

LOTTERY

CONNECTION



playtime

JUNE 2011 VOLUME 21 ISSUE 6

THE POWERBALL® GAMES: Interactive Campaign!

The Powerball® Games give your players the chance to win big jackpots four days each week! Where else in Oregon do your customers have the chance to turn \$1 into multi-millions?

Smartphone Application

We have also created a new, interactive mobile phone application for Android™ and iPhones (see image below), where players can download current winning numbers and jackpot alerts.

In addition, players can take a break from their busy day and enjoy our fun applications. This function allows players to virtually fold a dollar bill into a prize worthy of the Powerball Games (such as a car or a yacht). They can then click a button to transform their creation into an image of the actual prize (an actual image of a car or a yacht will appear). This will give players a chance to dream about what they would buy if they won Powerball or Mega Millions.

Remind your players to check out our Web site for more information on this feature, and to play the Powerball Games for their chance to win huge jackpots!



Our latest campaign emphasizes the fact that it only costs \$1 to play Powerball® or Mega Millions®. By playing Powerball and Mega Millions, players can turn that \$1 bill into the prize of their dreams! The point-of-sale materials for this campaign show the exchange of \$1 into something greater (i.e., a plane, car or yacht). These materials will also feature a QR (Quick Response) code, which can take players directly to a Web site where they can download an application to their Smartphone. The compelling visuals and interactive concepts used in this campaign are sure to create excitement among players, and encourage them to play both Powerball and Mega Millions for a chance to win!



LOVE REALITY TV?

We've got the perfect
Scratch-itSM for you!

If you love to watch and/or laugh at reality television, our new Reality TV Star Scratch-itSM is for you! This Scratch-it showcases parodies of today's popular reality shows, including "So You Think You Can Knit?" and "America's Next Top Plumber." There are three different variations of this ticket featuring fantastic reality TV shows.

This fun-loving ticket will be supported by TV advertising and point-of-sale materials including posters, banners, Keno monitor graphics, silent salesmen and more.

Reality TV enthusiasts and even those who love to laugh at reality TV will love the hilarious elements of this ticket. In addition to having tons of fun, players will

also have a chance to win a top prize of \$10,000!

CELEBRATE FRIENDLY FOOTBALL RIVALRIES With the U of O/OSU Scratch-itSM!

Get ready football fans, because our exciting football-themed Scratch-itSM is coming your way soon! Players will have the chance to win a top prize of \$10,000. Tell your players to wear their favorite college team's colors, get a group of friends

together, grab some snacks, and start scratching!

Watch for more information on the U of O/OSU Scratch-it, coming soon!



EXCELLENT CUSTOMER SERVICE BRINGS PLAYERS BACK! Just Ask Springfield's Fast Track Pizza

Our new Video LotterySM Platinum Spin SeriesTM games have created buzz among retailers and players everywhere, which inspired the staff at Fast Track Pizza in Springfield. Their team was especially excited when Kevin Lyon of Eugene won \$6,000 playing the Platinum Spin Series line game Russian Treasure[®] there in December.

Due to their excellent customer service and knowledge of Lottery games, Fast Track Pizza brings in a wide variety of customers. They always strive to make their guests feel at home by

getting to know them individually, which makes their players want to come back.

Jena Norton, general manager, says "Our team really gets to know our guests. It is one of the most important parts of our business."

In addition to practicing great customer service, the staff also works closely with their Lottery field sales representative to learn more about all Video Lottery games, so they can easily explain each game to their customers. In their spare time, staff members also study the Video Lottery help screens to further educate themselves on each game.

Congratulations to Fast Track Pizza on their hard work and excellent customer service practices!



Featured from left to right: Robert Miller, Nicole Anderson, Jena Norton and Christine Caraveo.



DON'T FORGET!

Mistakenly Printed Tickets Could Be Winners!

It's true! Any Lottery ticket printed in error could end up being a winner. Selling that ticket to another customer or even buying it yourself are two great options for MegabucksSM, Powerball[®] and Mega Millions[®] tickets which cannot be canceled. This very situation occurred in Hortonville, NY, according to a Times Herald-Record article published on March 3, 2011.

Charanjit Kaur, owner of Kountry Korner, mistakenly printed a Mega Millions[®] ticket with Megaplier[®], which her customer didn't want. She decided to buy the mistake ticket, and won a \$1 million prize! This really does show that you never know which ticket could be the lucky one. We're betting Charanjit is glad she decided to buy that ticket!

SECURITY TIPS Celebrating with Players

Celebrating a big win with a customer is fun, but please be aware of the other people around. Announcing a large prize winner could make the winner uneasy or possibly put them in danger of theft. Check to see how the player feels and follow their wishes. Some may want to celebrate while others may not. This simple act of courtesy will help to create a fun and safe gaming environment for you and your players.