

Ticket Talk



XFINGERS 2013 ★ THE BATTLE HAS BEEN WON!

In this issue:

- 2**
XFingers 2013
- 3**
Hot Summer Events
- 4**
Lottery Presents Luke Bryan in Concert
- 5**
Win Phillies Tickets
- 6**
Win Blue Rocks Tickets
- 8**
Big Winner Alert!

The Delaware Lottery once again hosted its annual XFingers Challenge with the final round taking place at Dover's Modern Maturity Center on Wednesday, May 15. Fifteen Retailers (five from each county) competed in the Finals for the chance to be named the Lottery clerk with the "fastest fingers" and take home a \$1,000 first place cash prize.

The Delaware Lottery wants to thank all the Retailers, family and friends who came out to participate and support the XFingers Challenge. All Retailers in the competition were awarded a T-shirt, an Instant Game ticket and the chance to spin our prize wheel for other great prizes. Instant Game tickets were also awarded at the end of each preliminary round. This year, the Delaware Lottery also offered a \$5 Lottery coupon that was printed randomly statewide one-week prior leading up to the event and redeemable at the XFingers preliminaries.

Finally, we are also pleased to announce the entire list of winners and the prizes awarded from the preliminary and final rounds. Check out the photos from the award ceremony held at Modern Maturity following the final round.

CONGRATULATIONS TO OUR 2013 XFINGERS CHAMPION!



Congratulations to Zach Zimmerman from New Castle County's C&C Country Maid, who is the new leading titleholder and Delaware Lottery 2013 XFingers Champion! Zach earned a grand prize total of \$1,500 in the competition from both the preliminary and final rounds.

TOP 5 FINAL XFINGERS COMPETITORS

- 1ST ZACH ZIMMERMAN**, C&C Country Maid
- 2ND TRISTAN THACKER**, Hockessin Books & Tobacco
- 3RD MELISSA STANSELL**, Books & Tobacco, Inc.
- 4TH LAURA ZELLERS**, Acme #7836 – Smyrna
- 5TH SHAYLA ANDREWS**, Harrington Raceway & Casino

XFINGERS 2013

PRELIMINARY ROUND WINNERS



KENT COUNTY ★★★★★★★★★★★★★★		
1 ST	\$500	SWETA PATEL, Eastside Package
2 ND	\$200	LAURA ZELLERS, Acme #7836 – Smyrna
3 RD	\$100	RICH DESAI, Smith's Liquors
4 TH	\$75	DEBBIE ARABIA, Harrington Raceway & Casino
5 TH	\$50	MIKE PATEL, Mike's Food Mart



NEW CASTLE COUNTY ★★★★★★★★★★★★		
1 ST	\$500	ZACH ZIMMERMAN, C&C Country Maid
2 ND	\$200	SEJAL BHAVSAR, Mack's Mini Mart
3 RD	\$100	TRISTAN THACKER, Hockessin Books & Tobacco
4 TH	\$75	REBECCA UNGER, 7-Eleven #16354 – Bear
5 TH	\$50	MELISSA STANSELL, Books & Tobacco, Inc.



SUSSEX COUNTY ★★★★★★★★★★★★		
1 ST	\$500	BRAD ALWOOD, Daily Market
2 ND	\$200	SHAYLA ANDREWS, Harrington Raceway & Casino
3 RD	\$100	PAUL C. CUNNINGHAM II, Daily Market
4 TH	\$75	GLADYS PASSWATERS, Uncle Willies #11 – Blades
5 TH	\$50	NICHOLAS CAPORASO, Bodie's Market #3 – Georgetown

HOT SUMMER EVENTS

WANT TO KNOW WHAT THE DELAWARE LOTTERY IS UP TO THIS SUMMER? Take a look at the list of hot upcoming events that the Lottery is sponsoring or attending this summer.



July 2013

- JULY 12 – 13** NANTICOKE RIVERFEST
SEAFORD, DE
- JULY 18 – 27** DELAWARE STATE FAIR
HARRINGTON, DE

August 2013

- AUGUST 2** RIVERFRONT BLUES FESTIVAL
WILMINGTON, DE
- AUGUST 3** WYOMING PEACH FESTIVAL
WYOMING, DE
- AUGUST 9** BLUE ROCKS RETAILER EVENT
& FIREWORKS NIGHT
WILMINGTON, DE
- AUGUST 2,
9 & 16** TACO TOSS & WZBH-FM LIVE
REMOTES AT THE BEACH
- AUGUST 17** MIDDLETOWN PEACH FESTIVAL
MIDDLETOWN, DE



Built for Summer.

Summertime is filled with a variety of fun activities—vacations to the beach, concerts, festivals, ballgames, etc. When it comes to summer entertainment, Delaware Lottery Instant Games are just the ticket. Built for summer, our featured Instant Games are yet another fun activity that can be enjoyed during the hot, carefree days of summer.

Check out our current billboards and ads running statewide encouraging players to pick up their favorite Instant Games today!

**INSTANT
GAMES**

Go Scratch!



LUKE BRYAN IN CONCERT! THURSDAY, JULY 18 • 7:30PM

Once again, the Delaware Lottery is proud to sponsor the Delaware State Fair that is held annually in Harrington, DE. The Lottery is also the presenting sponsor of country star Luke Bryan's concert taking place at the State Fair on Thursday, July 18 on the Grandstand stage at 7:30 PM. Opening act will feature a performance by Florida Georgia Line.

Come jam out to some country music with us, and then visit the Lottery booth in Exhibit Hall where we will be selling tickets and offering guests a chance to spin the prize wheel!

WIN PHILLIES TICKETS!

Top off your summer by participating in a HOT LOTTO® promotion for the chance to win a pair of Phillies tickets! The Delaware Lottery is giving away a total of 10 pairs of Phillies Tickets.

You and a guest can relax and watch the Phillies play the Arizona Diamondbacks from the Bill Giles Party Suite on Saturday, August 24, 2013. Tickets include transportation to and from the game, a full dinner buffet, complimentary beverages, a personal suite attendant and access to the exclusive Hall of Fame Club.

All you have to do is sell HOT LOTTO® tickets between July 22, 2013 to August 4, 2013. For every 5th HOT LOTTO® ticket sold statewide during that time period, an entry form will generate for the contest. The more tickets you sell, the more entries you could receive!

To retrieve the entry form you must go into "Special Functions/Utils" tab, select "Messages" and print the entry form.

**Mail completed entries to:
DELAWARE LOTTERY PHILLIES PROMOTION
P.O. Box 319
Cheswold, DE 19936**

All entries must be received by 4PM on Wednesday, August 7. The drawing will take place on Thursday, August 8, 2013. Winners will be notified by Wednesday, August 14, 2013.

QUALIFICATIONS & ELIGIBILITY RULES:

- Must be 21 years old
- Must be an active Retailer by July 1, 2013
- Recipient of prize must be an active employee of the store at the time of drawing
- The same winner can't win twice
- Only one winner per retail location
- Original entry forms must be mailed to the Lottery office
- All entry form fields must be completed to qualify
- NO FAXES ACCEPTED



WIN 2 FREE TICKETS TO SEE

BLUE ROCKS VS LYNCHBURG HILLCATS



AUGUST 9, 2013 • 7:05 PM

THE LOTTERY WILL BE WELCOMING THIRTY (30) RETAILERS TO SEE THE BLUE ROCKS PLAY THE LYNCHBURG HILLCATS AT THE FRAWLEY STADIUM IN WILMINGTON. WINNERS WILL WATCH THE GAME FROM THE SKYBOX CAFE AND ENJOY COMPLIMENTARY FOOD AND BEVERAGES. IF YOU ARE INTERESTED IN ATTENDING THE GAME, PLEASE FILL OUT THE FORM BELOW.

- One entry per person and one name per entry
- Copies of form and multiple entries per store allowed
- Mail or fax entry to the Lottery office by 4:30pm on July 23, 2013
- Drawing will be held July 24, 2013
- Winners will be notified by July 26, 2013

YES, I WANT TO ATTEND THE BLUE ROCKS GAME. PLEASE ENTER ME IN THE RANDOM DRAWING.

RETAILER # _____

NAME _____

STORE NAME _____

PHONE NUMBER _____

ALT. PHONE NUMBER _____

DELAWARE STATE LOTTERY

Attn: BLUE ROCKS TKTS
1575 McKee Road, Suite 102
Dover, DE 19904
FAX: (302) 739-7586

*Must be an active retailer by July 1, 2013. Recipient of prize must be 18 yrs old and an active employee of the store at the time of the drawing.

MEET THE NEW FIELD STAFF

The Delaware Lottery would like to welcome two new Field Services Representatives!



Shamika Veney will be working with Don Cahall on Keno and Sports Lottery products. She joined the Delaware Lottery in April from our gaming partner, Scientific Games. She brings with her over 10 years of experience in the gaming industry working as a Lottery Field

Representative. Her strong emphasis on implementing and developing the Keno product is what makes her a great addition to the team. We are happy to have a self-starter and go-getter like Shamika who is dedicated to assisting her Retailers in any way she can.



Jeff Crockett also joined our Field Services staff in April and has been meeting and working with Retailers in his new territory. Jeff joined our staff from AT&T Wireless where he was called upon by wireless resellers across the region. He also brings over 10 years of experience in the retail

and sales industry. We know he will be a wonderful asset to the Delaware Lottery and its Retailers!

MEET THE NEW KENO SUPERVISOR



CONGRATS TO DON CAHALL!

On December 31, 2012, Don Cahall was promoted to manage the field services staff for our new game Keno.

Don started with the Lottery in October 2001 as a Lottery Field Representative and during that time, he has traveled throughout the state and has been the only Lottery Representative to manage all territories within the state. Don's experience and knowledge will be a valuable asset to our new Keno game.

Don will continue to work with some of the traditional Lottery accounts that offer Keno and Sports Lottery, but will also be working with restaurants, bars and taverns that have become licensed Keno and Sports Lottery Retailers.

Additionally, Don will manage a field services staff consisting of one Delaware Lottery Field Representative, Shamika Veney, and two Scientific Games Keno Field Representatives.

NEW FIELD STAFF TERRITORY LINEUPS

With the addition of Keno and Sports Lottery to our line up of game offerings, it has become necessary to realign our sales reps to better serve our now more than 600 Retailers statewide.

SUSSEX COUNTY & SOUTHERN KENT COUNTY

Barb Rogers

Territories South from Route 10 in Kent County and all of Sussex County.

Barb has returned to the south after helping us for the past three years in northern Kent and western New Castle counties.

NEW CASTLE COUNTY NORTH

Don Williams

Territories east of routes 13 & 273, as well as Limestone Road, Pike Creek, Hockessin and Kirkwood Highway east of Limestone Road.

Don also covers the city of Wilmington, Claymont, New Castle, Elsmere, and Concord Pike to the Pennsylvania line.

KENT COUNTY NORTH

Jeff Crocket

Territories from Route 10 including Dover and Smyrna.

Jeff also covers eastern New Castle County including Middletown, Newark, Glasgow, Bear and Christiana.

Jeff is replacing Don Cahall who accepted a promotion to Field Services Supervisor for Keno.

SCIENTIFIC GAMES CO-OP VENDOR FIELD STAFF

Currently, Tracy Campbell from Scientific Games is covering all accounts south of the C&D Canal and Linda Weaver from Scientific Games is covering all accounts north of the canal.

A third field representative, Brian Hobson, will be hired to replace Shamika Veney and manage the New Castle County north territory.

If you have any questions about who is your current field representative, please contact the Lottery office or call Bob Skuse directly at 302-744-1621.

A SNEAK PEEK AT THE NEW MEGA MILLIONS®

MEGA MILLIONS is getting a makeover.

The enhanced game, which debuts on October 19, 2013 will feature the following:

- Bigger, faster growing jackpots
- New 5x Megaplier® level—if you win a set cash prize you can multiple your winnings 5x—up to \$5 million!
- \$1 million second prize (formerly \$250,000)
- Larger starting jackpot (\$15 million)
- Better odds of winning any prize



And best of all, the game still costs \$1 to play (\$2 with Megaplier)

WELCOME NEW RETAILERS!

New Retailers as of June 3, 2013

CASTLE TOBACCO & CONVENIENCE • WESTGATE WINE & SPIRITS • 7-ELEVEN #36029 • CLIFTON LIQUORS
MILFORD SUNOCO • 7-ELEVEN #35629H • NEW DORIS' MARKET • REDNER'S WAREHOUSE MARKET #58
UNITED CHECK CASHING-NEWARK • SUNOCO A-PLUS – CLAYMONT • WOODSIDE GOOSE CREEK

BIG WINNER ALERT!

Congratulations to Jay's Liquors and our corporate retail partner Super G supermarket for receiving a \$10,000 bonus from the Delaware Lottery!

Jay's Liquors was the lucky Retailer that sold a \$2 million winning POWERBALL® ticket at its store location in Wilmington, Delaware, for the drawing held on May 15, 2013.

Super G located in Rehoboth Beach, Delaware, sold one of three winning tickets for a \$50 million POWERBALL® jackpot prize in the Memorial Day weekend drawing held May 25, 2013.



INTRODUCING OUR NEW TELEPHONE SYSTEM...

We have recently implemented a new telephone system within the Lottery office and therefore our menu selection has changed.

As always, we want to provide you with the best possible service, so we ask that you become familiar with and use the following phone numbers for the pertaining items below.

INSTANT ORDERS AND RETURNS PLEASE CALL:
888-909-4744

TERMINAL ISSUES OR MAINTENANCE PLEASE CALL:
800-233-7014

You can still reach your Lottery Field Representatives and the management team directly at the following numbers →

JEFF CROCKETT Field Services Representative
302-744-1663

BARBARA ROGERS Field Services Representative
302-744-1628

DON WILLIAMS Field Services Representative
302-744-1627

BOB SKUSE Field Services Supervisor
302-744-1621

DON CAHALL Keno Field Services Supervisor
302-744-1626

SHAMIKA VENEY Keno Field Services Representative
302-744-1604

HEATHER SHANK Licensing Specialist
302-744-1629

DALE HOFFMAN Corporate Accounts Specialist
302-744-1625

BARBARA HUTCHINS Sales & Retail Development
Manager 302-744-1622

INSTANT GAMES COMING SOON!



Money for Words, Hot Cash, Pop Top Cash, Money Multiplier

INSTANT GAMES

Go Scratch!

DELAWARE LOTTERY COUPONS

The Delaware Lottery continues to offer discounted play to players through its \$1 coupon, good toward any game ticket purchased now through June 30, 2014. Also, the Delaware Lottery has introduced a new \$5 Lottery Coupon valid through December 31, 2015, and redeemable for players at all existing Lottery retailers! If you are presented with these coupons at your retail location, to receive your credit simply validate like paying an Instant Game Ticket.



Old style redemption



New style redemption with 2D barcode

Ticket Talk **TOP 10** RETAILER UPDATE

Top Ten Delaware Lottery Retailers, March - May 2013

Congratulations to all of our top ten Retailers for Instant Game and Drawing Games sales in each county!

INSTANT GAMES

KENT COUNTY

Stop & Shop - Walker Rd
Smyrna News & Tobacco
Mike`s Food Mart
One Stop
Royal Farms #139 - S. Dover
Uncle Willie`s
Cigar Cigarette & More
US Gas & Lucky 7
Shore Stop #255 - Greentree
Milford Mobil Corp
Books & News Plus

Dover
Smyrna
Dover
Milford
Dover
Woodside
Dover
Dover
Dover
Milford
Newark

NEW CASTLE COUNTY

Claymont News and Gifts
TJ`s Food Mart
Books & Tobacco, Inc.
Tobacco Time
Delaware News Center
Boxwood Books, News & Tobacco
Middletown News & Tobacco
Airport News & Tobacco
7-Eleven - Bacon
7-Eleven - Penn/Scott

Claymont
Wilmington
Wilmington
Bear
Wilmington
Wilmington
Middletown
New Castle
New Castle
Wilmington

SUSSEX COUNTY

Daily Market
Uncle Willie`s
General Store
Bodie`s Market #1
Super G #389
Stop & Shop
BP -Pep Up
Uncle Willie`s #11
Milton Liquors
Uncle Willie`s

Lewes
Lewes
Angola
Millsboro
Millville
Dewey Beach
Millsboro
Blades
Milton
Millsboro

DRAWING GAMES

KENT COUNTY

Smyrna News & Tobacco
Harrington Raceway and Casino
One Stop
Milford Plaza Cigarette Outlet
Mike`s Food Mart
Stop & Shop - White Oak
Stop & Shop - Walker Rd
EZ Check Food Store
Shore Stop #255 - Greentree
Benbow`s Package Store

Smyrna
Harrington
Milford
Milford
Dover
Dover
Dover
Dover
Dover
Dover

NEW CASTLE COUNTY

New Castle Shell
Tobacco Time
Books & Tobacco, Inc.
Airport News & Tobacco
Books & News Plus
Convenient Store
Country Farm - Miller Rd.
Boxwood Books, News & Tobacco
Fairfax News
Claymont News and Gifts

New Castle
Bear
Wilmington
New Castle
Newark
Wilmington
Wilmington
Wilmington
Wilmington
Claymont

SUSSEX COUNTY

Daily Market
General Store
Bodie`s Market #1
Super G #389
Super G #387
Super Fresh #559
Bodie`s Market #4
Uncle Willie`s #11
Back Bay Tobacco
Bodies Market #3

Lewes
Angola
Millsboro
Millville
Rehoboth
Rehoboth
Selbyville
Blades
Millsboro
Georgetown

INSTANT TICKETS EXPIRING SOON

GAME NAME	GAME NUMBER	EXPIRATION DATE
Wheel of Fortune®	572	July 29, 2013
Lemon Lime Twist	581	July 29, 2013
Hot Ball Bingo	583	July 29, 2013
Baseball	589	July 29, 2013
Line Em Up Cash Word	590	September 2, 2013
Cash Out	564	September 30, 2013
Jumbo Bucks	592	September 30, 2013

TicketTalk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. *TicketTalk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

The Delaware Lottery

McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
25-07-001

