



YOUR Rhode Island Lottery

Back Lot

Retailer
Newsletter

Helping you serve the Lottery Customer

Daily Numbers * Wild Money * Instant Tickets * Pull Tabs * Keno/Plus * Rhody Poker * Powerball

Got Questions?

Get Answers.

GTECH Hotline

1.800.322.3334

**Hearing/Speech Impaired
Hotline**

1.800.RI.55555

**Rhode Island Lottery
Winning Numbers
24-Hour Hotline**

401.463.7770

Other Inquiries

401.463.6500



Problem Gambling Hotline

1.877.9.GAMBLE



Your Rhode Island Lottery

1425 Pontiac Avenue
Cranston, Rhode Island 02920

401.463.6500

www.RILOT.com

CUSTOMER SERVICE IS THE KEY!



As soon as you sell any Lottery product, remind your players to sign the back of the ticket. The player's signature will confirm his or her ownership of the ticket. If the ticket is misplaced, no one will be able to claim the prize unless it is his or her signature on the back. When you encourage players to sign the back of their ticket at the time of purchase, you are helping them protect a possible win by placing ownership on their ticket as soon as they buy it. Customer service is an important element to your success, and your Lottery players will appreciate and remember your help as you remind them how important it is to sign the back of their Lottery tickets.

Please remind your players to sign the back of their tickets

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



Dear Retailers:

The lazy days of summer are far and few between this year with so much happening on the Lottery front. Two greatly anticipated Instant Game launches and the new Imagine terminal install have kept us all busy.

The Three Stooges® Instant Ticket is sure to be a huge sell with sixteen collectable scene changes. The Lottery will be providing point of sale on this game, but some suggestive selling will ensure your customers are aware of this great new game, available for a limited time only. Approximately one month after the Three Stooges® game is launched, the Family Guy™ Instant Ticket will hit the shelves. The Rhode Island based cartoon already has a huge following locally as well as nationally, and we expect this to translate over to its ticket sales.

We appreciate all of your cooperation as we make the transition over to the new Imagine terminals. Although the rollout process has been slower than we expected, we feel the end result will be well worth the wait. Once completed, Rhode Island Lottery Retailers will have the most up to date technologically advanced tools in the trade. Once again we greatly appreciate your understanding and patience.

Gerald S. Aubin
Director

Suggestive Selling...



Increase sales by notifying your customers of the 16 different collectable scenes!

Last Day To Cash These Instant Tickets

Game	Name	Last Day To Redeem Ticket
508	Get Over It	July 5, 2007
489	Baseball	July 6, 2007
499	Fat Cat Fantasies	July 24, 2007
492	High Card	August 4, 2007
434	Wild 7's Slingo	August 7, 2007
496	The Duke	August 9, 2007
475	Do-It-Yourself Dollars	August 15, 2007
498	Hit The Jackpot	August 18, 2007
488	Crossword 19	August 29, 2007
228	Pinball Wizard	September 1, 2007
530	Baseball Fever	September 8, 2007
476	Hit by Lightning	September 11, 2007
494	Ringo Bingo Doubler	September 18, 2007
470	Yard Sale Dollars	September 22, 2007
450	Cash Spectacular	September 26, 2007
474	Lucky Times 10	September 26, 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.

Retailer Highlight

Gold Mart Convenience Store

1531 Newport Ave, Pawtucket

Over the past year, Gold Mart has sold four big winning Lottery tickets. Two \$10,000 PowerBall® tickets, a \$21,000 Instant Game and a \$216,480 Wild Money ticket were all purchased recently from this Retailer. Gold Mart is located on the state border, so a large Massachusetts customer base is a contributing factor to the store's high Lottery sales. Based on game odds and payout percentages, the more tickets a store sells, the more likely that store will sell a large winning ticket. Publicizing big wins will likely draw in new players or additional sales from existing players. More plays will lead to more winners which translates to more sales, a cyclical trend propelled by winner awareness.



Visit
WWW.RILOT.COM
and learn how
you can win
Red Sox tickets!



Retailer's Tips

Eye Catching Displays

When Instant Tickets are displayed cohesively as a group, their impact on the customer is much greater. The Store 24 located at 390 Broad Street in Central Falls is a perfect example of this. Recently, the Manager, Mary Pontbriant, took it upon herself to order additional Instant Ticket bins from the Store 24 Headquarters and rearrange the entire area behind the checkout. The once scattered counter display is now an eye catching fixture that makes customers stop and take notice. This Store 24 has already seen an increase in sales, and heard an abundance of positive player feedback. Lottery customers appreciate the change, as it makes their selection process easier and faster. It is a win-win for everyone!



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Upcoming Retailer Events

Keno Nights

- * July 12 *
6:00 – 8:00 pm
Big River Inn
809 Nooseneck Hill Rd
West Greenwich
- * July 19 *
7:00 – 9:00 pm
Talk of the Town
147 Washington St
Providence
- * July 26 *
6:00 – 8:00 pm
Shamrocks
733 Kingstown Rd
Wakefield
- * August 03 *
6:00 – 8:00 pm
South Kingstown Elks
60 Belmont Ave
Wakefield
- * August 08 *
6:00 – 8:00 pm
Meatball Mike's
1280 Cranston St
Cranston
- * August 17 *
6:00 – 8:00 pm
Old Mill Tap
1 Zanfagna Ave
Johnston
- * August 20 *
7:00 – 9:00 pm
Larry's Lounge
2055 Smith St
Providence

There's a Whole Lot of
\$ \$ **Winning** \$ \$
Going On!



\$625

THE NUMBERS.

Your Rhode Island Lottery

Lillian Hlywka made headlines in early April when she fought off a six foot, two-hundred pound, purse snatcher. The attempted robbery took place just as Lillian arrived home from bingo, right on her front porch. The entire ordeal was caught on tape and picked up by local and national media. She told her story on CNN and is scheduled to make an appearance on the Tonight Show with Jay Leno. In the wake of this frightful incident, Lillian had a stroke of good luck that led her to the Lottery's validations office. She claimed a winning Daily Numbers ticket worth \$625. Lillian purchased the ticket from the Stop & Shop at 595 Smithfield Road in North Smithfield.



\$50,000

Winner: Dawn Dull (Coventry, RI)
Game: Stacks of Cash, Instant Game
Retailer: Cumberland Farms -
Tiogue Ave, Coventry

\$200,000



Winner: Leo Lavoie (Carolina, RI)
Game: PowerBall®
Retailer: Stop & Shop - Stilson Rd, Richmond

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!