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Retailer MONTHLY

HELPING YOU SERVE THE LOTTERY CUSTOMER

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Your Rhode Island Lottery

1425 Pontiac Avenue
Cranston, Rhode Island 02920
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Make Power Play® Work for You!



PowerBall® had a great run recently that ended with a Missouri player collecting a \$254 million jackpot. It began on December 2, 2006, with a total of 16 consecutive draws before the jackpot was hit on January 24, 2007. Sales for this timeframe exceeded \$475 million. Nationwide, there were 11,121,197 non-jackpot prizes awarded during this run, including 99 winners of \$200,000 or more. One of which, a \$1 million dollar ticket, was sold right here in Rhode Island at Lincoln Park.

The million dollar ticket matched the first 5 numbers, but not the PowerBall® number. The standard payout for this type of win is \$200,000. However, this player opted to purchase the Power Play® feature for an additional dollar on the wager, so the \$200,000 prize was multiplied by 5, Saturday's Power Play® number, to equal \$1,000,000.

A streak like this does wonders for Lottery sales. However, there is more you can do as a Retailer to increase your sales besides waiting for the jackpots to hit record levels. Power Play® is a great, easy way to boost your profits. Take the time to inform your customers about the Power Play® option. Many players are simply not aware of the feature and its benefits. It is important to let your customers know that for just one extra dollar on the wager, they have the chance to multiply their non-jackpot prizes by 2, 3, 4 or 5. Suggestive selling of the Power Play® feature could essentially double your commission on PowerBall® sales. You would be turning a \$1 sale into a \$2 purchase just by giving players what they want; bigger subsidiary prizes. It is a win-win for everyone!

From Lottery Headquarters ...

... to you.



Dear Retailers:

There was a lot of excitement this past month, with the PowerBall® jackpot approaching record breaking levels. Although the big pot was hit on January 24th in Missouri, Rhode Island had a million dollar PowerBall® Power Play® winner of its own. This is a perfect example to share with your players to help get the word out on Power Play®. It is a great feature that can benefit both Lottery Retailers and customers alike.

I would also like to take this opportunity to thank you for your hard work during this PowerBall® run. With the thrill of a big jackpot comes a heavier work load for our Retailers. I'm sure your stores have been extremely busy, and I appreciate the time you spent with each Lottery customer.

On another note, as you should already know we have implemented a new settlement policy for the "Quarter of a Mil" \$20 instant game. Hopefully these changes will help ease the concerns many of you have voiced. We appreciate all of your feedback and strive to make the Retailer experience as enjoyable as possible. If you have any additional comments on this policy change or any other issues please email jrampone@rilot.ri.gov.

Gerald S. Aubin

Retailer's Corner

Take a closer look...

The Rhode Island Lottery Web site

The Retailer's Corner on the Rhode Island Lottery's Web site (www.RILOT.com) is a handy tool for you, our Retailers, to get information you need quickly.

Retailers can find such items as:

- * Essential forms
- * Answers to frequently asked questions
- * Point of sale material
- * Retailer Newsletter

Retailer's Corner

If there is any information missing from the Retailer's Corner that you think would be beneficial please contact the Rhode Island Lottery at jrampone@rilot.ri.gov.

QUARTER OF A MIL SETTLEMENT POLICY

Effective January 26, 2007, the \$20 Instant Game, QUARTER OF A MIL, will settle one of three ways:

- * **Upon activation of a second book,**
- * **By manual settlement at the terminal, or**
- * **90 days from book activation**

Not only does this Game offer your players a chance to win \$250,000 - You win too! With a \$30 commission on each book, as well as, the standard 1% commission paid to Retailers who sell winning tickets worth \$1,000 or more, this Game could mean a \$2,500 commission for you!

This change makes it easier to offer this popular \$20 Game without fear of an earlier-than-expected settlement.

Contact Angelo Petrocelli at 463-6500 with any questions.

Last Day To Cash These Instant Tickets

Game	Name	Last Day To Redeem Tickets
446	Crossword 17	Feb 06, 2007
245	Baseball	Feb 13, 2007
457	Pink Panther	Feb 13, 2007
246	Take 5	Feb 14, 2007
458	Silver & Gold Slots	Feb 16, 2007
208	Triple Action	Feb 24, 2007
248	Pass the Buck	Mar 15, 2007
465	Christmas Surprises	Mar 15, 2007
469	Vegas Nights	Mar 15, 2007
479	Tickled Pink Tripler	Mar 23, 2007
455	Double Wild 7's	April 06, 2007
251	P's & Q's	April 07, 2007
490	Baseball Fever	April 17, 2007
487	Crossword 18	April 27, 2007

Games end at 11:59 p.m. on posted date. The list of Instant Ticket game end dates is available on-line at www.RILOT.com.



March **Buy Five**
Keno **Get 1 Free**
Mania

5pm - 8pm
Month Of March

Every evening during the month of March from 5-8pm you will receive a FREE Four Spot Keno Quick Pick for each \$5.00 wager on a single playslip.



CANCELLATIONS NOT PERMITTED FOR THIS PROMOTION.

The addition of the Keno Plus option may result in a \$10.00 wager.

Upcoming Retailer Events

Keno Nights

February 01
7:00 – 9:00 pm
Indian Lounge
192 Columbus Ave
Pawtucket

February 08
7:00 - 9:00 pm
Cher's
86 Waterman Ave
North Providence

February 15
6:00 - 8:00 pm
Royal Panda
356 Mendon Rd
Cumberland

February 23
7:00 – 9:00 pm
City Limits
1270 Broad St
Central Falls

There's A Whole Lot Of WINNING Going On!



Robert Burt of North Providence claimed a \$9,000 winning "Winter Bucks" ticket. Debra Walsh (on left) accompanied him to the Lottery's validations office. Robert plans on using the winnings to subsidize his every day living expenses.



\$30,000 POWERBALL POWER PLAY

The \$30,000 winning ticket sold in Rhode Island for the January 25th PowerBall® drawing was claimed by Kevin Gilchrist of Warwick. He purchased the ticket from Lakewood Liquors at 774 Warwick Avenue in Warwick. He is a longtime customer and refuses to take his Lottery business anywhere else. For good reason, this past August, Kevin scratched his way to \$60,000 on a "Hit by Lightning" instant ticket, sold by Lakewood Liquors. This seems to be his lucky retailer.



The Levin family won a pair of Boston Bruins tickets, given away courtesy of the Rhode Island Lottery, at a live broadcast of the PC Coach's Show held at McFadden's.



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!