

WELCOME TO THE *Arizona Lottery* RETAILER NETWORK

- 4TH STREET MARKET & LIQUOR
- 9 VAPE AND SMOKE SHOP
- A-1 LIQUOR
- AMERICAN LEGION POST 9
- ARCO AM/PM
- AZOOL
- BIG COUNTRY MARKET
- CACTUS TAVERN
- CARIOCA #99
- CHERRY CREEK STORE
- CHICAGO BAR
- CIRCLE K 2709580
- CONNOLLYS SPORTS GRILL
- CORONADO MARKET
- CULLUM'S COUNTRY CUPBOARD
- DJ'S WILD WEST JUNCTION
- DULCERIA LA BONITA WHOLESALE
- EMPTY POCKETS SALOON
- EXTRA MILE
- FLAGS GALORE AND MORE
- GURLEY STREET SPORTS PUB
- HAWT BOXX'N SMOKE SHOP
- HEART AND SOUL CAFE AND SALOON
- HOGWASH SALOON
- IGA
- LOS AMIGOS MARKET
- LOS POCHO'S SPORTS GRILL
- LUCKY LINE
- MAVERIK 723
- MAVERIK 726
- MIKES RT 66 OUTPOST SALOON
- PEACE SMOKE SHOP
- POSTALMAX OF PINNACLE PEAK
- PRIDE GAS AND GROCERIES
- RIVER ISLAND MARKET
- SHANE'S PIZZA ON 87
- SOUTHSIDE TAVERN II
- STARLITE LOUNGE
- STOP N SHOP
- SUNBIRD GOLF CLUB
- SUNOCO GAS STATION
- TA EXPRESS ASH FORK
- TA EXPRESS LITTLEFIELD
- THE 44 SPORTS GRILL
- THE CORNER TAVERN
- THE DUGOUT - BATTING CAGES, SPORTS BAR & GRILL
- THE GATEWAY
- THE ONE STOP & SHOP LLC
- TOP CROWN SMOKE & VAPE
- US MARKET RAY
- WESTSIDE BEER & WINE
- WESTSIDE LIQUOR
- WINONA STATION

RETAILER OF THE QUARTER — FY23 Quarter 4

Congratulations to Country Club Chevron!

PK and Shawn over at Country Club Chevron are always looking for ways to improve sales, by upselling customers or having additional options for players to purchase lottery tickets. A PCT EX Vending Machine (Draw game only) was recently installed to help reduce the lines and to give the players the best experience. Draw games are up 59% this year while Scratchers are up 26%. Total combined sales growth is up 34%.

The Arizona Lottery appreciates how PK and Shawn represent the lottery. They never hesitate to ask questions and are always coming up with new ideas to help push lottery sales growth. The territory manager, Anthony enjoys his visits to this location, boasting about how it is always neat and clean, returns are always organized and they truly understand the lottery products and what players are looking for.

Congratulations and thank you for all your efforts!



THE REGISTER

- News For Retailers From The Arizona Lottery -

July 2023

NEW EXECUTIVE DIRECTOR NOMINEE TAKES THE HELM AT THE ARIZONA LOTTERY

The Arizona Lottery is pleased to introduce Alec Esteban Thomson, Governor Katie Hobbs' choice to serve as the next Executive Director of the Arizona Lottery.

Director Thomson is no stranger to the Arizona Lottery, as he previously served as a Commission member, providing his marketing and communications expertise to help guide agency decision making at monthly Commission meetings. This experience has given him a solid foundation to make important decisions about daily operations and how to attain the Lottery's vision and accomplish its mission.

"I'm thrilled to serve as Executive Director of the Arizona Lottery and am excited to maximize the impact of the Lottery for Arizona communities," said Thomson. "Under the leadership of Governor Hobbs, I look forward to working with the talented state employees and partners at Arizona Lottery, and our extensive network of valued retailers, which drive the organization's excellent work of funding excellent programs in our state," Thomson said.

Thomson is a proud Arizona native, raised in Nogales, and a graduate of Arizona State University. He is bilingual with a multicultural background that has helped him learn to lead people from different backgrounds toward common goals. Thomson also understands the value of giving back to the community, serving on the Board of Directors for Friends of Public Radio Arizona and the State Forty Eight Foundation, as well as in numerous other volunteer roles.

Thomson looks forward to working with employees and retailers to drive the Arizona Lottery's excellent work of funding vital programs in our state and continuing the tradition of excellence and entrepreneurial thinking that has helped the Arizona Lottery see four consecutive fiscal years with sales in excess of \$1 billion and on track for a record-setting FY23.



PHOENIX OFFICE

4740 E University Dr.
Phoenix, AZ 85034
480-921-4400

TUCSON OFFICE

2955 E. Grant Road
Tucson, AZ 85716
520-628-5107

PHOENIX SKY HARBOR OFFICE

Terminal 4 Baggage Claim
480-921-4424

KINGMAN OFFICE

3396 Stockton Hill Rd
Kingman, AZ 86409
928-753-8808

REPORT STOLEN TICKETS

877-731-3920

SCRATCHERS® HOTLINE

877-483-2445

TECHNICAL PROBLEMS AND SUPPLIES

877-896-5250

OTHER RESOURCES

ArizonaLottery.com/Retailers

Send suggestions and feedback to
GrowYourSales@AZLottery.gov

- Arizona Lottery
- @AZLottery
- AZLottery
- Arizona Lottery

NEW TICKET TUESDAY

Activate New Games on the First Tuesday of Each Month



Your loyal Lottery customers look for the newest Scratchers® games each month. The Arizona Lottery alerts players when new games are available, so be sure to confirm, activate, and place the new games out for sale as soon as they arrive.

New games arrive in **red bags** and a reminder appears on your WAVE terminal about which games to replace to make room for new tickets.

STAY INFORMED

Lottery Terminal Messages Contain Valuable Information



Terminal messages are sent out to inform all retailers about new games, games that have ended, Players Club promotions, and other retailer promotions including Activation Contests and Clerk Promotions. Check your messages to be sure you don't miss out on important details and updates. Go to the **REPORTS** tab on your Lottery terminal, then click **MESSAGES**.

HERE'S YOUR CHANCE TO WIN!

Prizes Up For Grabs In Quarterly Activation Contests



Each quarter, the Arizona Lottery holds Activation Contests to reward retailers who activate new games within the first few days of launch. Be on the lookout for flyers in your automatic allocation of new games (red bags) and terminal messages for information on upcoming contests.

The best way to make sure your store is eligible for the contest is to activate all of your new games as soon as you receive them and put them out for sale. Your customers will be excited to see the new selections, and you will have a chance to win prizes!

CLERKS CAN WIN REWARDS



Learn How You Can Be Eligible To Win A Gift Card

The Arizona Lottery rewards hard-working clerks through quarterly Clerk Promotions. During each promotion, we will identify a specific game for clerks to upsell to customers. Lottery terminals will randomly produce clerk vouchers when that ticket is sold! The more you sell, the more chances you have to win!

Check your weekly ticket order bags for flyers and terminal messages for the details on upcoming promotions and which ticket you should focus on selling to win. If you're a lucky winner, make sure you fill the voucher out and keep it to redeem your gift card during your Territory Manager's regular visit.

PLAYERS CLUB PROMOTION



\$500,000 Scratchers Cash

From July 1 to September 30, 2023, players can enter eligible Scratchers tickets for a chance to win \$500,000! Plus, each month 10 lucky winners will receive \$500 worth of Scratchers tickets!

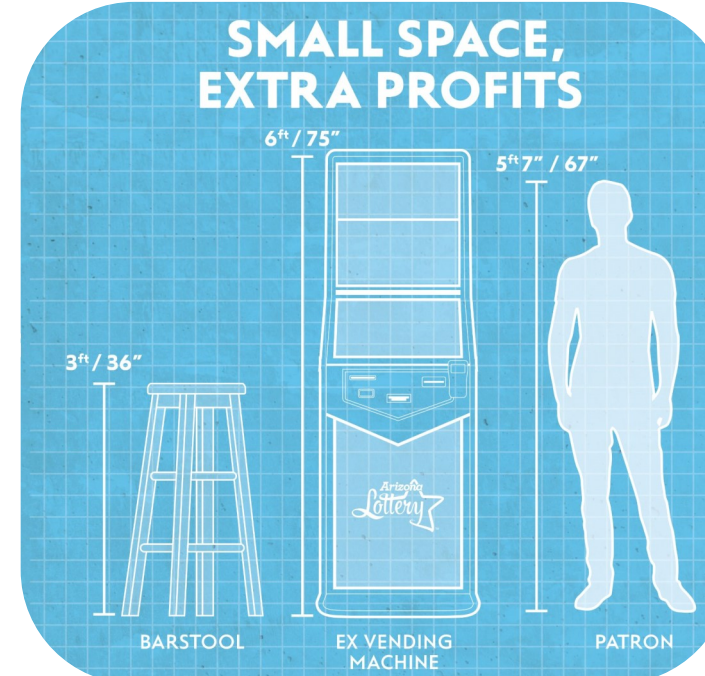
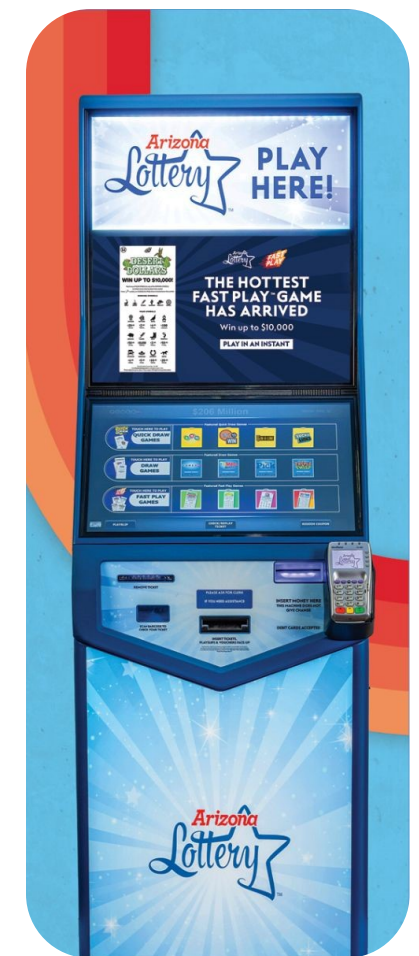
IS IT YOUR TIME TO GROW YOUR BUSINESS?

This Vending Machine Might Be Right For You

The PlayCentral Express (PCT EX) vending machine is a touchscreen terminal offering players a quick and easy way to buy all draw, Quick Draw™ and Fast Play™ games.

The self-service PCT EX allows players to purchase games through an engaging experience on an HD touchscreen and it has a multimedia display for point of sale messaging. In addition to taking cash, this machine accepts debit cards with no fees to you. Players can scan their play slips just as they can with you in line. They can also check their tickets. The shopping cart function creates a familiar shopping experience for the players as well.

This machine can be a valuable asset for you as a retailer especially with the fast growing jackpots that create long lines at your registers. In addition to the vending machine, you may also be eligible for a Media Player which displays the Quick Draw drawings live! Media servers are great for social venues such as lodges, bars, restaurants, and stores with seating areas.



What are you waiting for?
Ask your Territory Manager for more details.

PCT EX Specifications

22.25"W x 20.75"D x 74.75"H
Input Voltage Range 90–260VAC