

THE

# Back LOT

YOUR RHODE ISLAND LOTTERY

RETAILER  
NEWSLETTER

HELPING YOU SERVE THE LOTTERY CUSTOMER

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

## 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

**PLAY RESPONSIBLY**

**Problem Gambling Helpline**

1.877.9.GAMBLE



1425 Pontiac Avenue  
Cranston, Rhode Island 02920

401.463.6500

www.RILOT.com

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## Altura Terminal

### Coming Soon...

To better accommodate our Retailer base, the Rhode Island Lottery is changing over to the Altura Terminal. The communication satellite hookup and printer will remain exactly the same; the only change will be the new terminal. The touch screen works similarly to the Imagine Terminal, so the learning curve will be minimal. Also, the Altura Terminal has fewer wires than the existing Imagine Terminal and replaces the camera with a manual ticket feed.

In addition to its more organized appearance and all-together smoother experience, the Altura is designed to meet the everyday needs of busy Retailers quickly and efficiently at the point of sale. It is a high-performance, user-friendly and technologically-advanced terminal. The compact design enables high sales volume and quick transaction turnover in even the most crowded Retail environments.

Just a few of the new great features are listed below:

- Touch screen can be adjusted to different angles. Each user can determine the viewing angle best suited to his or her particular needs.
- Fast play-slip reader delivers play-slips conveniently into your hand at counter level.
- Built-in "Help" offers guidance at a touch and includes video clips for key operations.

The Altura Terminal has proven extremely reliable in other jurisdictions. The Rhode Island Lottery is confident the Altura will elevate the Retailer selling and customer player experience to an unprecedented level. If you have any questions about the Altura Terminal coming soon to your Retail location, please contact Donald Cataldi at (401) 463-6500 ext. 168.

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



Dear Retailers:

I would like to start by thanking you all for your hard work over the past few months. It says a great deal for our Retailer base when Lottery sales are up in such hard economic times. I look forward to our partnership continuing to strengthen through well-planned and executed sales initiatives.

Major initiatives covered in this issue, including upgrading to the new Altura Terminal and holding 2nd chance drawings at the Pawtucket Red Sox games and 95.5 WBRU summer concerts, should help keep the momentum going. These 2nd chance drawings are great ways to keep your players' morale up. They may not have won the first time around, but they still have a chance to win some amazing prizes. Players will appreciate you reminding them of the ongoing promotions, building loyalty as you look out for their best interests.

As we continue to work together over the summer months, I ask for your sustained support. I am extremely open to any ideas you feel could strengthen the Retailer Lottery relationship. Please send any and all suggestions to [jrampone@rilot.ri.gov](mailto:jrampone@rilot.ri.gov). Working together towards a similar goal is the only way we can successfully achieve prolonged sales growth, translating to increases in both your commissions and the state's revenue.

Gerald S. Aubin  
Director



## You Could Win...

- One of 500 pairs of Pawtucket Red Sox Tickets and
- A chance for one fan to throw the perfect pitch for **\$100,000!!!**

**TO ENTER:** Bring your non-winning Rhode Island PowerBall® tickets to the Cox Fan Center at McCoy Stadium while at any PawSox game by July 31, 2008.

PawSox tickets given as prizes will be for August 12, 2008, and must be claimed day of game at Gate A. Only fans that collect their tickets prior to 6pm that day will be entered into the drawing for the chance to throw one pitch through a target at home plate to win \$100,000. All participants in this promotion must be at least 18 years of age.




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Cranston, RI 02920  
(401)463-6500 [www.RILOT.com](http://www.RILOT.com)



### Last Day To Cash These Instant Tickets

Game	Name	Last Day To Redeem Ticket
535	Red Hot 5's	6/1/2008
528	Crossword 21	6/19/2008
540	World Championship Poker	7/12/2008
547	Party Cash	7/20/2008
533	Baseball	7/24/2008
539	Sudoku	7/24/2008
512	Bonus 7's or 11's	7/30/2008
531	Baseball Fever	8/9/2008
491	Grand Hand	8/9/2008
259	Numero Uno	8/9/2008
583	Deal or No Deal	8/15/2008
506	Luck of the Dice Doubler	8/15/2008
550	Spicy Hot Cash	9/4/2008
566	American Idol	9/6/2008
559	Easy 8's Bingo	9/12/2008
555	Deal or No Deal	9/13/2008
520	Lucky Times 10	9/14/2008

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](http://www.RILOT.com).

# SALES REP OF THE MONTH...

## DAVID ABRUZZI



For the third time in a row, David Abruzzi has earned the Sales Rep of the Month title. The honor is awarded to the Sales Rep whose territory shows the greatest increase in Instant Ticket sales over last year's sales for that same time period.

For the month of April 2008, the Retailers on David's sales route increased their Instant Ticket sales by 17.94% when compared to the April 2007 sales figures. David's territory includes Westerly, West Greenwich, Hope Valley, Coventry, Matunuck and Charlestown.

When asked to what he attributes this great increase in his area, he gave two major reasons. The first was placing as much advertisement as possible in every Retail location. David said he tries to position lottery signage so that it is in the face of every customer walking through the door. His second trick of the trade is ensuring all "How to Play" slips are fully stocked and readily available. He also is diligent in confirming the Retail staff is knowledgeable on all offered Lottery games.

David commends all of his fellow Sales Reps on a job well done. He said they are all doing a great job, he was just fortunate enough to come out ahead these past few months.



Over the next few months, the Rhode Island Lottery will be teaming up with 95.5 WBRU to bring you the Summer Concert Series held at Providence Piers. At each concert the Lottery will have a booth set up for listeners to bring any non-winning Rhode Island Lottery tickets to enter into second chance drawings. Two winners were drawn at the first show on May 9th, each receiving a pair of Boston Red Sox tickets. Details on future second chance drawings will be coming soon. The Rhode Island Lottery Booth will have other fun games with prizes available to the Summer Concert Series attendees. Please check [WBRU.com](http://WBRU.com) and [RILOT.com](http://RILOT.com) for future concert dates and second chance drawing details. We hope to see you and your players there!

### Retailer's Tips Key to Keno Sales: Ask for the Sale

Now the same selling technique that works wonders for PowerBall® and Wild Money is applicable for Keno. The rolling jackpots allow retailers the perfect opportunity to push a particular product just as consumer interest peaks. For example, a clerk could mention, "The Keno Free Ride jackpot is getting big, you might want to up your wager to have a better shot." Your customers will appreciate the reminder and your location reaps the benefits of added sales.

There's a Whole Lot of

**\$\$\$** *Winning* **\$\$\$** Going On!



Name: FMG Fab Fourteen (Johnston, RI)  
Game: PowerBall®  
Retailer: Stop & Shop (Richmond)



**\$200,000**

**\$10,000**



Name: Edward Doyle Jr. (Chepachet, RI)  
Game: 21, Instant Game  
Retailer: Colbea Enterprises (Johnston)



**\$18,000**



Name: Jigarkumar Patel (Whitinsville, MA)  
Game: Take 5, Instant Game  
Retailer: Crossroads Wine & Spirit



**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](mailto: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!