



4th Quarter 2013

In This Issue

- ◆ Director's Message
(Page 2-3)
- ◆ New Lottery Equipment
Coming Soon (Page 3)
- ◆ Powerball Game Change
(Back)
- ◆ Retailer Bonus Photos
(Insert)

Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

Lottery Links

News and Ideas for Lottery Retailers

Is Your Company EXPANDING?!?

The new contract with the North Dakota Lottery's online gaming vendor, Scientific Games International, has provided the Lottery with 50 additional terminals. If your company is expanding or building a new location in North Dakota, contact the North Dakota Lottery and complete an application today.

When an application is received, the North Dakota Lottery will review potential retailers' applications. If an application meets the criterion used by the North Dakota Lottery, the application may be approved. Once the license agreement is signed by the retailer and the license fee is received, the North Dakota Lottery will inform the retailer of its approval and a representative will contact the retailer to setup a time for installation. Retailers can download an application @ LOTTERY.ND.GOV or call 1-877-635-6886 for more information.

Mega Dash Makes a Splash!

Mega Dash players recently had the chance to win instant cash prizes by purchasing a qualifying Mega Millions with Megaplier ticket. The Lottery awarded over \$28,000 to players in individual Mega Dash prizes of \$5, \$20, \$100 and \$500.

This huge promotion, coupled with the new changes to the Mega Millions game making it easier to win, drove players to the lottery terminals. Mega Millions sales were up over 93% when compared to comparable jackpot sales. Mega Millions sales, over the four week period, topped \$556,000! Thank you to all lottery retailers and their associates for making the Mega Dash promotion an extraordinary success!

Lottery Tidbits:

- Give *all* winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- No credit will be issued to retailers for misprinted tickets.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Players **can not** use credit cards to purchase lottery tickets.
- Problems with your lottery terminal? Call the 24-hour terminal assistance number located on the front of your lottery terminal (1-866-719-2699).

Director's Message



Happy New Year! I hope 2013 was a happy, healthy, and prosperous year for all of you. It was a fantastic year for the Lottery and we expect 2014 to be even better.

I would like to take this opportunity to update you on something that everyone is anxiously awaiting to occur in the New Year, the conversion of our online gaming system and updating of equipment, including new terminals, self-service ticket checkers, jackpot signs, Lottery InMotion monitors, and customer display units. All of this equipment is projected to be installed and operational by the end of March 2014.

Extrema terminals will be replaced with new WAVE terminals. The WAVE terminal has a smaller footprint requiring less counter space, along with a full color 12" LCD touchscreen display. The document scanner is fast and ergonomically friendly for reading play slips and tickets. The WAVE terminal has a wireless side-barcode reader for easy scanning, a thermal printer that is quiet and paper loading is as simple as dropping in a roll of paper and closing the lid.

Self-service ticket checkers will allow players to scan their own tickets to quickly determine winners. With a wireless range of up to 100', this wireless device will be located far enough away from the terminal to minimize lottery activity at the retailer counter.

The new jackpot signs are illuminated exterior signs placed in the inside each retailer location. Typically the jackpot sign is positioned in the window facing outwards so the large, bright LED numbers are clearly visible from outside. These signs will replace the illuminated box light currently located at lottery retailers. The jackpot sign displays real-time jackpot information for Powerball and Mega Millions and is updated as the jackpot amounts in the system are updated, requiring no manual intervention. The jackpot sign has a wireless range of up to 100' from the terminal.

Lottery InMotion monitors will be prominently displayed inside of each retailer location, easily visible to customers who are in line or approaching the checkout counter. This wired 19" LCD interior monitor is located in close proximity to the WAVE terminal for optimal customer impact. Lottery InMotion is a digital advertising and content management system allowing the Lottery to communicate directly to players at the point-of-sale. Messages may include promotions, winner awareness, jackpot amounts, new games, and Amber Alerts.

Wired customer display units (CDU) are a customer facing display providing current transaction details. The CDU is located in close proximity to the WAVE terminal. This is similar to the CDU currently located at Lottery retailers.

Cellular communications are planned for 97% of the retailer locations. Cellular offers quick and easy installation, setup, and activation, is extremely reliable and less likely affected by inclement weather. VSAT (satellite), DSL (digital subscriber line), and MPLS (multi-protocol label switching) will be used for the remaining 3% of the retailer locations.

In early July 2014, the Lottery will add 50 player activated terminals to our retailer base. These self-service terminals will allow players to purchase and check lottery products through vending-type machines without utilizing a retailer clerk for purchase. Player activated terminals will not replace the WAVE terminal, but compliment the WAVE terminal.

The Lottery is confident the new equipment will lead to high retailer and player satisfaction by improving the speed of lottery transactions, freeing up clerk time and increasing lottery sales. (Cont'd on page 3)

Director's Message Cont'd...

We look forward to another year that promises to be fun, exciting, and rewarding for the Lottery and our retailers. As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at rcmiller@nd.gov. From our team to yours, we wish you a happy and prosperous New Year!!!

Randy Miller

New Lottery Equipment Coming Soon!

WAVE Terminal

- Large, bright, easy-to-use and easily adjustable 12" LCD touch screen.
- Fast and easy-to-reach document scanner.
- Wireless barcode reader conveniently located on the front of the printer.
- The thermal printer is fast and paper loading is easy.
- 24% smaller footprint than the current terminal.



Jackpot Sign

- Wireless LED jackpot signs can be placed in any window/area within 100' of the lottery terminal, only an electrical outlet is needed.
- Jackpot amounts will be automatically updated.
- The signs are large and bright enough to be clearly visible from parking areas &/or the nearest street, even in direct sunlight.
- The 24"x16" size is 27% smaller than the current lottery backlit sign.

Lottery InMotion Monitor

- 19" widescreen LCD flat panel monitor displays multiple marketing, promotional, and player information messages.
- The monitor is wired to the lottery terminal and will be placed in a highly visible area at the Customer Service counter.
- This eye-catching point-of-sale display is clearly visible from 15 feet.



Play Slip/Ticket Checker Holder

- Wireless ticket checker/play slip holders can be placed in any highly accessible area within 100' of the lottery terminal, only an electrical outlet needed.
- Self-service ticket checkers are offered as a convenience to players. Players may still choose to have their tickets checked by the retailer.
- Winning tickets will still need to be cashed (validated) by the retailer.

Retailer Bonus Photos 2013



\$1,000 – Cenex C-Store – Killdeer



\$500 – Simonson Station Store – Bismarck



\$250 – Broadway Market Place Foods – Minot



\$500 – Farmers Union Oil – Mohall



\$500 – Dan's SuperMARKET – Dickinson



\$500 – Hiway Express – Beulah



\$500 – Dan's SuperMARKET – Bismarck



\$500 – Dan's SuperMARKET – Bismarck



\$250 – Cenex – Mandan



\$250 – UNISTOP – Mandan



\$500 – Cenex – Beulah



\$250 – Grand Forks Blue Line Club – Grand Forks



\$500 – M&H Gas – Dickinson



\$500 – Casey's General Store – Horace



\$500 – Kum & Go – Hettinger

Over \$1.3 Million in Retailer Commissions for 2013!

**\$1,000,000
Winning Ticket!!**



\$5,000 – Cenex C-Store – Wahpeton



\$500 – Manvel Oil – Manvel



\$500 – Broadway Market Place Foods – Minot



\$2,000 – Gordy's Inc. – Mapleton

**\$240,000 Jackpot
Winning Ticket!!**



\$500 – Toad's Superpumper – Minot



\$500 – Dan's SuperMARKET – Mandan



\$1,000 – Pit Stop – Dickinson



\$500 – Petro Serve USA – Fargo



\$500 – Blind Duck – Minot



\$500 – Kennedy's Fresh Foods – Hettinger



\$500 – Landers Shell – Bismarck



\$500 – Loaf 'N Jug – Jamestown



\$250 – Zuroff Repair – Hebron



\$500 – Dale's Truck Stop – Dunseith



\$250 – Farmers Union Oil – McVile

\$46,350 in Retailer Bonus for 2013!



\$1,000 – Hugo's – Grafton



\$500 – Michigan Tesoro – Michigan



\$250 – Red Carpet Carwash South – Bismarck



\$500 – Dan's SuperMARKET – Dickinson



\$250 – Cash Wise Foods – Fargo



\$250 – Leroy's MVP Store – Mandan



\$500 – Petro Serve USA – Fargo



\$500 – Loaf 'N Jug – Bismarck



\$500 – Cash Wise Foods – Bismarck



\$500 – May-Port Tesoro – Mayville



\$500 – M&H Gas – Dickinson



\$500 – Holiday Station Store – Fargo



\$1,000 – McClusky C-Store – McClusky



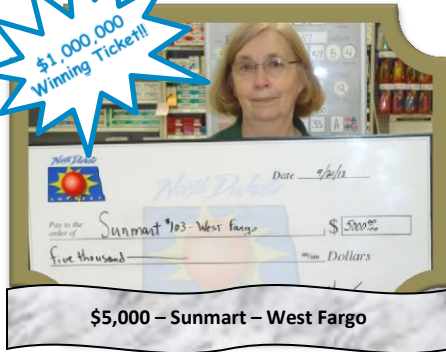
\$500 – Simonson Station Store – Wahpeton



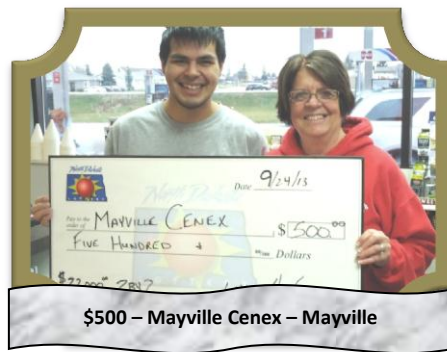
\$500 – Stop-N-Go – West Fargo

Will Your Store Sell the Next BIG WINNER!?!?

**\$1,000,000
Winning Ticket!!**



\$5,000 – Sunmart – West Fargo



\$500 – Mayville Cenex – Mayville



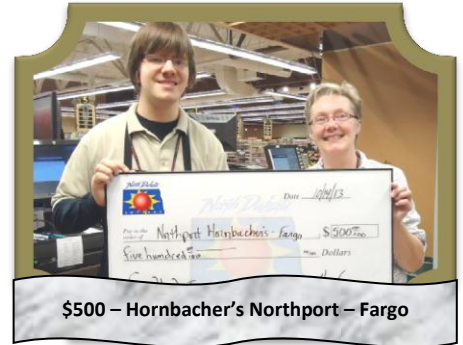
\$500 – Blind Duck – Minot



\$500 – Hiway Express – Beulah



\$500 – Petro Serve USA – Casselton



\$500 – Hornbacher's Northport – Fargo



\$500 – Barry's Food and Fuel – Surrey



\$500 – Broadway Market Place Foods – Minot



\$500 – Simonson Station Store – Dickinson



\$500 – Sooper Stop – West Fargo



\$250 – Interstate Cenex – Beach



\$250 – Curt's Service – Wishek



\$250 – Stop-N-Go – Fargo



\$1,000 – Leavers Super Valu – Valley City



\$2,000 – Pit Stop – Dickinson

**\$673,574 Jackpot
Winning Ticket!!**

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701.328.1574
1.877.NDLOTTO (635.6886)
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Remind players to sign up online for email or text messages:

- **Jackpot Alerts**
- **Winning Numbers**
- **Special Promotional Offers**

LOTTERY.ND.GOV



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@ND_Lottery

STARTING JANUARY 19, 2014

GUESS WHAT'S
2x **3x** **4x** **5x**
BACK?!

**Powerball with Power Play
welcomes back multipliers!**



LOTTERY.ND.GOV

Celebrate the return of multipliers to Powerball
with Power Play! GET IN THE GAME TODAY!



PLEASE PLAY RESPONSIBLY.