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Retailer MONTHLY

HELPING YOU SERVE THE LOTTERY CUSTOMER

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1.877.9.GAMBLE



1425 Pontiac Avenue
Cranston, Rhode Island 02920
401.463.6500
www.RILOT.com

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2006 Holiday Advertising Campaign



The Rhode Island Lottery is heavily promoting this year's Holiday Instant Games with an extensive advertising campaign. The above "Stuff It!" artwork is being displayed on ninety small billboards, in the Providence Place and Warwick movie theaters, and in twenty print publications across the state. In addition, a series of thirty second "Stuff It" radio and television spots have hit the airways. The goal is to have one cohesive message that becomes recognizable to the public. This type of mass exposure should help drive sales and increase your profits.



From Lottery Headquarters ...

... to you.



Dear Retailers:

The holiday season is upon us. The month of December is notorious for sales increases across all industries, and the Lottery is no exception. With the shopping frenzy in full steam, Instant Games are an easy sell. This year should be no different, especially with such an ambitious advertising campaign in place. You may have already noticed the Rhode Island Lottery's "Stuff It" holiday message popping up all over the state on billboards, radio airwaves, television stations and even in movie theaters. Hopefully, this campaign will prove rewarding for all of us.

I understand that with December's spikes in sales comes stress and exhaustion. Please let us know if there is anything on our end we could do to make this season sail by as smoothly as possible. Any suggestions would be greatly appreciated, and should be directed to jrampone@rilot.ri.gov.

I would also like to take this opportunity to wish you all a healthy and happy holiday season on behalf of the Rhode Island Lottery.

Gerald S. Aubin

"Largest Increase in Sales"



Oberthur honored the Rhode Island Lottery with their annual award, "Largest Increase in Sales", for the 2006 fiscal year. On behalf of Oberthur, Diane Connell (center), Regional Sales Director, presented the award to Gerald Aubin (right) and Angelo Petrocelli (left). The Lottery would like to thank all Rhode Island Lottery Retailers for their hard work, without which this award would not have been achieved.

Upcoming Retailer Events

Daily Numbers Days

December 8
11:00 am – 1:00 pm
Stop & Shop
1128 Mineral Spring Ave.
North Providence

December 14
11:00 am – 1:00 pm
Sam's News
Providence Place Mall
Providence

December 18
11:00 am – 1:00 pm
Rhode Island Gift Center
Warwick Mall
Warwick

Keno Nights

December 1
7:00 – 9:00 pm
Joe's Central Ave. Grill
836 Central Ave.
Pawtucket

December 8
7:00 – 9:00 pm
Manhattan Cafe
1759 Mineral Spring Ave.
North Providence

December 14
6:00 – 8:00 pm
Monforte's Bar
493 Waterman Ave.
East Providence

December 21
7:00 – 9:00 pm
Sports Tap
415 Harris Ave.
Providence

Your Rhode Island Lottery



YOUR RHODE ISLAND LOTTERY: Benefiting All Rhode Islanders Since 1974



RETAILER HIGHLIGHT



Shell Food Mart

3492 Mendon Road, Cumberland

There was a string of \$10,000 winning PowerBall® tickets sold in Rhode Island, totaling \$50,000 in just four drawings. The fifth and final consecutive \$10,000 ticket was purchased from the Shell Food Mart at 3492 Mendon Road in Cumberland.

The ticket matched 4 numbers and the PowerBall number. The standard payout for this type of win is \$10,000. However, if this player had opted to purchase the Power Play® feature for an additional dollar on the wager, the



Owner, Anthony Brahimsha, and long-time employee, Pauline Ethier stand behind the counter ready to help their customers.

\$10,000 prize would have been multiplied by 5, that drawing's Power Play® number, to equal \$50,000.

This Retailer is no stranger to the excitement surrounding such a large payout. The walls are lined

with signage marking each big win. Shell Food Mart has even sold a \$100,000 winning PowerBall® ticket.

Anthony Brahimsha has owned this store for over fifteen years. He attributes their high Lottery sales to providing customers with a friendly helpful atmosphere. As a result, Shell Food Mart has an extremely loyal customer base. One patron shared that Rhode Island's first ever instant ticket, a baseball themed game, has always been and always will be his favorite Lottery game.



There's A Whole Lot Of WINNING Going On!

\$100,000



Joshua Rathbun of Warwick won the \$100,000 Top Prize Drawing for the Scratch Mania Instant ticket game.

\$10,000



Michael Feldman won \$10,000 playing PowerBall®.



Ryan Leffort (far right) won a pair of tickets courtesy of the Rhode Island Lottery to see New England's favorite football team when he entered a second chance drawing at the WBRU World Bru Fest.



Attention Retailers: Share the winning feeling!

Submit photos of your winning Lottery customers to the Rhode Island Lottery, Attn: Retailer Editor, 1425 Pontiac Ave., Cranston, RI 02920 or send digital images via e-mail to jrampone@rilot.ri.gov. Include names of individuals pictured, Retailer business name and ID number, amount won and game played. Retailers whose photos are published will be entered into a drawing for prizes each month!



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