

Ticket Talk

More MEGA than ever.

Introducing the new
Mega Millions!

**STILL JUST \$1 TO PLAY, THE
MEGA JACKPOT GAME IS
LIVING UP TO ITS NAME WITH
GREAT NEW ATTRIBUTES!**



Starting October 19, Mega Millions jackpot game will feature the following:

- \$15 million starting jackpot (was \$12 million)
 - \$1 million second prize (was \$250,000)
 - 5X Megaplier® for the chance to win up to \$5 million (in addition to the 2X, 3X and 4X Megaplier®)
 - Larger set cash prizes for matching four or more numbers
 - Matrix change to 1/75 and 1/15 (was 1/56 and 1/46)
 - Better overall odds of winning (was 1:40; now 1:14:7)
 - 30-year graduated annuity for jackpot (cash option also available)
- The first drawing took place
October 22, 2013.**



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IT'S GAME TIME IN THE FIRST STATE

We've expanded our Sports Lottery Retailer network for the 2013 season, increasing the number of Sports Retailer locations in Kent, Sussex and New Castle Counties to make it more convenient for our players living and working in those areas to place

their wagers. With the regular season underway, sales are performing well and we've already had a few big winners. A lucky player recently cashed in a \$35-11 team half point parlay card for \$49,000 at Dover Downs on September 30.

WELCOME NEW RETAILERS!

New Retailers as of September 9, 2013

UNIVERSITY DISCOUNT LIQUORS

HOT SPOT CIGARETTE OUTLET

MARYDEL GROCERY & FOOD MARKET

LIQUOR PLUS

LEIPSIC GENERAL STORE DELI

HI-WAY INN LIQUORS

LIMESTONE SHELL

SID'S LIQUORS

COUNTRY FARM - MILLER RD.

REDNER'S WAREHOUSE MARKET #44

SHOP RITE OF FOUR SEASONS

GLASGOW BP

HYLTON MARKET

RETAILER SUMMER PROMOTIONS



On July 18, the Delaware Lottery was the presenting sponsor of the Luke Bryan concert featuring special guest, Florida Georgia Line. The concert was held at the annual Delaware State Fair in Harrington, and the Lottery awarded 12 lucky Retailers plus a guest tickets (24 in total) to see Luke and

friends perform. In addition, one of those lucky Retailers along with their guest won a backstage meet-and-greet with Luke after the concert. Check out our group photo took moments before seeing Luke's performance!



On August 9, the Lottery welcomed 30 Retailers and their guests to see the Wilmington Blue Rocks play the Lynchburg Hillcats at Frawley Stadium. Winners of this promotion enjoyed complimentary food and beverages, and were able to enjoy the game from the Blue Rocks' Skybox Café!

RETAILER SUMMER PROMOTIONS (CONTINUED)

Over the summer months, the Lottery held several Retailer promotions for the chance to enter, win and be treated to some of these fun and exciting outdoor events that took place in July and August.



On August 24, the Lottery hosted several Retailers and their guests at Citizen's Bank Park to see the Phillies play the Arizona Diamondbacks. To win tickets to the game, Retailers participated in a HOT LOTTO® promotion by selling at least five HOT LOTTO® tickets between July 22 and August 24,

2013. For every 5th HOT LOTTO® ticket sold during that time period, an entry form was generated for the contest. The more tickets you sold, the more entries you received into the contest. Congratulations to all our winners listed below for working hard and selling those HOT LOTTO® tickets!

HOT LOTTO PHILLIES PROMOTION WINNERS

New Castle

- AIRPORT NEWS & TOBACCO** Jessica Kulesza
- SAMSON'S COUNTRY MAID** Sandy Riley
- BROOKSIDE PACKAGE COMPANY** Bo Gland
- ACME #7816 - MIDDLETOWN** Jessica Powell
- TOBACCO TIME** Mark Steele
- C & C COUNTRY MAID** Josh Webb

Kent

- ROYAL FARMS #121 - HARRINGTON** Roberta Edwards
- HARRINGTON RACEWAY AND CASINO** Mary Seward

Sussex

- DAILY MARKET** Brad Alwood

UPCOMING SPONSORED EVENTS



OCTOBER 20

DELAWARE WINE & BEER FESTIVAL
DOVER, DE

NOVEMBER 1 – 3

WORLD CHAMPIONSHIP PUNKIN CHUNKIN
BRIDGEVILLE, DE

SEPTEMBER – MARCH, 2014

UNIVERSITY OF DELAWARE ATHLETICS FOOTBALL & BASKETBALL SEASONS
NEWARK, DE

SEPTEMBER – MARCH, 2014

DELAWARE STATE UNIVERSITY FOOTBALL & BASKETBALL SEASONS
DOVER, DE

Sponsored Summer Events

In addition to our Retailer summer promotions, the Delaware Lottery proudly sponsored many local summer events that took place in our communities statewide. Our Retailers helped us bring the fun and excitement by selling tickets and representing the Lottery at these events. Check out the list of summer events where the Lottery could be seen from July through August.

July 2013

JULY 10 DOWNTOWN FARMER'S MARKET
WILMINGTON, 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 14 DOWNTOWN FARMER'S MARKET
WILMINGTON, DE

AUGUST 17 MIDDLETOWN PEACH FESTIVAL
MIDDLETOWN, DE

2013 RIVERFRONT BLUES FESTIVAL

The Riverfront Blues Festival was a huge success all around, and we were happy to once again be a part of this popular three-day outdoor music festival held in the City of Wilmington's Tubman-Garrett Park. The event draws over 10,000 people to the City of Wilmington

and features local and nationally known Blues and Jazz artists, as well as a variety of food and entertainment vendors. The Lottery had a booth at the event to sell tickets, and this year, we made Keno available for purchase through our Keno "parlor" that was welcoming and convenient for festival-goers to stop by and try our newest Lottery game. For a \$5 buy-in, players could also take a spin on our Keno prize wheel. All in all, the turnout and sales of the festival was substantial and surpassed previous years' records. Be sure to check out some of the great photos of Lottery staff on site.



THE ZOMBIE APOCALYPSE HAS COME TO DELAWARE!

BASED ON
THE HIT
amc
TV SERIES

This "infectious" new game is spreading across the state and everyone's "dying to play." Sales are doing so well that we've placed a re-order of the game. The re-order does not change the initial average odds of winning. There will be no re-launch and orders will continue to be placed

through the weekly telemarketing process. You will be receiving the updated oversized ticket/game information/how to play card with your November new game issuance/allocation. The new card has all the updated game information for your reference.



**INSTANT
GAMES**

Go Scratch!



The Walking Dead © 2013 AMC Film Holdings LLC. All rights reserved.

Flurries of Cash

• HOLIDAY PROMOTION •

The Lottery is giving away flurries of cash in the form of \$10,000 worth of VISA gift cards to Retailers and clerks who sell DELAWARE CASH 5[®] tickets in November!

Here's how to win:

For every 5th DELAWARE CASH 5[®] ticket sold statewide from November 4 to November 17, an entry form will be generated. When you sell this 5th ticket, you will hear a "ring" and the "Message Notification" box on your Lottery terminal will turn red indicating you have received an entry form.

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

Contestants who receive entry forms will have the chance to win one of 110 VISA gift cards. Prize structure, amounts and number of winners listed below:

PRIZE	# OF WINNERS	AMOUNT
1st PRIZE	2	\$500
2nd PRIZE	5	\$250
3rd PRIZE	52	\$100
4th PRIZE	51	\$50

All entry forms must be received by 4pm on November 22, 2013. The drawing will take place and winners will be listed on the Lottery website under "Retailers Corner" by December 5, 2013.

MAIL COMPLETED ENTRIES TO:

**DELAWARE LOTTERY
FLURRIES OF CASH PROMOTION
P.O. Box 319
Cheswold, DE 19936**

QUALIFICATIONS & ELIGIBILITY RULES:

- Must be 18 years of age or older.
- Must be an active retailer by October 31, 2013.
- Recipient of prize must be an active employee of the store at the time of the drawing.
- The same winner can't win twice, but multiple winners are allowed at the same retail location.
- Original entry forms must be mailed to the Lottery office. (NO FAXES ACCEPTED)
- All entry form fields **MUST** be completely filled in to qualify.

DELAWARE LOTTERY AND SGI TEL-SELL HOLIDAY SCHEDULE

SGI TEL-SELL

THANKSGIVING SCHEDULE

MONDAY, NOVEMBER 25TH

Will call both Monday & Tuesday Retailers

TUESDAY, NOVEMBER 26TH

Will call both Wednesday & Thursday Retailers

WEDNESDAY, NOVEMBER 27

All orders from Tuesday will be delivered.

THURSDAY, NOVEMBER 28TH & FRIDAY, NOVEMBER 29TH

SGI office is **CLOSED** for the holiday

CHRISTMAS SCHEDULE

FRIDAY, DECEMBER 20TH

Will call Monday (12/23) Retailers

MONDAY, DECEMBER 23RD

Will call Tuesday & Wednesday Retailers

TUESDAY, DECEMBER 24TH

All orders from Monday will be delivered.

WEDNESDAY, DECEMBER 25TH

SGI office is **CLOSED** for the holiday

THURSDAY, DECEMBER 26TH

Normal Thursday call schedule

NEW YEAR'S SCHEDULE

FRIDAY, DECEMBER 27TH

Will call Monday (12/30) Retailers

MONDAY, DECEMBER 30TH

Will call Tuesday & Wednesday Retailers

TUESDAY, DECEMBER 31ST

SGI office is **CLOSED** for the holiday

WEDNESDAY, JANUARY 1ST

SGI office is **CLOSED** for the holiday

THURSDAY, JANUARY 2ND

Normal Thursday call schedule. All orders from Monday will be delivered Thursday. (UPS off 12/31)



DELAWARE LOTTERY

THANKSGIVING SCHEDULE

NOVEMBER 28TH & 29TH

Delaware Lottery Office will be **CLOSED** for the holiday.

However, ALL game drawings will take place.

CHRISTMAS SCHEDULE

DECEMBER 25TH

Delaware Lottery Office will be **CLOSED** for the holiday.

There will be NO Delaware drawn games. POWERBALL® and HOT LOTTO® drawings will still take place.

NEW YEAR'S SCHEDULE

JANUARY 1ST

Delaware Lottery Office will be **CLOSED** for the holiday.

CHANGES COMING TO POWERBALL® POWER PLAY®

The New Year brings another exciting new change to Powerball. Players will be able to **POWER UP** their luck and multiply their winnings using the Power Play® option for a chance at 2x, 3x, 4x, and **EVEN 5x the CASH!**

Power Play® will change back to a multiplier in January 2014. The POWERBALL® ticket price point will remain \$2 per ticket and Power Play® will remain an additional \$1 per game. The Match 5 prize will not be multiplied and will remain at \$2 million for a Match 5+0 win when the Power Play® option is purchased as an add-on to a Powerball ticket.

The official launch of the new Power Play® will begin Wednesday, January 22, 2014, with sales starting Sunday, January 19, 2014. Stay tuned for more information and an official announcement in the months to come!



INSTANT GAMES COMING SOON!



Frosty Fun, Holiday \$100's, Spicy 7s, 4 Square Bingo, 3 of a Kind, Triple Green 777's, 7-11-21

INSTANT GAMES

Go Scratch!

DELAWARE LOTTERY COUPONS

The Delaware Lottery continues to offer discounted play to players through its Lottery Dollar Coupons. The \$1 old-style redemption coupon is good towards any game ticket purchased now through June 30, 2014.

The Delaware Lottery recently introduced a new \$5 Lottery coupon valid through December 31, 2015 and a new \$1 Lottery coupon valid through December 31, 2016. Both feature the new-style redemption with 2-D barcode and are redeemable for players at all existing Lottery Retailers.



Old style redemption



New style redemption with 2D barcode



New style redemption with 2D barcode

Ticket Talk **TOP 10** RETAILER UPDATE

Top Ten Delaware Lottery Retailers, July - September 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 Road
 Mike's Food Mart
 Smyrna News & Tobacco
 Cigar Cigarette & More
 Uncle Willie's
 One Stop
 Milford Plaza Cigarette Outlet
 Royal Farms #139
 Harrington Raceway and Casino
 Mike's Food Market

Dover
 Dover
 Smyrna
 Smyrna
 Woodside
 Milford
 Milford
 S. Dover
 Harrington
 Milford

NEW CASTLE COUNTY

TJ's Food Mart
 Books & Tobacco, Inc.
 Claymont News and Gifts
 Tobacco Time
 Middletown News & Tobacco
 Avenue Wines & Spirits
 Delaware News Center
 Fairfax News
 Library News & Tobacco
 Sunoco A-Plus

Wilmington
 Kirkwood Hwy
 Claymont
 Bear
 Middletown
 Wilmington
 Wilmington
 Fairfax
 Newark
 Claymont

SUSSEX COUNTY

Daily Market
 Super G #389
 Uncle Willie's
 Stop & Shop
 General Store
 BP – Pep-Up Gas Station
 Bodie's Market #1
 First Stop
 One Stop Food Market
 Uncle Willie's #11

Lewes
 Millville
 Lewes
 Dewey Beach
 Angola
 Millsboro
 Millsboro
 Milford
 Georgetown
 Blades

DRAWING GAMES

KENT COUNTY

Smyrna News & Tobacco
 Harrington Raceway and Casino
 Mike's Food Mart
 Milford Plaza Cigarette Outlet
 One Stop
 Stop & Shop – Walker Road
 Uncle Willie's
 EZ Check Food Store
 Stop & Shop – White Oak
 Benbow's Package Store

Smyrna
 Harrington
 Dover
 Milford
 Milford
 Dover
 Woodside
 Dover
 Dover
 Dover

NEW CASTLE COUNTY

Airport News & Tobacco
 Convenient Store
 Tobacco Time
 Fairfax News
 Books & Tobacco, Inc.
 New Castle Shell
 Books & News
 Boxwood Books, News & Tobacco
 Delaware News Center
 Claymont News and Gifts

New Castle
 Wilmington
 Bear
 Fairfax
 Kirkwood Hwy
 New Castle
 Newark
 Wilmington
 Wilmington
 Claymont

SUSSEX COUNTY

Daily Market
 General Store
 Bodie's Market #1
 Super G #389
 Express Food Mart
 Super G #387
 Bodie's Market #4
 Super Fresh #559
 Stop & Shop
 Bodie's Market #3

Lewes
 Angola
 Millsboro
 Millville
 Dover
 Rehoboth
 Selbyville
 Rehoboth
 Dewey Beach
 Georgetown

INSTANT TICKETS EXPIRED & EXPIRING SOON

GAME NAME	GAME NUMBER	EXPIRATION DATE	GAME NAME	GAME NUMBER	EXPIRATION DATE
Go Fish	586	October 28, 2013	Wish Bone\$	585	February 3, 2014
Beach Bucks	596	October 28, 2013	Fire and Ice	593	February 3, 2014
Emerald Green 7s	587	December 2, 2013	Hot Cash	599	February 3, 2014
7-11-21	591	December 2, 2013	Wild Cherry Doubler	605	February 3, 2014
Lots of Green	597	December 2, 2013	Big Bills	588	March 3, 2014
Crazy 7s	601	December 2, 2013	Moneycomb Crossword	607	March 3, 2014
50 Grand	567	December 30, 2013	Football	611	March 3, 2014
20x The Cash	584	December 30, 2013	Happy Holidays	619	March 3, 2014
Loteria®	598	December 30, 2013	Holiday Surprise	620	March 3, 2014
Joker's Wild	600	December 30, 2013	Cash Flurry	622	March 3, 2014
Triple Silver 777	580	February 3, 2014	Bankroll Bingo	602	March 31, 2014

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