

Ticket Talk

LOTTERY On The Go!



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When people attend events around Delaware, they often find the Delaware Lottery there! Our friendly Retailers and staff greet patrons at the Lottery booth where patrons can ask questions, purchase Lottery games, and spin the prize wheel to win merchandise, tickets and other fun

prizes. Many of these events are highly attended, drawing customers by the thousands, and sometimes, our staff and Retailers are working around-the-clock from the time the event opens until the time the event closes.

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Over the past 10 years, as technology has changed for terminal communications, the Lottery has expanded its presence at many events around the state each year. We grew even more so in 2013 by expanding our Retailer presence and games at these statewide events to include Keno and Sports Lottery wagering. We had a Keno parlor at the St. Anthony's Italian Festival, Apple Scrapple Festival, Punkin Chunkin, the Delaware Wine and Brew Fest, Rodney Square Farmer's Market, and the Riverfront Blues Festival. Additionally, we offered Sports Lottery wagering at Rodney Square Farmer's Market, Punkin Chunkin, Apple Scrapple Festival, and at race weekend last September at Dover International Speedway.

When we set up to sell at these events, we bring in a current Retailer from the area to supply staff and a cash

float. The Retailer receives the commissions and all sales count toward our current Retailer incentive program. The Retailer is also paid a stipend from the Lottery to help cover costs associated with providing staff for the event. Our Retailer partners provide at least one staff member to sell depending on the size of the event and how many terminals are needed. However, the Lottery assists Retailers at the event by providing marketing staff.

Events can range from a few hours to multiple days, and often require early morning until late evening hours from our participating Retailers. The Lottery works closely with the Retailer prior to the event. Both the Lottery and the Retailer enter into an agreement that details hours, costs and incentives that the Retailer will receive to help defray the costs.



Retailers that have participated can tell you what a rewarding experience it is to be a part of these local events. Not only does their participation help increase sales and profits for their own business, but also affords them the opportunity to engage with new and potential customers, while helping to spread awareness for the Lottery's brand and gaming products.

In 2013, we had participation from a wide variety of Retailers including: Mike's Food Mart, Jeff's Tap Room, Super Spirits Camden, Bodie's Market in Georgetown, the Liquor Market in Bridgeville, Convenient Store in Wilmington, and Cochran's Liquors in Middletown.

With a new year already in progress, we look to once again expand our events and Retailer partners in 2014.

If you would like to be a part of one of our events this year, please contact your Delaware Lottery Field Representative (Don Williams, Barbara Rogers, Jeff Crockett, or Shamika Veney), and we will add you to our list to be considered for the coming season.

We look forward to the start of another great season of events that enable the Lottery to bring more fun and excitement to our players. We hope more of you will join us this year!

A MESSAGE FROM THE DIRECTOR



GREETINGS RETAILERS!

Although a new year has already begun, I want to take a moment to reflect on some highlights that occurred in 2013. We achieved many milestones in one short year with the launch of Keno and iGaming and record sales for Sports Lottery. Please know that

none of this would be possible without the support and hard work from all of our Retailers.

We kicked off 2013 with the launch of the Lottery's newest draw game, Keno, which debuted on January 22, 2013. Since the game launch, the team has placed 148 Keno terminals at 109 locations throughout New Castle, Kent and Sussex Counties. To date, Keno sales are approximately \$4.3 million and the goal for FY14 is \$5.2 million. Additionally, the Lottery had more than 460,000 Keno winners, and paid out prizes totaling over \$2 million.

The Delaware Lottery made local and national headlines in November with the launch of iGaming, casino-style gaming on the Internet. The Lottery has been a frontrunner in the gaming industry and instrumental in bringing new forms of revenue to our state, beginning with Video Lottery at the racetrack casinos, followed by Sports Lottery, Table Games,

Keno, and now iGaming. With a growing player base of more than 4,000 participants, the Delaware Lottery looks forward to the increased revenue iGaming will generate for the state of Delaware.

Finally, 2013 was a record sales year for Sports Lottery. Sales totaled \$31 million, with General Fund revenue totaling over \$5 million. Our Sports Lottery Retailers sold over 81,000 winning tickets with prizes worth over \$20 million this past season.

We continue to experience remarkable growth with Sports Lottery each year, and it's a direct result of our Retailers' hard work, and their commitment to players and the product. We thank you sincerely for this incredible season and we are confident that the 2014 Sports Lottery season will be even better than the last.

Lastly, the Delaware Lottery's marketing program focused on messaging and creating opportunities to interact with the public throughout the year by continuing to sponsor appropriate, community-level activities in all areas of the State.

The year ahead is a promising one, and I look forward to sharing more great news with you in the next coming months.

-Vernon A. Kirk

WELCOME NEW RETAILERS!

The Delaware Lottery would like to welcome the following new Retailers to its ever-growing Retailer network

LAUREL SHELL

CONCORD PIKE EXXON

CLAYMONT EXXON

896 EXXON

MILFORD DASH IN

UNITED CHECK CASHING-PENN MART

BRIDGEVILLE BP

ELSMERE LIQUORS

DOT #3

SOUTHBRIDGE BP

7-ELEVEN #36871H

ROYAL FARMS #161

PIKE CREEK SHELL

ROYAL FARMS #151

UNITED CHECK CASHING-RT. 273

BACK BY POPULAR DEMAND!

POWER PLAY[®] RANDOM MULTIPLIER

The Power Play random multiplier is back by popular demand from our players.

This classic version of Power Play gives players an opportunity to multiply their non-winning jackpot prizes for the chance to win up to \$2 million!

The return of the Power Play as a random multiplier began on January 19. POWERBALL[®] remains \$2 per ticket and Power Play can still be purchased for just an additional \$1 per ticket. Retailers received new in-store signage and point-of-sale materials to inform players that the Power Play everybody loves was back in action!



XFINGERS ★ CHALLENGE 2014

We are gearing up for the next annual XFingers Challenge! XFingers is a friendly speed and accuracy skills competition that determines who among all of the Delaware Lottery's licensed terminal operators can most adeptly operate their lottery machines.

All Delaware Lottery Retailers, clerks, and terminal operators are invited to participate in the 2014 XFingers Challenge. The event offers a chance to win cash and prizes, enjoy food and

entertainment, and is also an opportunity to socialize and network with other Lottery Retailers and Delaware Lottery staff.

Preliminary round dates are scheduled for:

- April 29th – Sussex County;
- April 30th – Kent County;
- May 1st – New Castle County;

Stay tuned for more detailed information coming soon to your location.

BIG WINNER LOCATIONS

Delaware is full of lucky retail locations! Below are fellow Retailers that recently sold top prize winning tickets or sold BIG jackpot winning tickets!



TOP PRIZE WINNING TICKETS SOLD HERE:

CLASSIC RED

\$150,000 top prize sold at Millsboro Discount Liquors

AMETHYST 75

\$15,000 top prize sold at Giant in Millville

TRIPLE GREEN 777

\$40,000 top prize sold at Bodie's Market in Georgetown

MONEY MULTIPLIER

\$10,000 top prize sold at Food Lion in Lewes

BIG WINNING TICKETS SOLD HERE:

\$586,559.30 MEGA HITS™

Dover Downs Hotel & Casino (July 2013)

\$255,433 MEGA HITS™

Dover Downs Hotel & Casino (October 2013)

\$58,000 DELAWARE CASH 5®

Bodie's Market in Georgetown (November 2013)

\$1 MILLION MEGA MILLIONS®

ShopRite of Four Seasons in Glasgow (December 2013)



Our lucky Retailer list is always growing. For a full list of our BIG WINNER locations, visit our website: <http://www.delottery.com/bigwinners/>.

UPCOMING EVENTS



87ERS NBA BASKETBALL TEAM (DECEMBER 2013 – APRIL 2014)

The Delaware Lottery is proud to welcome the Delaware 87ers NBA minor league basketball team to Newark and to sponsor its inaugural season in the First State! Throughout the season, the Delaware Lottery will have an on-court presence

and give away FREE t-shirts to lucky fans in the audience via the "Delaware Lottery t-shirt launcher." Check our website for updates throughout the 87ers basketball season to find out when the Lottery will be hosting its Money Machine promotion. During the on-court promotion, an 87ers fan will have the opportunity to randomly be selected for entry into the Money Machine for a chance to win some cold hard cash!

UNIVERSITY OF DELAWARE AND DELAWARE STATE UNIVERSITY MEN'S BASKETBALL (NOVEMBER 2013 – MARCH 2014)

We've geared up for another great season of Delaware college athletic programming and we're happy to once again sponsor the University of Delaware (UD) and Delaware State University (DSU) men and women's basketball teams. Come join us for some Lottery, Blue Hens, and Hornets fun this season and the chance to win great prizes and other giveaways.

On January 13, the Lottery was the title sponsor of the DSU men's basketball game against Norfolk State. The game featured a "RED OUT" where students, fans and even the Lottery dressed in red attire to show their support for the Hornets.



On January 25, the Lottery was the title sponsor of a University of Delaware men's basketball game against Towson. The televised game drew hundreds to the Bob Carpenter Center in Newark. During half time, lucky UD fan and lucky season ticket holder, Charles Boncelot, was randomly selected to compete against the clock inside the Lottery's Money Machine and score as much cash as possible! Charles had just 20 seconds to grab for the cash in front of a packed audience, but he was able to successfully walk away with \$99 from the Delaware Lottery Money Machine! We've captured some great before and after shots from the event!



Flurries of Cash

• HOLIDAY PROMOTION WINNERS •

Although it's a new year, we want to congratulate the winners of our Holiday Cash Flurries promotion.

The Delaware Lottery gave away a total of \$10,000 in VISA gift cards to more than 100 Retailers and clerks statewide who sold DELAWARE CASH 5[®] tickets from November 4 through November 17, 2013.

Check out our winner list below to see who finished out the year 2013 with some extra cash in their pockets!

A special thank you to all of our Retailers and clerks who participated in the promotion and helped increase sales and awareness for DELAWARE CASH 5.



\$500

Sweta Patel
Alpit Patel

\$250

Rick Patel
Gaurav Patel
Marie Litano
Howard Hundley
Marjorie Quiles

\$100

Bev Schwiesow
Godfrey John
Jerry VanDusen
Suba Patel
Dave Zappaterini
Debbie Gray
Justin Saxton
Mrs Patel
Veronica Perry
Janet Sokalczuk
Cathy Walls
Rynae Wrigley
Tara Jezyk
Cindy Bradford
Melissa Stansell
Candice Marsh
Doreen Butler
Elba Buckle
Kim Cohee
Lina Patel
Christina DiGangi
Helen Reed
Rickie Coffin
Samantha Estep
Buddy See
Sandy Riley
Jess Liggio
Suzy Schenkel
Kelly Long
Crystal Walters
Brenda Bilbrough
Amenda Bennett
Tristan Thacker
Elsie Reyes
Karen Smith
Neeta Patel
George Ganat
Shimal Patel
Rhonda Beaver
Terri Smith
Bob Patel
Bhavnesh Patel
Chermei Boone
Cindy Scruggs
Angel Nieves
Terry Ebling
Nina Carmean
Fran Barnett
Robin Sharma
Mark Steele
Soon Choi
Melissa Warner

Eastside Package
Super Spirits

BP - Christiana
Claymont News
Country Cupboard
Daily Market
Newport Exxon

7-Eleven Rehoboth
Ace Petroleum
Acme 7826 Pike Creek
American Discount Liquors
Avenue Wine & Spirits
Avenue Wine & Spirits
Avenue Wine & Spirits
Back Bay Tobacco
Bayville Package
Bodies #1 Millsboro
Books & Tobacco
Books & Tobacco
Books & Tobacco
Books & Tobacco
Books & Tobacco
Boxwood Books & News
C & C Country Maid
Country Cupboard
Country Cupboard
D & H Liquor
Daily Market
Delaware City Valero
Delaware City Valero
DOT #2 Smyrna
Fairfax News
Fairfield News
General Store
General Store
General Store
General Store
Giant Rehoboth
Hazzard Savannah Stop
Hockessin Books & Tobacco
Jack's Country Maid
Laurel Oasis
Mike's Food Market Milford
Naamans Beverage
New Castle Spirits
Newport Exxon
Pearson's Supermarket
Pencader Liquor
Pencader Liquor
Shop Rite 588 Governors Square
Shop Rite Christina Crossing
Shop Rite Christina Crossing
Shore Stop #243 Camden
Shore Stop #250 Seaford
Shore Stop 287 Bear Creek Crossing
Tobacco City
Tobacco Time
Vandever Market
Your Neighborhood Store

\$50

Ilona Timanus
Jessica Powell
Holly Bush
Pushpa Patel
Richard Hughes
Nicholas Caporaso
Meena Sharma
Patti Webb
Jordan A
Ram Pasupud
Deborah Hutson
Sarah Nelson
Sohil Modi
Mickey Downes
Paul Cunningham
Bhavna Patel
Leila Thomas
Parind Patel
Jerome Driggos
Antonica Johnson
Cathy
Darbie McMaster
Juanita Williams
Rob Nutha
Kris Pati
Chetan Patel
Kim Robbins
Kayana Hods
Tammy Clark
Muhammad Afridi
Minesh Patel
Mike
Gloria Gommer
Jagnisha Patel
Janki Patel
Sharon Tolbert
Carrie Vockel
Kristy Burruss
Zukrab Azmat
Kristie Barry
Gaurang Shah
Deepak Patel
Shailini Patel
Andrew Mellon
Willis Prodhor
Heather Walker
Tony Machotra
Carol Carlisle
Jin Choi
George Enloe
Becky Kuhns

Acme Market 7826 Pike Creek
Acme Middletown
Airport News
Back Bay Tobacco
Bayville Package
Bodies #3 Georgetown
Boxwood Cigarette & Tobacco
C & C Country Maid
Cheswold News
Concord News
Country Cupboard
Country Cupboard
Country Farms Stanton
Daily Market
Daily Market
Dave's Liquors
Delaware Cig & Tobacco Bear
Derr Liquors
DOT #110 West Dove
DOT #114 Selbyville
DOT #115 Bethany
DOT #115 Bethany
DOT #5 Carrols Corner
Fairfax News
Fairfax News
Hiway Convenience
Hometown Drugs
Hometown Drugs
Larry's Liquors
Market Place
Mike's Food Mart
Mike's Liquor Mart
Naaman's Beverage
New Castle Shell
New Castle Spirits
Shop Rite Christina Crossing
Shore Stop - Rising Sun
Shore Stop #243 Camden
Shore Stop #254 Angola
Shore Stop #279 Greenwood
Time Wines & Spirit
Timeout Liquor
Timeout Liquor
Tobacco Time
Tobacco Time
Tobacco Time
Uncle Willies #9 Lewes
Uncle Willies Blades
Vandever Market
Yetters
Your Neighborhood Store



SHARE THE LOVE



LOTTERY REACHES 10,000 LIKES ON FACEBOOK

The Delaware Lottery recently reached 10,000 Likes on Facebook! To help reach our goal of 10,000 Likes, we asked our current Facebook fans and followers to 'share the love' by sharing a link to our "I Heart DE Lottery" graphic with their own friends and followers on Facebook. You can follow the Delaware Lottery on Facebook and Twitter for news, winners' stories, big winner retail locations, jackpot information and more. Go to the Delaware Lottery Facebook page (facebook.com/delottery) and click Like' or follow @DELottery on Twitter (twitter.com/DELottery).

INSTANT GAMES COMING SOON!



7 Wins (671) • Black Opal 7s (674) • Triple Fortune (675) • Double Dip (679)

INSTANT GAMES

Go Scratch!

Ticket Talk **TOP 10** RETAILER UPDATE

Top Ten Delaware Lottery Retailers, October – December 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	Dover
Uncle Willie’s – Woodside	Dover
Smyrna News & Tobacco	Smyrna
Mike’s Food Mart	Dover
Milford Plaza Cigarette Outlet	Milford
Royal Farms #139	South Dover
Cigar Cigarette & More	Smyrna
One Stop	Milford
Royal Farms #117	Hartly
Royal Farms #110	Dover

NEW CASTLE COUNTY

TJ’s Food Mart	Wilmington
Tobacco Time	Bear
Claymont News and Gifts	Claymont
Books & Tobacco, Inc.	Wilmington
Middletown News & Tobacco	Middletown
Boxwood Books, News & Tobacco	Wilmington
Avenue Wines & Spirits	Wilmington
Delaware News Center	Claymont
Library News & Tobacco	Newark
Fairfax News	Wilmington

SUSSEX COUNTY

Uncle Willie’s	Lewes
Daily Market	Lewes
General Store	Lewes
Stop & Shop	Dewey Beach
BP-Pep-Up Gas Station	Millsboro
Bodie’s Market #1	Millsboro
Super G #389 – Millville	Millville
Uncle Willie’s	Blades
One Stop Food Market	Georgetown
Royal Farms #158	Georgetown

ONLINE GAMES

KENT COUNTY

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

NEW CASTLE COUNTY

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

SUSSEX COUNTY

Express Food Mart	Delmar
Daily Market	Lewes
Bodie’s Market #1	Millsboro
General Store	Lewes
Bodie’s Market #4	Selbyville
Bodie’s Market #3	Georgetown
Bodie’s Market #2	Milton
Bodie’s Market #6	Dagsboro
Super G #389	Millville
Super G #387	Rehoboth

INSTANT GAMES EXPIRED & EXPIRING SOON

GAME NAME	GAME NUMBER	EXPIRATION DATE	GAME NAME	GAME NUMBER	EXPIRATION DATE
Big Bills	588	March 3, 2014	White Gold	579	June 2, 2014
Moneycomb Crossword	607	March 3, 2014	Delaware Elite	594	June 2, 2014
Football	611	March 3, 2014	Quick Cash	604	June 2, 2014
Happy Holidays	619	March 3, 2014	7-11-21	610	June 2, 2014
Holiday Surprise	620	March 3, 2014	Aces & 8s	624	June 2, 2014
Cash Flurry	622	March 3, 2014	\$150,000 Green	595	June 30, 2014
Bankroll Bingo	602	March 31, 2014	Topaz 7s	613	June 30, 2014
5X The Cash	603	April 28, 2014	Icy Hot 7s	614	June 30, 2014
Jumbo Bucks	606	April 28, 2014	Cherry Twist Doubler	628	June 30, 2014
Lucky Dog	608	April 28, 2014	EZ-Bucks	609	July 28, 2014
Win It All	612	April 28, 2014	Cool Beans	627	July 28, 2014

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