

SELLING Points

LOTTERY RETAILER NEWSLETTER | September 2016 Vol. 17, No. 3



sceducationlottery.com



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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



Rock On! You and your fellow retailers sold a chart topping \$1.6 BILLION in tickets in Fiscal Year 2015-16!

And that's not the only record that fell this fiscal year. YOU set records in transfers to education (\$405 MILLION), retailer commissions and incentives earned (\$113 million) and prizes paid to players (\$1.1 billion).

And, our MILLION DOLLAR SALES CLUB for retailers with sales greater than \$1 million in Fiscal Year 2015-16 grew to its largest total yet, 165 hits! Congratulations!

1. Big T's, Goose Creek - \$3,930,187.50
2. Fuel Express, North Charleston - \$3,521,727.50
3. Food Mart, Charleston - \$3,315,017
4. Devikinc, Sumter - \$2,893,238.50
5. Jimmy's Mart, Columbia - \$2,642,682.50
6. Miller's Produce, Fort Mill - \$2,478,705.50
7. Shiv Mart III, Columbia - \$2,010,231
8. Quick Pantry 16, Greenwood - \$1,987,288.50
9. Quick Pantry #5, Orangeburg - \$1,977,695.50
10. BP Food Shop, Beaufort - \$1,975,681.50
11. Quick Store 3, Orangeburg - \$1,919,283.50
12. Garden Spot 4, Taylors - \$1,908,028
13. SKS Mart Inc, Columbia - \$1,888,609.50
14. Mo Conv. and Tobacco Store, Aiken - \$1,860,069
15. Scotchman, Georgetown - \$1,849,765.50
16. Short Stop, Orangeburg - \$1,832,264
17. Quick Serve, Lexington - \$1,812,813.50
18. Quick Pantry #9, North Charleston - \$1,764,902
19. Quick Pantry 25, Manning - \$1,759,849
20. V Go Food Mart, Holly Hill - \$1,751,108
21. Mini Mart, York - \$1,743,328.50
22. Alhanik LLC, Columbia - \$1,722,203.50
23. Quick Pantry #26, Greenwood - \$1,697,156.50
24. S M Mart, Lugoff - \$1,694,199
25. Sunoco Quick Mart, Greenville - \$1,689,714
26. Dusty Bend Discount Bev., Camden - \$1,631,804
27. Corner Stop 118, Sumter - \$1,629,641
28. AMPM Food Mart 4, Columbia - \$1,626,948.50
29. M P Mart, Winnsboro - \$1,613,722
30. Abhi Enterprises, Florence - \$1,604,748
31. Quick Pantry, Saint Matthews - \$1,570,247
32. Publix Super Markets #824, N. Charleston - \$1,546,531
33. Sky Mart BP, Charleston - \$1,544,364
34. 52 Station, Moncks Corner - \$1,542,046
35. Quick Store #1, Orangeburg - \$1,524,858.50
36. Short Trip 1, Marion - \$1,523,504
37. Shell Quick Mart, Georgetown - \$1,518,066.50
38. Quick Pantry #7, Orangeburg - \$1,514,974.50
39. Discount Mart, Rock Hill - \$1,513,258
40. Quick Pantry 14, Ladson - \$1,509,767
41. Sam's Corner, Spartanburg - \$1,504,130.50
42. Betty's Quick Stop, Hemingway - \$1,492,998
43. Yana Food Mart, Florence - \$1,492,158.50
44. Top Notch Mart, Columbia - \$1,475,121
45. Island Plaza, Saint Helena Island - \$1,464,604.50
46. Quick Pantry 34, Orangeburg - \$1,464,376.50
47. Kwik Fill, Hanahan - \$1,449,978.50
48. J & S Food Mart IV, Columbia - \$1,434,482
49. Sunhouse #3, Beaufort - \$1,429,655.50
50. Stop N Go, North Charleston - \$1,425,042
51. Aviation Exxon, North Charleston - \$1,424,263
52. Value Spot 4415, Simpsonville - \$1,414,351.50
53. Exxon Food Mart, McClellanville - \$1,403,966.50
54. Amoco Food Shop, Beaufort - \$1,399,079
55. Palm Pantry #1, Bamberg - \$1,390,875.50
56. Herlong Express, Rock Hill - \$1,387,459.50
57. Raceway #6747, West Columbia - \$1,366,765.50
58. 3 Way Food Mart 5, Aiken - \$1,361,187.50
59. Pantry Plus, Columbia - \$1,356,547.50
60. Little River Food Mart, Little River - \$1,351,766
61. Texaco Food Mart, Spartanburg - \$1,351,221
62. Shiv Food Mart 3, Sumter - \$1,349,301.50
63. Kwik Stop Foods, Charleston - \$1,341,697.50
64. PM Food Mart, Hartsville - \$1,338,724
65. Eagle Express, West Columbia - \$1,335,003.50
66. Murphy #8663, Garden City - \$1,333,872.50
67. Murphy Express #8538, Columbia - \$1,329,365
68. Sav Way, Kingstree - \$1,325,630
69. Mahaveer LLC, Dillon - \$1,323,419
70. Southeast BP, Columbia - \$1,313,428.50
71. Kwik Mart, Ladson - \$1,310,748.50
72. Smart Stop, West Columbia - \$1,309,442.50
73. El Cheapo 8, Columbia - \$1,309,224.50
74. Shop And Go, Beaufort - \$1,306,421.50
75. Sumter Stop, Sumter - \$1,302,225.50
76. 4 Way Stop, Orangeburg - \$1,302,142
77. AM PM Food Mart Inc, Columbia - \$1,300,968.50
78. Ken's Corner 3, Florence - \$1,294,263
79. Sunoco, Sumter - \$1,293,794.50
80. Nish Inc, North Charleston - \$1,290,329
81. Corner Food Stop, Manning - \$1,274,648.50
82. Corner Stop, Columbia - \$1,274,267
83. Busy Corner, Lake City - \$1,263,668
84. Quick Pantry 51, Orangeburg - \$1,254,628
85. JP's Corner Stop, Gaffney - \$1,239,442.50
86. Mega Stop, Lexington - \$1,237,825
87. Short Trip #20, North Charleston - \$1,231,232.50
88. Trask Shell Food Mart, Beaufort - \$1,229,520
89. Skiff LLC, Goose Creek - \$1,210,870
90. Charlies Grocery, Charleston - \$1,207,885.50
91. Quick Stop 3, Columbia - \$1,207,328.50
92. Shop N Go II, Beaufort - \$1,203,822.50
93. BP Ridgeland, Ridgeland - \$1,203,159.50
94. EZ Stop, Summerville - \$1,198,534
95. Caper House 2, Johnston - \$1,188,801
96. Shyam Food Mart Inc, Beaufort - \$1,188,032
97. Cruizers VII, Florence - \$1,187,339
98. Sam's Mart, Quinby - \$1,184,975.50
99. Situ LLC, Darlington - \$1,181,259.50
100. Fuel Express, Moncks Corner - \$1,177,647
101. Corner Cupboard #7, Cheraw - \$1,172,421.50
102. Bright Mart Exxon, Anderson - \$1,168,218.50
103. Ken's Corner, Florence - \$1,165,496.50
104. A One Express, Columbia - \$1,161,504
105. 3 Way Food Mart, Estill - \$1,159,121.50
106. Quick Pantry 20, Abbeville - \$1,153,611
107. Quick Food Mart, Orangeburg - \$1,152,387.50
108. Quick Stop & Go III, Columbia - \$1,146,044.50
109. Scott's Food Store Heckle, Rock Hill - \$1,144,872
110. Kwik Mart, Sumter - \$1,143,239
111. Carolina Pantry, Columbia - \$1,141,373
112. M & E Food Mart Inc, Rock Hill - \$1,139,322.50
113. A & D Food Mart, Gaffney - \$1,138,686
114. Shiv Mart, Columbia - \$1,137,600
115. Ellore Country Store, Ellore - \$1,134,006
116. Fast Break, Manning - \$1,128,734
117. Munn E Saver, Sumter - \$1,128,387.50
118. Short Trip 6, Summerton - \$1,123,343.50
119. North Guignard Sunoco, Sumter - \$1,123,302.50
120. Bluffton Market, Bluffton - \$1,114,490
121. Short Stop, Ridgeland - \$1,114,067
122. The Country Peddler, Newberry - \$1,106,470.50
123. White Pond Food N Beverage, Elgin - \$1,106,168
124. Carolina Corner, West Columbia - \$1,104,652
125. Quick Stop, Ravenel - \$1,103,696
126. Corner Stop 43, Saint Stephen - \$1,100,762.50
127. Corner Cupboard, Hollywood - \$1,100,031.50
128. Quick Pantry #43, Laurens - \$1,098,124
129. Quick Pantry #21, Orangeburg - \$1,095,160
130. Ka & Ve LLC, Saint George - \$1,088,979
131. Tiger's Market, North Charleston - \$1,087,826.50
132. Rabon's Sav On, Dalzell - \$1,086,078
133. Publix Super Markets #108, Mount Pleasant - \$1,085,841.50
134. Mazingo's Grocery, Sumter - \$1,078,989
135. Carolina Express, North Charleston - \$1,078,390
136. Quick Pantry 35, Orangeburg - \$1,077,426.50
137. Tanner's, Kingstree - \$1,073,550
138. Shree Jay Ambe LLC, North Charleston - \$1,058,657.50
139. Stop N Go Convinience Store, Charleston - \$1,041,475
140. Tiger Mart #16, North Myrtle Beach - \$1,037,991
141. MJ Mart, Fort Mill - \$1,037,779.50
142. Quick C Food Mart #105, Chester - \$1,035,221.50
143. Corner Store 2, Rock Hill - \$1,029,714.50
144. H & H Mart, Rock Hill - \$1,029,043.50
145. Elliot's Exxon, Rock Hill - \$1,028,030
146. S & H Food Mart, Laurens - \$1,027,066.50
147. Gas Plus #9, North Augusta - \$1,025,044.50
148. Lesslie Food Inc, Rock Hill - \$1,023,969.50
149. Quick Pantry 37, Orangeburg - \$1,023,419.50
150. Sonny's Citgo, Summerville - \$1,023,321.50
151. Saver's, Florence - \$1,017,949.50
152. Bell's, Greenville - \$1,016,906
153. Cuz's Corner, Winnsboro - \$1,016,842
154. VGO Mart 2, Greenville - \$1,014,080
155. Aum Sai, Eutawville - \$1,013,739.50
156. Quick Pantry #6, Orangeburg - \$1,012,147.50
157. Racer's Food Store, Aiken - \$1,012,049.50
158. US Mini Mart, Darlington - \$1,010,661
159. GS Mini Mart, West Columbia - \$1,010,431.50
160. Cooper's Corner #115, Lexington - \$1,007,760
161. In N Out Conv. Store, Charleston - \$1,005,573.50
162. JaiBhavani Wildwood, Moncks Corner - \$1,004,245
163. Marathon Mini Mart, Darlington - \$1,003,688
164. Park Lane Amoco, Columbia - \$1,002,763
165. ABC Sunoco, Marion - \$1,000,053.50

SPOTLIGHT

Raceway #846

By Sara Tucker, Midlands MSR

Raceway #846 and Dwayne Jones have proven to be a winning combination. Owner Padi Reddy explained how his store has sold three big winning tickets worth \$10,000, \$20,000, and \$250,000 since he took over the location on Augusta Rd. in West Columbia. Two of the big winning tickets were sold to Jones!

Reddy takes pride in offering his loyal players opportunities to win big by always having the top 24 selling tickets available. Jones is one of Raceway 846's most loyal lottery players, and he truly appreciates the kind service he receives from Reddy and his staff. The bond between them is refreshing.

The wins have positively impacted Jones' life. He has purchased a house and land, payed off dental expenses and bought two dependable cars. He intends to keep working. Jones is a responsible man who doesn't take winning lightly. And he hopes to one day race his way to another big win at Raceway #846.



Dwayne Jones is a loyal customer of Owner Padi Reddy at the Raceway #846 in West Columbia. With two big wins under his belt, Jones' made the location a lucky place to play the Lottery.

New Games

Scheduled to launch Tues., September 6:



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

Scheduled to launch Tues., September 27:



TICKET Alerts

LAST DAY TO SELL:

- Wed., Sept. 7: Lucky 7 (#831), Joker's Wild (#837) & Quarter Million Dollar Cashfall (#840)
- Wed., Sept. 14: Tic Tac 2s (#827) & Cash Blowout (#835)
- Wed., Sept. 21: Gold Millions (#826)
- Wed., Sept. 28: Diamond Dollars (#845) & \$100 Frenzy (#847)

LAST DAY TO RETURN:

- Fri., Sept. 2: Money Money Money (#806)
- Fri., Sept. 30: Emerald 8s (#829)

LAST DAY TO REDEEM:

- Tues., Sept. 6: Cash on the Spot (#791), Silver Dollar (#813) & 24K Madness (#824)
- Tues., Sept. 20: Giant Jumbo Bucks (#789)

- Dates Current as of 7/28/2016.