

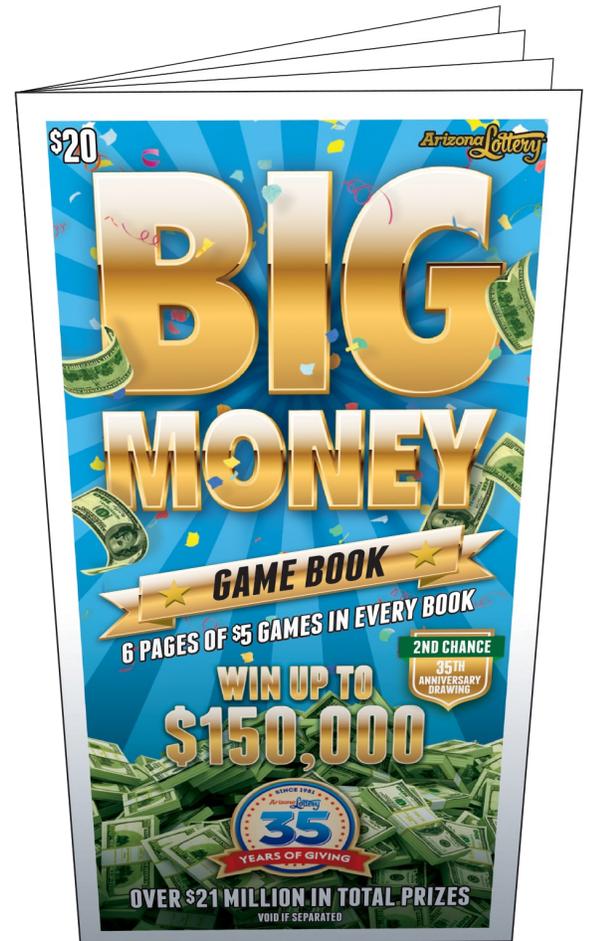
The Register

News
from the
Arizona
Lottery
DEC 2015/FEB 2016

ArizonaLottery.com/retailers/newsletters

Big Money Game Book

- ◆ First value-priced ticket offered by the Arizona Lottery.
- ◆ Six \$5 tickets, a \$30 value, for only \$20.
- ◆ Game highlights Arizona Lottery 35th anniversary.
- ◆ \$1.30 commission earned for every book sold.
- ◆ Sold only thru a specially designed dispenser.
- ◆ Game Book must be kept intact for prizes to be claimed.
- ◆ A qualifier for Dec. 2015 Keep 'Em Full promotion.
- ◆ Contact your Lottery Territory Manger for additional information.



December 1, 2015

Game Launch

Retailers must have a *Game Book* dispenser to order tickets.

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

TUCSON OFFICE
2900 E Broadway Blvd.
Suite 190
Tucson, AZ 85716
520-628-5107

REPORT STOLEN TICKETS
602-531-9057

SCRATCHERS® HOTLINE
877-483-2445

**TECHNICAL PROBLEMS
AND SUPPLIES**
800-768-0791

**Arizona
Lottery**
You can't win
if you don't play™

Send suggestions and feedback to
GrowYourSales@AZLottery.gov

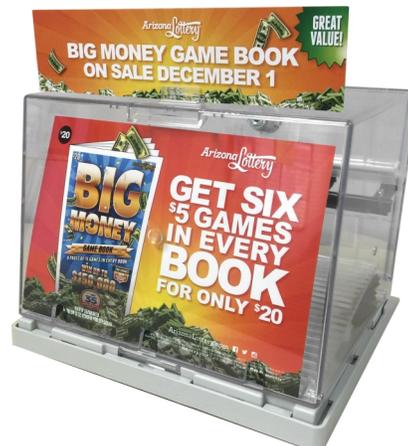
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Celebrating 35 Years of Giving

- ◆ The Arizona Lottery will be celebrating its 35th anniversary in 2016.
- ◆ To kick off the festivities, we will introduce 10 games throughout the year that will feature a special 35th anniversary second chance drawing.

- ◆ All 10 games will give players an opportunity to win additional prizes with a 2nd Chance drawing, and will be identified with the new 35 Years of Giving anniversary logo.
- ◆ The first game in the series is the \$20 Big Money Game Book that launches on December 1, 2015.



Because you played in Fiscal Year 2015, the Arizona Lottery was able to contribute more than \$176 MILLION to ARIZONA programs!

January 5, 2016 Game Launches

These games are designed to replace your holiday games.

New Games:

- ◆ **Taxes Paid** family consists of a \$10, \$5, \$2 and \$1 game.
 - ◇ Taxes Paid games are proven player favorites and sell quickly.
- ◆ New \$3 **Lucky Line Crossword**, always a players' favorite.

Make sure to have ample inventory to maximize sales.



\$5 JACKPOT BUNDLE

Make it easy for you and your customers with the \$5 Jackpot Bundle button! Now available on the terminal home screen.



Keep 'Em Full Retailer Incentive

- ◆ Runs from December 1, 2015 - January 22, 2016.
- ◆ Fifty \$1,000 winners will be randomly selected and awarded to qualifying retailers.
- ◆ Mystery shoppers will visit each store to ensure qualifiers are met.

Qualifiers:

1. Dispensers are full.
2. Minimum of 12 facings.
3. Game Book tickets for sale in approved dispenser.
4. All ticket price points for sale (\$1, \$2, \$3, \$5, \$10, \$20).

Lottery vending machine retailers must have an out-of-stock average of 4.4% or less, in addition to the four qualifiers above.

**KEEP 'EM
FULL**

Helpful Retailer Tips

- ◆ The “Game Not Found” message appearing when scanning a Scratchers® ticket indicates the game has expired. Prizes cannot be claimed on expired games, even at the Lottery offices.
- ◆ Draw Game tickets expire 180 days from the draw date printed on the ticket. Prizes cannot be claimed on expired games, even at the Lottery offices.
- ◆ The Lottery recommends you give all non-winning tickets back to players. Many games have second chance drawings that require the ticket for entry into the drawing. In addition, players are entitled a copy of their winning tickets upon request.
- ◆ When doing store remodels, the American Disabilities Act (ADA) requires that service counters be no higher than 36 inches for ADA accessibility.



Apple iPad Air 2 Winners

The retailer in each of the 18 territories statewide with the highest in combined total sales of Scratchers® and The Pick™ (comparing August through September, 2015 to August through September, 2014), won an Apple iPad Air 2.

And the winners are:

48th Street Market	Fry's Food Store 51
Albertsons 931	Fry's Food Store 104
Albertsons 1004	Fry's Food Store 114
Safeway 1549	Glendale Mini Mart
Circle K 586	QuikTrip 434
Circle K 6661	QuikTrip 493
CST Corner Store 1670	QuikTrip 1408
Fry's Food Store 23	QuikTrip 1428
Fry's Food Store 36	QuikTrip 1479
Fry's Food Store 42	

Congratulations to the winning stores!

Players have a chance to win a **2016 Lexus GS** by entering the Arizona Lottery Luxury Car Giveaway!

- ◆ Promotion runs from October 19, 2015 through February 10, 2016.
- ◆ Drawing will take place on February 12, 2016.
- ◆ When players buy a \$5 single-ticket purchase of The Pick or Fantasy 5 (excluding the EXTRA! feature), a web entry code will automatically print on qualifying tickets.
 - ◇ Only one entry code will print per ticket, even if the cost exceeds \$5.
 - ◇ Mail-in or entries dropped off at Arizona Lottery offices will not be accepted.
- ◆ Details available at ArizonaLottery.com/Promotions



ArizonaLottery.com    

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game.
All sales are final. In accord 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.™