

LOTTERY

CONNECTION



playtime

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LUCKY LINESSM/K4SM CROSS PROMOTION COMING!

To help expose K4SM – Keno made easy, to your Lucky LinesSM players, an all new cross promotion is on its way!

Players can redeem the voucher for one \$1 K4SM game at any Oregon Lottery[®] retail location where Keno is played.



SPORTS ACTIONSM ENDS ON RECORD NOTE!

The final gun has sounded, the teams are off the field, and the fans have left the stands.

The playing of the “Super Big Game” marked the end to the Oregon Lottery[®]’s Sports ActionSM and ScoreboardSM games. During the 2005 Oregon legislative session, House Bill 3466 was introduced and passed to repeal the Lottery’s authority to offer electronic lottery games based on the results of sporting events, specifically Sports ActionSM and Monday Night ScoreboardSM after the 2006-07 football season.

Sports ActionSM began in 1989 and gave the Oregon Lottery[®] the unique distinction of being the only lottery in the U.S. that offered a game based on the outcome of professional football games. At press time (mid-December 2006), Sports ActionSM sales for the 2006-07 season were \$8.6 million – on pace for another record sales year. Monday Night ScoreboardSM was introduced in 2003 and it too used professional football games to determine winners.

Want to Know More?

You can find a complete Q&A about the end of Sports ActionSM and Monday Night ScoreboardSM at the Lottery’s Web site – oregonlottery.org. Just click on either the Sports ActionSM or ScoreboardSM links to find the Q&A.

Play \$4 of Lucky LinesSM
Get \$1 K4SM Free!
FEB. 4-17, 2007



From February 4-17, every time a player buys \$4 of Lucky LinesSM (two \$2 games or one \$4 game), they’ll also

get a free K4SM voucher. To play K4SM, all players need to do is provide the voucher to a Lottery retailer and then play.

Benefits for You

- Introduce new players to both Lucky LinesSM and K4SM
- Increase your sales

Benefits for Your Players

- Play K4SM free when they spend \$4 on Lucky LinesSM (two \$2 games or one \$4 game)
- Fun and easy way to play two games
- Chance to win cash

Keno K4SM Voucher

When players spend \$4 on Lucky LinesSM, the red ISYS terminal will generate a voucher for a \$1 K4SM ticket.

Increase Your Keno Sales

To help increase your Keno sales, offer to run players’ free K4SM voucher immediately after they buy their Lucky LinesSM ticket(s).

Marketing Support

Your K4SM/Lucky LinesSM promotional POP will let players know about this great promotion.

Go to oregonlottery.org for complete rules.



DEAL OR NO DEAL

Coming soon to a Scratch-itSM dispenser near you!

RICHARD'S DELIS SHINE

At all Richard's Delis, comfort and friendliness have been their staple since day one. At their newest location, located in Beaverton in Raleigh West, Richard's offers a play environment that is both fun and comfortable in an effort to better serve their guests (rather than "customers"). They boast a staff of well trained team members (rather than "employees") that take pride in their workplace and wish to make it as inviting as possible. Richard's Deli provides employee

and management training to create a strong and unified team atmosphere that has helped add to their success.

Each time a guest arrives at a Richard's Deli, they are met with a bright and clean environment. Team members make sure to keep all machines clean knowing that a clean machine keeps guests happy. On top of keeping the environment clean, another focus is to make the play area inviting. Richard's tasked their staff with solving the guest demand for a cup holder while



Richard's Deli Raleigh West, Beaverton

playing Video LotterySM games. The solution? Tables were placed in-between VLTs to accommodate their guests' needs. "It's all about giving the guest what they want," says Operations Director Midge Hough.

"It's all about giving the guest what they want"



Pictured: (L) Regional Manager - Tezra Kong. (R) Raleigh West Store Manager - Linda Wigren.

Tables between VLT's make Richard's play areas comfortable and inviting.

DON'T LET BILL JAMS JAM YOUR SALES IT FRUSTRATES YOUR PLAYERS. IT FRUSTRATES YOU.

If you've experienced the downtime associated with a non-functioning terminal, you know the effect it can have on your bottom line.

TrimLine & Game King[®] VLTs

If you've experienced bill jam problems, don't forget to consult the TrimLine's "Reference Guide" for step-by-step, illustrated instructions on how to clear bill jams for both VLTs.

Most importantly, if the bill acceptor cover does not open easily, DO NOT force it or attempt to open with any type of tool. If the cover will not open, please place a service call. Forcing the cover open will assuredly break the cover and render the VLT inoperable. So please exercise caution and make the service call. In the long run, it will be most beneficial to you and your players.

Reference Guides

Each VLT has its own "Reference Guide." Be familiar with the contents and location of each of the handy guides as they relate to the VLT selection at your location. If you need any of the reference guides for one of your VLTs, be sure to ask your Lottery field sales representative.

