

The Register

ArizonaLottery.com/retailers

Happy New Year

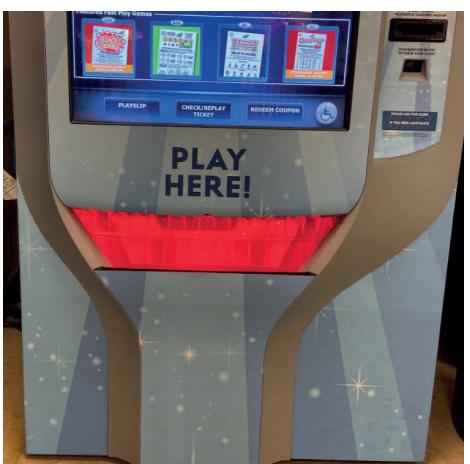


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ARCO AM/PM
ARIZONA AMERICAN ITALIAN CLUB
AZOOL GRILL
BA'JA GAS STATION
BEST GAS MARKET
BEST LIQUOR
BEVYY - IT
BPO ELKS 468
CARDENAS MARKET 508
CAREFREE SHELL
CIRCLE K 9526

CIRCLE K 9528
CIRCLE K 9535
CLASSIC CAR WASH
CLEVER DOLLAR
DAVE'S FAST STOP #3
DESERT MARTINI
DESERT MARTINI - IT
EXPRESS MARKET
FABY'S MARKET
FAMILY MARKET
FRYS FOOD STORE 088
HAPPY CATS SMOKE AND VAPE
HAPPY ENVIOS
HAROLD'S CAVE CREEK CORRAL
HOLY COW SMOKE SHOP
HOW CONVENIENT
HUICHO'S MARKET
JIM'S MARKET
LAVEEN SMOKE SHOP
LAVEEN SMOKE SHOP #6
LIGHTHOUSE SPORTS

BAR - IT
LUCKY M MARKET
MARZ MARKET
MEG'S PLACE
METRO CONVENIENCE & LIQUOR
OG SMOKE SHOP
ON THE CURVE
PACK SHIP AND PRINT
PARKER SHELL
PORCH - IT
QUICK AND EASY SHELL
QUIKFILL
QUIKTRIP 1407
RAPID-O MART
ROLLOVER SMOKE SHOP
SAFEWAY 2922
SAFEWAY FUEL STATION 2922
SHELDON ST GAS AND GRILL
SHORT STOP
STICKLERS CAFE
SUN CITY SMOKE SHOP

VENDING MACHINE OUT-OF-STOCK ALERT SYSTEM



When the light in the ticket receptacle flashes **RED**, there is at least one game out of stock.

When the light in the ticket receptacle flashes **BLUE**, there is at least one game with five or fewer tickets remaining.



Arizona Lottery™

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™.
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Phoenix, AZ 85034
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Arizona Lottery™

Send suggestions and feedback to
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As we begin 2020, I'd like to reflect on the enormous progress the Arizona Lottery and our retailers have made in recent years and the ways we've positively impacted the lives of all Arizonans.

Since 2015, Arizona Lottery and our valued retailers have generated more than \$4.5 billion in sales and have contributed more than \$1 billion to over a dozen important programs that make Arizona a better place to live, work and play.

The Arizona Lottery also serves as a vital economic engine for our retail partners in every corner of our great state, who earned more than \$73 million in commissions in FY19.

All of this is only possible through our players (your customers), who spent their hard earned dollars to be entertained and to dream of hitting it big. In FY19, they won more than \$706 million in prizes.

The Arizona Lottery set these new records by:

- Increasing player and retailer awareness through statewide promotions and system-wide jackpot alerts.
- Developing new games, like Triple Twist and Fast Play, and conducting second chance promotions that augmented the winning experience for our players.
- Launching more than 50 instant scratch games (Scratchers®) including our first \$25 game.

The Arizona Lottery also took steps to improve the overall player and retailer experience:

- Investing in new touch screen and debit card enabled vending machines.
- Developing and implementing a new smartphone mobile app to allow players to check their tickets on the go.
- Expanding the retail experience to Walmart Super Centers and Costco, making Arizona Lottery games available to a broader audience than ever before.

The Arizona Lottery team and our 3,000+ valued retailers deserve the credit for a spectacular and record-setting 2019. Through our partnership, we have been able to give more to our players, more to the state we love and more to the Arizona Lottery's 18 beneficiary programs.

- Looking ahead to 2020 and beyond, the Arizona Lottery is positioned to do even more:
- We are on track to introduce in-lane ticket sales for the first time in Arizona (Summer 2020), making it easier than ever for your customers to play our games and for you to earn even more commissions.
- We are making it easier than ever for bars and restaurants to become Arizona Lottery retailers, through our joint licensing program with the Arizona Department of Liquor and our PCTEX vending technologies which have a smaller footprint and enable retailers to sell select lottery products without upfront costs and inventory concerns.
- We are continuing our license fee waiver program as well, to help Arizona businesses continue to succeed and grow with us.

Working together in 2020, we are creating novel, innovative and entertaining games for our retailers to sell, and for our players to play, driving our economy and helping to fund a better quality of life for communities for all of us across the Grand Canyon State.

Thank you and here's to a spectacular 2020!

New Year! New Games! Lots of Prizes!

Bring on the commissions with popular-themed Multiplier tickets.

Four Scratchers® tickets and one Fast Play™ ticket make up this new family of Multiplier games with:

- More than \$35 million in total prizes
- Over 940,000 Multiplier Prizes
- Top prizes ranging from \$5,000 to \$100,000

New Multiplier Games:

- #1251 5X the Cash - \$1
- #1252 10X the Cash - \$2
- #1253 20X the Cash - \$5
- #117 Xtreme Multiplier - \$5
- #1254 50X the Cash - \$10



Plus, for a limited time, non-winning tickets from these five games are eligible for a Second Chance promotion.

Multiplier Mania - *Limited Time Promotion*

To kick-start the Multiplier family of games, the Arizona Lottery has layered on a Second Chance promotion for eligible non-winning Multiplier tickets. Players can enter through March 2, for a chance to win weekly prizes of \$2,500, \$5,000, \$10,000 and \$20,000. There's a total of \$300,000 up for grabs!



Selling Your Business?

Retailer shall report sale of business to Licensing Department in writing a minimum of 10 business days before the event. This will ensure enough time to schedule return of all lottery tickets and removal of equipment if needed. Licensing can be contacted at 480-921-4486 or azlicensing@azlottery.gov.

R19-3-210 (A3) Reportable Events: Sale of ownership, merger, or acquisition of the licensed entity.

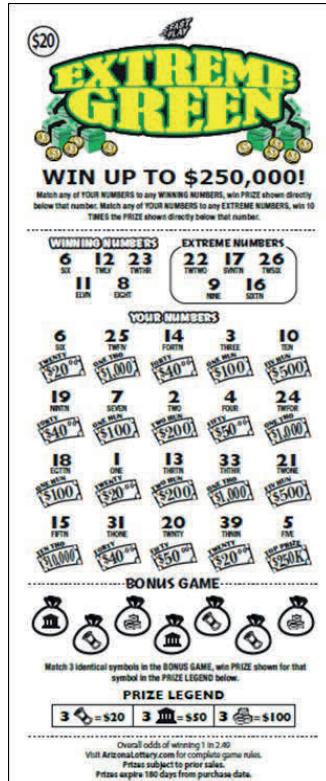
R19-3-211 Change of Ownership or Business Location: A license is not assignable or transferable.



What's better than \$5? 100 times \$5!

100X, the newest \$30 ticket is coming soon! This game is sure to excite players with:

- A top prize of \$3.5 Million
- More than \$90 Million in prizes
- Over 300,000 multiplier prizes
- A bonus area with a chance to win \$50, \$100 or \$500 instantly



The first-ever \$20 Fast Play Ticket

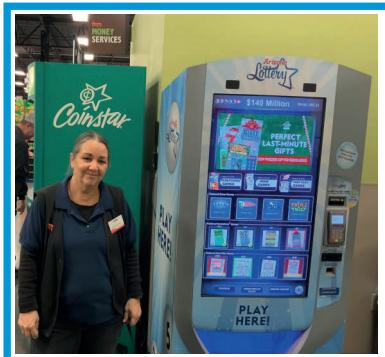
Extreme Green, a new \$20 Fast Play ticket will launch on February 16, 2020. The game will have:

- A top prize of \$250,000
- A bonus feature to win 10X the prize
- Plus, a bonus game!

Retailer of the Quarter—FY 20 Q2

FRY'S MARKETPLACE 694

2800 W Dove Valley Rd, Phoenix



Jody Ciambrone, bookkeeper, maintains two vending machines with sales over \$50,000 per week and out-of-stocks below 1.0%. Jody makes it part of her morning routine to check terminal messages for ended game announcements. She realizes how important it is to keep vending machines full which in turn keeps customers satisfied and increases overall sales. Jody is passionate and dedicated to having her vending machine full.



Mail messages are designed to keep you up to date on games that need to be removed, or have ended. Reasons for removing a particular game may include, but not limited to:

- Last Top Prize awarded
- Game has reached its sales life cycle
- There is no longer replenishment in the warehouse to reorder game

Please be sure to remove from all selling locations and set aside ended games for your Lottery Territory Manager to return on their next regularly scheduled