

WELCOME TO THE *Arizona Lottery* RETAILER NETWORK

- 51ST BEER & WINE
- 5TH ST MARKET PIZZA & DELI
- A TO Z POLISH MARKET
- A1 FOOD STORE
- AARKA LIQUOR & SMOKE SHOP
- ANCHOR SMOKEHOUSE
- APACHE KORNER
- AQUA VITA
- AZ LIQUORS
- BEER WORLD
- BEVERAGE HOUSE
- BUBBAS DRIVE-THRU
- BUDDI GAS & MINI MART
- BURGER & MORE
- BUZZ IN BUZZ OUT
- CASEYS WOODSHED
- CASTILLO MARKET
- CHARLEYS PLACE
- CIRCLE K 2709556
- CIRCLE K 2709557
- CLOUDY SMOKE SHOP
- DESERT MONKS BREWING CO
- DIRTY BIRDIES SPORTS BAR & GRILL
- FAMOUS PIZZA
- FLYING J 1372
- FOURTH AVENUE MINIMART
- FREDONIA SHORT STOP
- FULL SWING SPORTS CENTER
- G&L IMPORT EXPORT CORPORATION
- GREEN VALLEY SUPER CENTER
- HOLIDAY SMOKE
- HOLY SMOKIN BUTTS BBQ
- INDOCHINE RESTAURANT
- KAHRAMANA MARKET
- KAYS PLACE
- KINGS 66
- KLONDYKE STORE
- LAST CHANCE SALOON
- LAZY V SALOON
- LET IT ROLL BOWL & ENTERTAINMENT CENTER
- LUCKYS DIESEL
- MIKEYS MINI MART
- MINI MART 4644
- PASEO WATER AND ICE
- PILOT TRAVEL CENTER 484
- PLAZA LAUNDROMAT
- PRONTO MARKET
- QUICK CASH MARKET
- QUICK KORNER MARKET
- QUIKTRIP 0424
- QUIKTRIP 1418
- QUIKTRIP 1426
- QUIKTRIP 1447
- RIO RICO GAS 4 LESS
- S&S WICKENBURG
- SAFEWAY 0048
- SHOP N'1 AT TEMPE
- SUNNYSIDE CHEVRON
- THE THIRSTY LIZARD BAR & GRILL
- VFW POST 5990
- WATER N ICE
- ZESTY ZEEKS PIZZA

RETAILER OF THE QUARTER — FY24 Quarter 2

Congratulations to Chen AZ!

Chen AZ is the epitome of what AZ Lottery looks for in a retailer. Mr. Chen and everyone who works here takes immense pride in their lottery sales. The vending machine is always full and keeps up to date with all the new games. The bookkeeper is very organized and always has older games pulled to make room for the new ones. Returns are always organized and ready to go, so the monthly visit can be focused on what they can do to keep sales growing. The territory manager, Vincent, looks forward to his visits here and enjoys reporting to them all the positive growth they have experienced. Chen AZ is in the green all across the board, which is no surprise, being that Mr. Chen and the company have always been exemplary partners and a pleasure to work with. Draw sales are up 36%, and Scratcher sales are up 43%. The out-of-stocks in the vending machine are well below the state goal and average 0.13%. That is near perfect! Chen AZ was an easy pick for Vincent when it comes to Retailer Of The Quarter. The Arizona Lottery is a success because of retailers like Chen AZ. Congratulations on your success!



Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance with ADA, these materials may be made available in an alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery.



THE REGISTER

- News For Retailers From The Arizona Lottery -

January — March 2024

PLAYERS HAVE THREE WAYS TO WIN

Play, Enter, and Check In

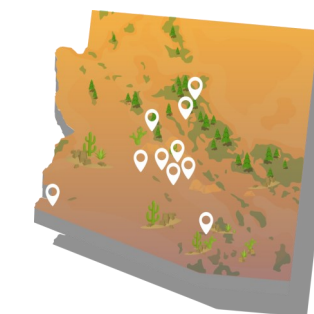
The \$5 Arizona Adventure ticket is returning with three new, vibrant Arizona scenes on February 6. Make sure to activate these tickets the moment they arrive and place them for sale. We anticipate they will fly off the shelves, just like last year. Increase your sales with a game everyone will love!



Players can **PLAY** the game for a chance to win up to \$50,000, **ENTER** their eligible tickets into the Arizona Adventure promotion for a chance to win \$1 Million in Cash and Travel Prizes, and **CHECK-IN** at 10 different locations across the state to earn more entries to win amazing travel prizes curated by the Arizona Office of Tourism.

Players can enter the Arizona Adventure Promotion from February 6, 2024 through April 30, 2024 in the Arizona Lottery Players Club.

- Check-in will receive 10 Entries into the Adventure Drawing.
- Arizona Adventure ticket will receive 5 Entries into the Cash Drawing and 5 Entries into the Adventure Drawing.
- Each 20+ Scratchers ticket will receive 1 Entry per Dollar into the Cash Drawing.



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

833-731-3920

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

LADY LUCK DIGITAL GAME

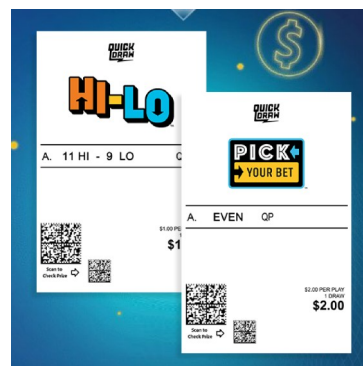
Introducing the new Lady Luck digital experience! This new Lucky Lounge digital game brings the popular Lady Luck Scratchers to life, allowing players to earn tokens and enter sweepstakes cash drawings right from their phone in the Arizona Lottery Lucky Lounge.



TWO NEW QUICK DRAW GAMES

In **Hi-Lo**, guess how many High and Low numbers will be drawn for a chance to win. A wager of \$1 gives you a chance to win up to \$555 and a wager of \$20 gives you a chance to win up to \$11,100!

In **Pick Your Bet**, choose the way you want to play with three different bet types, Lucky number, Low/High, or Odd/Even. A Lucky Number wager of \$2 gives you a chance to win up to \$50 and a Lucky Number wager of \$20 gives you a chance to win up to \$500!



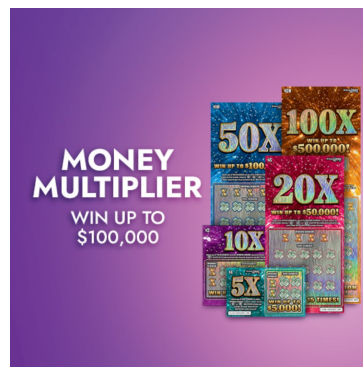
WINDFALL WILLIE FAST PLAY AND DIGITAL GAME EXPERIENCE

Players can now play Windfall Willie Fast Play AND have a digital play experience all in one! Just scan the QR code on the Windfall Willie Fast Play ticket to play in the Lucky Lounge to win tokens and enter sweepstakes cash drawings!



MONEY MULTIPLIER

From December 27, 2023 to March 31, 2024, players can enter Multiplier Scratchers and Fast Play™ tickets for a chance to win \$100,000, \$50,000, \$10,000, and \$5,000 each month!



CELEBRATING WINNERS!

Activation Contests and Clerk Promotions have been producing winners across our state for several years. Recently, the Arizona Lottery has increased those prizes to show our appreciation for all of the hard work and energy our retailers put into selling lottery products every day.

Alfred (right) from Circle K 1065 Received \$100 Visa Gift Card for activating all 4 new games launched in August within the first 5 days. This qualified him for the Activation Contest and he won!



Doris (left) from Safeway 1706 received a \$25 Visa Gift Card for selling a \$10 Powerball with Power Play during the Clerk Promotion Launched in September.



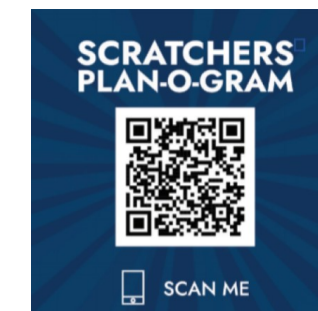
Our next contests are just around the corner. Look for the fliers in your ticket order bags and the terminal messages for details. You could be one of the next winners!

NOW AVAILABLE: QR CODES!

The Arizona Lottery is committed to providing our retail partners with the information and resources to make selling Lottery easier for you. Now you can quickly and easily access planograms and training videos from your phone. Here's how:

ACCESSING THE DIGITAL PLAN-O-GRAM

- Find blue QR code labeled "SCRATCHERS PLAN-O-GRAM" inside vending machine, on the Wave, or on back of LIM topper
- Scan QR code with mobile phone
- Plan-o-grams are available for 16-bin, 24-bin and 32-bin dispensers
- Activate packs and load Scratchers according to plan-o-gram
- Plan-o-grams will updated every month when new games are available



ACCESSING THE RETAILER TRAINING VIDEO PLAYLIST

- Find the yellow QR code labeled "RETAILER TRAINING VIDEOS" inside the vending machine
- Scan QR code with mobile phone
- A playlist of mini training videos appears in alphabetical order
- Scroll through playlist to find the topic you need
- Tap topic to watch the video