

YOUR RHODE ISLAND LOTTERY

THE

Back Lot

Retailer
Newsletter

HELPING YOU SERVE THE LOTTERY CUSTOMER

Daily Numbers * Wild Money * Instant Tickets * Keno/Plus/Multi Chance * Pull Tabs * PowerBall® * Mega Millions®

Got Questions?

Get Answers.

GTECH Hotline
1.800.322.3334

Rhode Island Lottery
Winning Numbers
24-Hour Hotline
401.463.7770

Other Inquiries
401.463.6500



Problem Gambling Helpline
1.877.9.GAMBLE



Your Rhode Island Lottery

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

Introducing...

Rhody RePlay!



2ND CHANCE
DRAWINGS

Fall 2011

From Lottery Headquarters ...
... to you.



Change is good. And that is certainly what the months ahead will bring. As always, if you have any questions, please don't hesitate to contact your sales representative about new Lottery products or features offered.

We are very excited about launching Rhody Replay -- a new feature of our website that has been in the works for a long time! It gives players another chance to win by entering the serial numbers on their tickets. Remind your players to check out the Lottery's website to find out which games are eligible to enter. Right now, it's the Million Dollar Raffle. Players will get emails about which tickets to pick up, when they can enter them and what they can win. I encourage all Retailers to join the VIP club on rilot.com to stay informed.

We will launch an extensive advertising campaign to support the new \$2 PowerBall® game that enters in 2012-- its 20th anniversary year. Better overall odds, higher starting jackpots and more potential millionaires, with a new \$1-million second-tier prize, will generate lots of buzz among your Lottery players. Look for more information on the PowerBall® changes to come over the next few months.

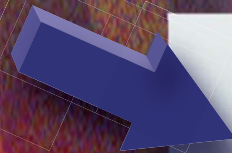
Sincerely,

Gerald S. Aubin
Director



New this year, players can enter their Million Dollar Raffle serial numbers on Rhode Island Lottery's new Rhody Replay website to win additional prizes, such as Patriots™ Tickets! Remind your players to join the VIP club on rilot.com to access the Rhody Replay website, so they can take advantage of this fun feature that gives them an extra chance to win! Reminder: Retailers get \$1.60 in commission for every Million Dollar Raffle Ticket sold!

Random drawings will continue, so players can check the Rhody Replay website for drawing details and winner information. Winners will be notified by email, and their names will also be posted to the Rhody Replay Winners page. Take the time to check it out at www.RILOT.com!



Scan for more information
on the Million Dollar Raffle ➤





POWERBALL® GAME CHANGE COMING JANUARY 15

More Millionaires Bigger Jackpots Better Odds

Get excited! The thrill of PowerBall® is growing, and your players need to know about it! On January 15, 2012, the price of a ticket will increase to \$2, allowing us to fund bigger prizes.

Game Change Highlights:

More Million Dollar Prizes

The Match 5 prize has increased to \$1 million (up from \$200,000)!

Bigger Jackpots

Jackpots will start at \$40 million (up from \$20 million)!

Better Overall Odds

Will be 1 in 31.8 versus 1 in 35!

New Power Play® Option

Now when players add Power Play® (for an additional \$1) and match 5 white balls, they will win \$2 million! The new Power Play® option also offers other set prizes from \$12-\$40,000. Please see the chart below for new complete prize information.

3 Big Jackpot Games to Choose From:

PowerBall® - \$2/play

Biggest Jackpots!

(\$40 million starting jackpot)



Mega Millions® - \$1/play

Big Jackpots!

(\$12 million starting jackpot)



Wild Money - \$1/play

Rhode Island's very own

jackpot game!

(\$20 thousand starting jackpot)



More Information

for Players and Clerks

We will be providing you with letters that reference the advance drawings and date changes. For more information, please visit www.RILOT.com.

PRIZE TIERS OF WINNING ON EACH \$2 TICKET

OVERALL ODDS: 1:31.8. ESTIMATED PAYOUT: 50%

MATCH	PRIZE	PRIZE WITH POWER PLAY
5 OF 5 + POWER BALL	WIN OR SHARE JACKPOT PRIZE	
5 OF 5	\$1,000,000	\$2,000,000
4 OF 5 + POWER BALL	\$10,000	\$40,000
4 OF 5	\$100	\$200
3 OF 5 + POWER BALL	\$100	\$200
3 OF 5	\$7	\$14
2 OF 5 + POWER BALL	\$7	\$14
1 OF 5 + POWER BALL	\$4	\$12
0 OF 5 + POWER BALL	\$4	\$12

Immediate Changes - Available Advanced Drawings Reduced

After October 19, 2011, the 26 draws for \$26 option will no longer be available for PowerBall®. Beginning on October 22, 2011, there will only be 25 drawings remaining before the game change. After the drawing, on January 14, 2012, PowerBall® will be unavailable. Sales will resume Sunday, January 15, at 5 AM.

There's a Whole Lot of Winning \$



\$50,000

Name: Steven Furtado, Cranston
Game: Red Hot Crossword Instant Ticket
Retailer: Milk 'N More, Cranston

Instant Games

Going On!



\$20,000

Name: Kevin Mansi, Warren
Game: Black Diamonds Instant Ticket
Retailer: Dudek Bowling Lanes, Warren

RETAILER HIGHLIGHT: MINERAL SPRING LIQUORS



Mineral Spring Liquors in North Providence was one of the first Rhode Island Lottery Retailers in 1974. We decided to visit the Lottery veteran and owner, John Saccoccia, for his insight about what has contributed to his success. His secret: good customer service. That's the one thing, John believes, that keeps his customers coming back to play. In addition, he has a play station in front of the Lottery monitors which makes it very easy and convenient for people to fill out their playslips. Also, the store is clean and organized, creating a nice environment for his customers. As the years have gone by though, John still thinks the number one reason his regular Lottery players come back is because of a good first impression and then consistent customer service. John's staff is helpful, courteous and knowledgeable about Lottery products. Thirty-seven years later, he's certainly proven that a friendly smile and "hello" can go a long way!

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 nroussel@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!