



MARCH 2019 - MAY 2019	Runners Sports Bar	Loyal Order of Moose 2669
Ham Bone	Purple Turtle Bar & Grill	Lucky Skies
Sunset Market & Liquor	Shell	American Legion Post 22
Loyal Order of Moose 1449	Daily Donut	Gecko Corner
Quick Food Mart	Ventura Market	T-Bird Mini Market
VFW Post 2555	Shell 15	Pyramid Smoke Shop & Mini Market
Michele's	Yuma Landing Restaurant Bar & Grill	VFW Post 7401
American Legion Post 9	All American Fuel	3 Brothers Food Mart

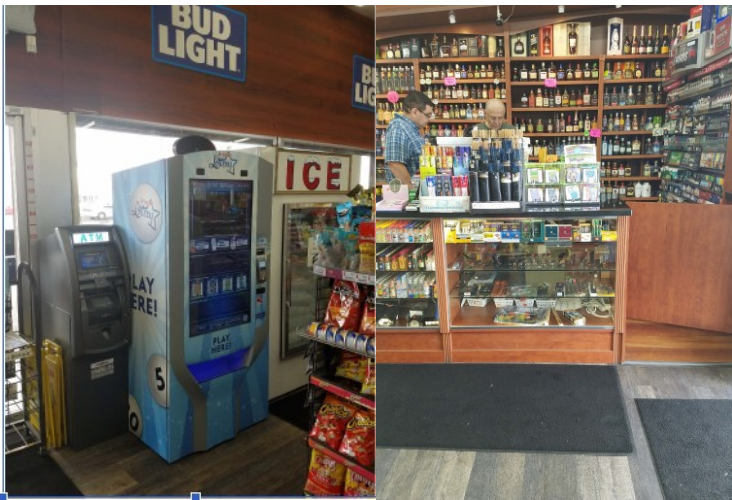
Ranch House Saloon	Rob's Smoke Shop	Gypsy's Roadhouse	Loft Again
Local Chandler	Casa Amigo	Frank's Smoke Shop	Buzz In Buzz Out 2
Apache Greyhouse Park	Northwest Village Liquors	American Legion Post 35	Dockside Mini Mart
Max's Sports Bar & Restaurant	Jester's Sports Lounge	Desert Springs Travel Center	Lincoln Market
Final Round Sports Bar & Grill	VFW Post 1433	Food Mart/ Chevron	AZ Mini Mart
River City Chevron	Loyal Order of Moose 319	Barefoot Bob's Billiards	Stadium Chevron
Route 66 Road House	Maggie's Market	Carioca 8	American Legion Post 5
Yuma Oil	Nest Sports Grill	Smoker's Domain	Sombrero
Big K's Discount Cigarette & Food	Los Amigos Market	Carioca 93	76 Isho Petroleum
Loyal Order of Moose	BPO Elks 2408	Fastrip Food Store	What The Hell Bar & Grill
Tony's Mini Mart	Quick Mini Mart	Shop N Save Market	Up N Smoke
Rightway Pharmacy	Gas Dock	Big Daddy's Sports Lounge	Country Corner
	Mercado Y Carniceria Sepulveda		The Plank Bar & Restaurant
			99 Cent Store



Arizona's Retailer of the Quarter
Quarter 4 Retailer of the Quarter is - Zest Market

Farris and his crew do an outstanding job on lottery sales. All the employees have a vast knowledge on all draw games. They reminded customers of the jackpots and especially did so when the Triple Twist jackpot was high. When first approached about a vending machine, Ferris was a little hesitant about losing that interaction with the customers. After the installation, he was very surprised to see how well the sales were doing. Farris also keeps nine games on the counter for added sales. He carries back stock on his better selling games and when he thinks he is running low he will call to place an order. They are a great crew to work with and so enthusiastic about sales and the income the Lottery brings to their business.

Year Over Year sales increase:
Draw - 24.70% Scratchers -13.90% OOS - 2.0%



Send suggestions and feedback to
GrowYourSales@AZLottery.gov
Arizona Lottery
@AZLottery
AZLottery
Arizona Lottery
ArizonaLottery.com

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

PHOENIX SKY HARBOR OFFICE
Terminal 4
Baggage Claim
480-921-4424

The Register

News from the Arizona Lottery

July - September 2019

ArizonaLottery.com/retailers

ARIZONA LOTTERY SETS NEW SALES RECORD

It's an exciting time to play the Arizona Lottery, as record after record is broken and new ones are being set:

Annual Scratchers® and draw games sales are reaching historic records – totaling more than \$1 billion, as of June 2, 2019.

The Arizona Lottery is projected to give back more than \$220 million - a new record - to over a dozen vital Arizona programs and services!

"This is great news for all of Arizona, as we are all winners with the Lottery," Executive Director Gregg Edgar said. "The Arizona Lottery has worked hard for almost 38 years to reach this goal and help make dreams come true for Arizonans, by paying billions in prizes and awarding billions more to beneficiary agencies over the years."

The money the Arizona Lottery gives back – estimated to surpass \$220 million in FY20 – goes to 18 worthy programs; that would otherwise rely on tax dollars, including: building higher education infrastructure through the Arizona Board of Regents, protecting children from cyber-predators through Internet Crimes Against Children Task Force Program (ICAC); and conserving Arizona's iconic and majestic wildlife through the Arizona Game and Fish Department's Heritage fund. Additionally, lottery revenue is on track to generate more than \$72 million in retailer commissions across the state.

This record-breaking sales year puts the Arizona Lottery one year ahead of schedule on exceeding its fiscal year 2020 goal of \$1 billion in sales.



We at the Lottery recognize, none of this would be possible without the people on the front line, our retailers!

Thank you for being such an integral part of our winning team.

With your help and support, Arizona Lottery will continue to positively impact our economy and do more good for the people of Arizona.

REPORT STOLEN TICKETS
Call Lottery Security:
833-731-3920

DRAW GAME TERMINAL & TOUCH SCREEN VENDING MACHINE
Call Scientific Games Hotline:
877-896-5250

PUSH BUTTON VENDING MACHINE
Call IGT Hotline:
800-786-0791

Marketing Updates

Did You Know?

Powerball New Year's Rockin' Eve

The Arizona Lottery will be hosting a Powerball® player promotion from July 29 - September 8, where 25 Arizona Lottery players will win a VIP New Year's Eve trip for two to New York City! Players can enter all of their Powerball purchases into a second chance drawing, plus, if the player adds Power Play®, their entries will be multiplied up to 10X! Find out more at AZPlayersClub.com.



We are also hosting a CLERK PROMOTION, where 20 lucky clerks will win a Diamondbacks prize pack, including two tickets to the September 28, game!

When you sell Powerball WITH Power Play, from July 29 – August 12, lottery terminals will randomly award entry vouchers for a drawing. At the end of the promotion, 20 lucky winners will be selected. Make sure to hang on to your entries because, if you are selected as a winner, you will be required to provide your entry voucher to claim your prize.

Two New Fast Play™ Games

On July 29, we're rolling out new Fast Play games - \$5 Arizona Fast Fortune and \$10 Ca\$h Bash.

Arizona Fast Fortune is a symbol-match game with a top prize of \$50,000 and includes a doubler component.

Ca\$h Bash is the newest progressive number-match game with a bonus feature.

These new tickets increase the Fast Play category to a total of twelve games available for purchase.



Three Arizona Draw Games Increase to 7 Days

Pick 3™, Fantasy 5™ and Triple Twist™ are increasing players' chances to win by expanding to a seven day draw week. Beginning Sunday, July 28, 2019, these three Arizona draw games will allow players the opportunity to play and win seven days a week.

Draw game stickers for your terminal and "How to Play" buckslips for your playslip holders will be changed out by your Territory Manager during their scheduled monthly visit starting July 29, 2019.

DRAW GAME QUESTIONS & ANSWERS

Q: What is Powerball's starting jackpot?

A: \$40 Million.

Q: How much does it cost to add Power Play to Powerball?

A: \$1.

Q: What is Mega Million's® starting jackpot?

A: \$40 Million.

Q: How much does it cost to add Megaplier® to Mega Millions?

A: \$1.

Q: What do Power Play and Megaplier offer the player?

A: Increases the potential non-jackpot prize amount by 2, 3, 4, 5 or (for Powerball only) 10 times!

Q: What is the second place prize for both Powerball and Mega Millions?

A: \$1 Million.

Q: What is The Pick's™ starting jackpot?

A: \$1 Million.

Q: To what two games can you add EXTRA!?

A: The Pick and Fantasy 5.

Q: What is EXTRA!?

A: Add on game. When EXTRA! Is purchased, a 2nd set of numbers is printed on the ticket. Matching any EXTRA! number to any of the player's The Pick or Fantasy 5 numbers on the same ticket wins the prize shown instantly.

Q: What is Triple Twist's starting jackpot?

A: \$200,000.

Q: What is Pick 3's Top Prize?

A: \$500

Q: How are "Arizona Only" (The Pick, Triple Twist, Fantasy 5 and Pick 3) winning numbers drawn?

A: The Arizona Lottery uses a Digital Drawing System from Smartplay Origin® RNG Systems. The three machines are audited and certified through Smartplay International, Inc., as well as the Arizona Lottery and a third party, KPMG. They are located in our Arizona Lottery Phoenix office.

Q: What is a draw break?

A: Short period of time when tickets for a game can't be purchased due to a drawing.

Q: What is an exchange ticket?

A: The tickets that are printed when a multi-draw ticket or instant-win feature is a winner and is validated before its expiration. The exchange ticket is valid for the remainder of the originally purchased draws.

PACK ACTIVATIONS INSURE PLAYERS CAN BE PAID WHEN TICKETS ARE VALIDATED

PLEASE BE SURE TO ACTIVATE PACKS OF TICKETS, PRIOR TO PLACING THEM OUT FOR SALE IN THE DISPLAY CASE, OR VENDING MACHINE. YOUR ASSISTANCE IN CARRYING OUT THIS IMPORTANT STEP BEFORE PLACING TICKETS OUT FOR SALE IS GREATLY APPRECIATED.

Reportable events may happen in your business and need to be reported to the Lottery within 10 days. Refer to retailer rules for more information.

R19-3-210A(9) - Change in the status of liquor license issued by the Arizona Department of Liquor Licenses and Control.