaufort, \$1,370,845.50
- Yana Food Mart, Florence, \$1,358,796.50
- Corner Stop 118, Sumter, \$1,344,160
- Sunhouse 3, Beaufort, \$1,341,022
- Raceway #6747, West Columbia, \$1,331,280.50
- Quick Pantry #26, Greenwood, \$1,307,866.50
- Publix Super Markets #824, N. Charleston, \$1,305,238.50
- Eagle Express, West Columbia, \$1,296,607.50
- AM PM Food Mart Inc, Columbia, \$1,293,093.50
- Aviation Exxon, North Charleston, \$1,287,971
- Kens Corner 3, Florence, \$1,271,582
- Kwik Mart, Ladson, \$1,267,487.50
- Corner Stop, Columbia, \$1,259,467.50
- Kwik Fill, Hanahan, \$1,252,797
- Exxon Food Mart, McClellanville, \$1,248,726
- Sams Corner, Spartanburg, \$1,247,660.50
- Murphy Express #8538, Columbia, \$1,240,251.50
- PM Food Mart, Hartsville, \$1,236,731
- EZ Stop, Summerville, \$1,234,993.50
- Trask Shell Food Mart, Beaufort, \$1,229,954.50
- Shop And Go, Beaufort, \$1,228,923
- Sunoco, Sumter, \$1,224,581
- Video City Inc, Hartsville, \$1,220,490
- Pantry Plus, Columbia, \$1,217,844.50
- Little River Food Mart, Little River, \$1,216,293.50
- 3 Way Food Mart 5, Aiken, \$1,212,055
- Stop N Go, N. Charleston, \$1,204,517.50
- Southeast BP, Columbia, \$1,203,897
- Sams Mart, Quinby, \$1,202,285
- Corner Food Stop, Manning, \$1,201,281.50
- Sumter Stop, Sumter, \$1,196,575
- El Cheapo 8, Columbia, \$1,190,227.50
- Mahaveer LLC, Dillon, \$1,190,076
- Texaco Food Mart, Spartanburg, \$1,182,266
- Quick Pantry 51, Orangeburg, \$1,179,862
- Shyam Food Mart Inc, Beaufort, \$1,179,586
- Save Mart #3, Florence, \$1,166,479.50
- Smart Stop, West Columbia, \$1,154,973
- Nish Inc., N. Charleston, \$1,145,910.50
- Shiv Food Mart 3, Sumter, \$1,145,621.50
- Carolina Corner, West Columbia, \$1,142,640.50
- Shop N Go II, Beaufort, \$1,140,878.50
- Fuel Express, Moncks Corner, \$1,138,521
- 4 Way Stop, Orangeburg, \$1,134,153
- Corner Stop 43, Saint Stephen, \$1,133,134.50
- Quick Stop 3, Columbia, \$1,127,061
- Kwik Mart, Sumter, \$1,124,313.50
- JPS Corner Stop, Gaffney, \$1,123,331.50
- 3 Way Food Mart, Estill, \$1,122,137.50
- Bright Mart Exxon, Anderson, \$1,121,913.50
- Short Trip 6, Summerton, \$1,121,543.50
- Murphy #8663, Garden City, \$1,116,489
- BP Ridgeland, Ridgeland, \$1,111,538
- Situ LLC., Darlington, \$1,110,580
- Mega Stop, Lexington, \$1,095,244
- 1st Stop, Hartsville, \$1,093,850
- Short Stop, Ridgeland, \$1,093,644
- Kens Corner, Florence, \$1,092,678
- Charlie's Grocery, Charleston, \$1,092,226.50
- Cruizers VII, Florence, \$1,087,600.50
- Kwik Stop Food Mart, Charleston, \$1,086,437.50
- The Country Peddler, Newberry, \$1,079,849.50
- Quick Food Mart, Orangeburg, \$1,076,898.50
- Caper House 2, Johnston, \$1,068,344.50
- Ellore Country Store, Ellore, \$1,066,089
- Busy Corner, Lake City, \$1,065,557.50
- Quick Stop, Ravenel, \$1,063,865.50
- Savers, Florence, \$1,058,093.50
- Corner Cupboard, Hollywood, \$1,057,243.50
- Scotts Food Store Heckle, Rock Hill, \$1,051,330
- Quick Pantry 20, Abbeville, \$1,050,334.50
- A One Express, Columbia, \$1,046,689
- Skiff LLC, Goose Creek, \$1,045,618.50
- Marathon Mini Mart, Darlington, \$1,031,352
- JaiBhavani Wildwood, Moncks Corner, \$1,023,644
- Publix Super Markets #1081, Mt. Pleasant, \$1,020,386
- Tigers Market, N. Charleston, \$1,019,986.50
- Ka & Ve LLC, Saint George, \$1,019,481
- Rabons Sav On, Dalzell, \$1,017,291
- Bluffton Market, Bluffton, \$1,013,991.50
- Quick Pantry #34, Orangeburg, \$1,013,972.50
- Tanners, Kingstree, \$1,013,835
- S & H Food Mart, Laurens, \$1,013,417
- Corner Cupboard #7, Cheraw, \$1,009,707
- M & E Food Mart Inc, Rock Hill, \$1,007,089
- Country Store, Fort Mill, \$1,004,561
- MJ Mart, Fort Mill, \$1,003,176
- Sav Way, Kingstree, \$1,002,899.50
- Stop N Go Conv. Store, Charleston, \$1,001,192
- Quick Stop & Go III, Columbia, \$1,000,374.50
- Quick Pantry 43, Laurens, \$1,000,193.50

SPOTLIGHT

Quick Pantry #5

By Jonathan Jones, Midlands MSR

Husband and wife team Gunvant and Rajula Patel have been the driving force behind successful lottery sales at **Quick Pantry #5** in **Orangeburg** according to store owner Rocky Patel (not pictured). Gunvant and Rajula smile at Rocky's praise. Their response, "It's just good old fashion customer service."

Honesty has been a big part of their success too.

The duo is known for checking behind players purchasing instant tickets. "We see customers scratch a ticket and before they throw it away, we ask them to let us check it to be sure it's not a winner," the couple said. There have been instances where the tickets were winners, and the customer leaves the store appreciating the great service and honesty displayed.

Quick Pantry #5 is regularly in the Million Dollar Sales Club and always ranks in the top tier statewide in sales. Their motto is: Make sure every customer is treated like family and satisfied. That is one of the many reasons why this team is so successful!



Gunvant and Rajula Patel have got your back. If you are new to the Lottery or just happen to miss something while looking over your ticket, this pair will check behind you to make sure you aren't throwing a winning ticket in the trash. Thanks for looking out for your customers, Quick Pantry #5!

New Games

Scheduled to launch Tues., March 8:



Scheduled to launch Tues., March 29:



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

TICKET Alerts

LAST DAY TO SELL:

Wed., March 2: Carolina Riches (#691) & Scratch Some Cash (#728)
Wed., March 9: Hot Millions/Cool Millions (#784)
Wed., March 16: Diamond 9s (#811)
Wed., March 30: Beginner's Luck (#727), Cool Beans (#775), Did I Win? (#779), 7 Wins (#782), Nifty 50s (#785), In the Money (#804) & The Little \$1 Ticket (#809)

LAST DAY TO RETURN:

Fri., March 18: Bingo Mania (#783) & Money Multiplier (#792)

LAST DAY TO REDEEM:

Tues., March 1: Match 3 Tripler (#765)
Tues., March 8: Instant Payday (#612), Lots of Bucks (#626), Spy Some Cash (#749), 9s in a Line (#760) & 5X (#768)
Tues., March 15: Crossword Time! (#763) & Double Sided Dollars (#781)
Tues., March 22: Payout (#772)
Tues., March 29: Weekly Bonus (#606) & Pay Me! (#705)

- Dates Current as of 1/22/2016.