

Ticket Talk

THE STATEWIDE SHOWDOWN:

Lewes store owner named reigning champ in 2016 XFingers Challenge

Annual Competition Crowns Retailer with Fastest Fingers Title in the State



Brad Alwood—Daily Market, Lewes
2016 XFingers Statewide Showdown Champion

The Statewide Showdown took place on April 21, 2016, at the Modern Maturity Center in Dover to determine who among all licensed Delaware Lottery terminal operators could most adeptly operate lottery machines. A total of 15 Retailers—five from each county—entered the finals, and the Delaware Lottery crowned Brad Alwood of the Daily Market in Lewes as the 2016 XFingers Challenge winner and leading titleholder.

A three-time XFingers champion (2016, 2015 and 2000), Brad beat his second-place competitor by just 56 seconds and was awarded a \$1,000 cash prize for having the fastest time of 1:30.07.

XFingers, formerly known as FASTEST FINGERS, began in March 1994 as FASTEST FINGERS IN THE FIRST STATE. It was designed to reward Lottery terminal operators and to give and show support to those who represent the Lottery products on a daily basis and play a key role in contributing to the state's General Fund. Retailer contestants in the XFingers Challenge are timed on how fast they can enter a variety of Lottery ticket requests into a terminal, with the fastest players moving on to the finals. All contestants completed the same script, and the fastest time won.

When it began, we had a Retailer base of approximately 450 Retailers and averaged around 15 percent participation. Retailers competed for a cash prize up to \$500, and there were three winners from each county who advanced to the finals. Over the years, our Retailer network grew, but it became a challenge to increase our participation in the contest. So we implemented various components to attract new participation. This proved to be very successful, and now with a network of approximately 600 Retailers, we average 40 to 50 percent participation. Retailers now compete for cash prizes up to \$1,500, and the top five competitors from each county advance to the finals.



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Important Information

★ 2016 XFINGER'S CHALLENGE CHAMPIONS ★

THE STATEWIDE SHOWDOWN



1ST PLACE
BRAD ALWOOD
Daily Market
\$1,000



2ND PLACE
DIXIT PATEL
East Side
Package \$400



3RD PLACE
CINDY BRADFORD
Books &
Tobacco \$200



4TH PLACE
DANNY LYNCH
Bodie's
Market \$150



5TH PLACE
PAUL CUNNINGHAM II
Daily Market \$100

★★★ AND THE SURVEY SAYS! ★★★

THANK YOU TO EVERYONE THAT COMPLETED THE 2016 XFINGERS SURVEY.
THE WINNERS OF THE DELAWARE LOTTERY PRIZE PACKS ARE:

- | | |
|---------------------|---------------------------|
| Books & Tobacco | New Castle Shell |
| Manor Pharmacy | Brookside Package Company |
| Pleasant Hill Lanes | Delmar Liquors |
| Buntings Package | Cheswold News & Tobacco |
| Shore Star | Liquor Shop |

Your Prize Pack will be delivered to your retail location.

If you did not receive the invitation to complete the 2016 XFingers Survey and would like to participate in future Delaware Lottery Surveys, please contact your Delaware Lottery Representative or Heather Shank, Licensing Specialist at 302-744-1629.

★ ★ ★ **XFINGERS STATEWIDE SHOWDOWN PRELIMINARY WINNERS** ★ ★ ★

KENT COUNTY



1ST PLACE DIXIT PATEL
Eastside Package \$500



2ND PLACE RUCHIT (RICK) DESAI
The Right Bottle \$200



3RD PLACE DEBBIE ARABIA
Harrington Raceway & Casino \$100



4TH PLACE RACHEL CEASER
Bridle Bit Liquors \$75



5TH PLACE PAUL PATEL
Willow Grove Food Market \$50

NEW CASTLE COUNTY



1ST PLACE TRISTAN THACKER
Hockessin Books & Tobacco \$500



2ND PLACE CINDY BRADFORD
Books & Tobacco – Kirkwood \$200



3RD PLACE CATHY WALLS
Books & Tobacco – Kirkwood \$100



4TH PLACE MATT MULDOON
Books & Tobacco – Kirkwood \$75



5TH PLACE ASHLEY TIMS
CC Country Maid \$50

SUSSEX COUNTY



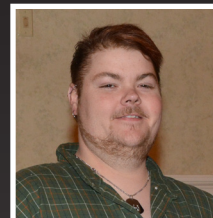
1ST PLACE BRAD ALWOOD
Daily Market \$500



2ND PLACE PAUL CUNNINGHAM
Daily Market \$200



3RD PLACE JOSH BETTS
Daily Market \$100



4TH PLACE DANNY LYNCH
Bodie's Market #2 \$75



5TH PLACE SOHAN PATEL
Back Bay Tobacco \$50

**OOPS...WE APOLOGIZE!
THE FOLLOWING 10-YEAR
ANNIVERSARY RETAILERS WERE OMITTED
FROM TICKET TALK #48**

- | | |
|-------------------------------|---------------------------|
| Super G #388—Middletown | Delaware City Citgo |
| Suburban Tobacco | Liquid Assets |
| Shore Stop #217—Summit Bridge | Milton Liquors—South |
| Lovering Avenue Getty | Royal Farms #116—Dagsboro |
| Skyway One | Tobacco Time |
| Stop & Shop—Dewey Beach | |



NAME CORRECTION

The following Retailer was incorrectly named in Ticket Talk #48.

**Universal Liquors
Jamini Patel**

Retailer Spotlight

Our corporate account locations do a great job, day in and day out, selling all of our Lottery products. The corporate stores comprise 210 locations, which makes up almost one-third of our Delaware Lottery Retailer base. We have some accounts with as many as 38 stores and others with just a few, yet these locations combined still generate over \$1 million dollars a week in revenue. That being said, we continue to work with our corporate accounts, stressing the importance of promoting Lottery products within their stores. From jackpot games such as POWERBALL®, MEGA MILLIONS® and HOT LOTTO® to our LUCKY FOR LIFE® and MULTI-WIN LOTTO as well as our daily numbers games and our Instant Ticket product line, all sales matter.

So how do we continue to work with these accounts to maximize sales?



Barb Rogers
Corporate Accounts Specialist

HERE ARE JUST A FEW THINGS WE DO:

1. Since the first of the year, Lottery reps have been busy doing some Lottery makeovers in certain corporate locations, where approved. This allows for the Lottery products to be more visible to players who may be noticing them for the first time as they stand in line, waiting to check out.
2. Lottery reps have also been placing lots of winner-awareness signage—again, where approved. Your customers' ability to see that this location has been selling winning tickets is sometimes all that is needed for them to decide to purchase a Lottery ticket from a "lucky store."
 - a. Some corporate locations have had some pretty big winners recently:
 - Food Lion in Millsboro sold a \$50,000 winning POWERBALL® ticket on Jan. 2.
 - 7-Eleven in Rehoboth had a \$100,000 POWERBALL® winner on March 12.
 - Acme at University Plaza sold a \$40,000 top prize instant ticket on May 24.
3. Also, as part of promoting our products, some of the corporate accounts have allowed us to place our new signage both outside and inside their locations, where signage restrictions don't apply. With bright-yellow, blue and red colors, the outside signs are bound to entice customers to stop in and ask about—and maybe even play—their favorite games, as well as purchase other products (gas, food, drinks) from your stores.
4. Our trainers also continue to do in-store training, helping clerks to sell the Lottery products more easily and to give tips to players on all Lottery products, thus "upselling."

And here are a few last things to remember: Always keep your Instant Lottery bins full, promote Lottery products by asking for the sale (POWERBALL®, MEGA MILLIONS®, new Instant Games, etc.) and cash all winning tickets no matter where they were purchased—as this will keep your customers coming back to your store.



Robert Neugebauer
Field Representative

ARE MY INSTANT TICKET SALES BEING MAXIMIZED?

With the launch of the Quarter Million Large \$25 instant ticket, the Delaware Lottery and its Retailers continue to see record increases in Instant Games product sales. Since we offer a variety of instant tickets for each price point—ranging from \$1 to \$25—there's no better time than now to make sure you have the right variety to offer your customers.

As you know, new tickets are released each month from the Delaware Lottery. Some Retailers may see challenges on how to display them correctly and at the right time. The opportunities for increasing sales may rely on how well you display your Lottery products and on what you offer in your instant ticket display.

One challenge may be in displaying the “new game release” as quickly as possible when you receive your new shipment. If space is not available in one of your display bins, you must decide how to handle this. Be sure to speak with your field rep for suggestions and plan-o-gram ideas that will offer the right product mix for your location.

Make sure you know your customers' preferences.

THINGS YOU SHOULD ASK YOURSELF:

Am I offering the right “price points” and number of Instant Games? Example: You may not need to carry five \$2 games if your customers purchase more \$5 and \$10 games. You may want to add another \$5 or \$10 game and drop a \$2 game, giving your customers a range of price points that suit them better. Additionally, you may just want to add more games for your customers' choosing, going from 16 games to 18 or 20 or even more. Due to Retailers' varied weekly sales, adding bins might not be warranted. Speak with your field rep, as he or she can help you figure out sales trends, decide on a proper direction and guide you through these decisions.

Are my tickets always displayed correctly? Sometimes, when first inserting a new game into the ticket display unit or when refilling games, the front facing of the ticket may be backward, upside down or not totally visible. Take a minute when walking by and look at the front of the display. Make sure you think to yourself, “This is what my customer is seeing every time he or she may decide to purchase an instant ticket.” Remember that “void” tickets can be utilized as a front facing if needed to help correct the above issue.

What new tickets am I getting at the beginning of the month? Prepare for new tickets and think about the ticket value that is being released. Review the new games from the product information sheet you receive in your “Monthly Mailer” and avoid opening up an older game from your back stock— particularly if a new game(s) is releasing in a couple of days.

Do I have tickets in my bin that were activated over 10 weeks ago? If so, please review or plan with your field rep to make sure you have the right number of bin facings per ticket value at your location. Also, scheduling a “return” might be in order.

Should I always leave games in my bins until I sell out? If you notice a particular game has slowed in daily sales, you can inquire about returning games with Tel-Sel or through your field rep.

Have I discussed options with my field rep? A “footprint remodel” might be just what you need, giving your Lottery area a fresh new look for your customers' eyes. Simply contact your field rep for more information.

Spring & Summer Events

The Delaware Lottery will be very visible this summer with a booth presence at each of the following events. Come out and say hello. You won't be able to miss us. Just look for the "BIG RED LOTTERY TENT"!

EVENT	DATE	LOCATION	TIME
Wilmington Farmers' Market	One Wednesday per month, June through September	Rodney Square Wilmington	August 3 & September 7
Delaware State Fair	Thursday, July 21 through Saturday, July 30	Harrington	All-day event (10 days)
Wyoming Peach Festival	Saturday, August 6	Wyoming	9 a.m.–3 p.m.
Middletown Peach Festival	Saturday, August 20	Middletown	9 a.m.–4 p.m.
Apple Scapple Festival	Friday & Saturday, October 14 & 15	Bridgeville	Friday, 4 p.m.–10 p.m. Saturday, 9 a.m.–10 p.m.

Retailer Events - Entry form only

Here is one event you may be chosen to attend if you submit an entry form and we draw your winning entry. More information is coming soon.

EVENT	DATE	LOCATION	TIME
Blue Rocks Retailer Event	Saturday, August 27	Wilmington	7 p.m.

Behind the Scenes

In Ticket Talk #48, we drew your attention to some of the people from the Delaware State Lottery office who work hard “behind the scenes” to keep the Lottery moving ahead. This month we focus on another group of people who work just as hard to keep the Delaware State Lottery flowing—and that is our vendor Scientific Games.

Scientific Games supplies and interacts with the Delaware State Lottery and its Retailer base in a wide range of areas—some of which we’ve listed here:

- Provides the terminals you use daily, to produce our “Draw” games.
- Has techs out in the field fixing terminals, dealing with communication issues and delivering supplies.
- The printing of our scratch-off Instant Games as well as warehousing, tel-sel and distribution through UPS to your stores.
- The monitoring of various back office systems.
- The Hotline—taking and addressing calls from you, the Retailer.
- Generally working side by side with the Delaware State Lottery, helping us to continue to give you a high-quality product to sell as well as increasing your sales and thus increasing the amount we contribute to Delaware’s General Fund.

Below you’ll see some faces that you probably know, but also quite a few people you don’t know—or know only by name.



SGI MAIN STAFF



SGI OPS



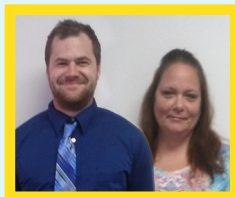
SGI KENO STAFF



SGI TEL-SEL/FIELD STAFF



SGI NETWORK



SGI HOTLINE



SGI FIELD SERVICE



Bedford's Country Maid



Tobacco Time – Bear

HERE ARE THE LOTTERY'S LATEST *Big Winners locations!*

4/4/16	\$15,000 5X the Money.....	Joe's Tobacco Superstore – Delmar
4/4/16	\$35,000 10X the Cash.....	D&H Liquors – New Castle
4/6/16	\$50,000 POWERBALL.....	ACME Centerville Rd – Wilmington
4/8/16	\$10,000 Quarter Million Large.....	DOT #111 Discount Store – Woodside
4/11/16	\$288,005 MULTI-WIN LOTTO.....	Tobacco Time – Bear
4/18/16	\$15,000 Platinum 7.....	Hi Spirits Liquors – Wilmington
4/18/16	\$5,006 LUCKY FOR LIFE.....	Tobacco Time – Bear
4/23/16	\$50,000 POWERBALL.....	Tobacco Time – Bear
4/28/16	\$150,000 Big Money.....	Bedford's Pleasantville Country Maid – New Castle
5/2/16	\$25,000 Delaware First.....	Atlantic Liquors – Rehoboth Beach
5/6/16	\$25,000 Cash Funds.....	Shore Stop – Milton
5/11/16	\$10,000 Quarter Million Large.....	Shore Stop – Bethany Beach
5/11/16	\$50,000 Mega Bucks.....	Liquor Zone – Newark
5/24/16	\$50,000 Lucky No. 7.....	Acme – Newark
6/6/16	\$10,000 Quarter Million Large.....	Uncle Willie's – Woodside
6/6/16	\$10,000 Quarter Million Large.....	Tobacco City – Newark
6/16/16	\$5,006 LUCKY FOR LIFE.....	Shore Stop #257 – Harrington
6/17/16	\$50,000 Maximum Money.....	Shore Stop – Milford



Updating Retailer Database – APPLICATION FORMS

Over the last several months we have been asking for you, the Retailer, to send us your updated application forms. If we do not hear back from you by **September 16, 2016**, your Lottery terminal will be “PINNED”!

ATTENTION RETAILERS: IMPORTANT CASHING INFORMATION

We've received some calls over the last couple of months regarding winning tickets for \$600 or more. When you check a ticket and receive a printout that indicates “Ticket Wins \$600 (or more),” and you realize you can't pay that amount because you can only pay up to \$599, please do the following:

- Do not cash the ticket.
- Make sure to return the ticket(s) and the claim information (printout) to the player.
- Do not keep the player's ticket(s).
- The player will need the ticket(s) to claim his or her prize at one of the redemption centers or at the Lottery office.

Always remember that if you have a question and/or are not sure what to do, call your Lottery Field Representative or the Lottery office.

Reminders

Ticket Stock

1. Ticket stock should only be used in the store where it was delivered. It CANNOT be shared—even if you own other locations.
2. Do not use any paper in the Lottery printer other than the Scientific Games ticket stock.

Canceling Tickets

1. MULTI-WIN LOTTO, PLAY 3/PLAY 4 and KENO® tickets may be canceled prior to the draw cutoff time.
2. POWERBALL®, MEGA MILLIONS®, HOT LOTTO® and LUCKY FOR LIFE® tickets cannot be canceled.

Bet Limit Warning

POWERBALL®, MEGA MILLIONS®, HOT LOTTO®, LUCKY FOR LIFE® AND KENO® will display a BET LIMIT WARNING. The default for the BET LIMIT WARNING is a \$25 sell.

LOOK FOR THESE NEW INSTANT GAMES

Coming soon!



(782) 2'S FOR THE MONEY



(788) DIAMONDS & DOLLARS



(789) FAB 4



(778) IN THE MONEY



(786) BRONZE 7



(790) MONEY MADNESS

Welcome New Retailers!

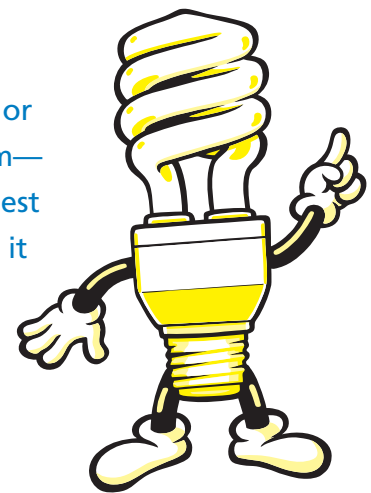
The Delaware Lottery would like to welcome the following Retailers to its ever-growing Retailer network.

- Tobacco Field II
- Concord Pike Gulf
- De-Lux Dairy Market
- Village Package Store
- D & D Liquors
- King Star
- Dash In-Long Neck
- Uncle Sam's Market

EMAIL US YOUR BRIGHT IDEAS

Our Retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them—our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with it and do a Bright Ideas feature story that expands on it. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours!

Send your comments or suggestions, as many and as often as you'd like, to MSMwebmail.lottery@state.de.us.



Top 10 Retailers, 12-Week Period March 28 thru June 19, 2016

Congratulations to all of our Top 10 Retailers for Instant Game and Drawing Games sales in each county!

DRAWING GAMES

NEW CASTLE

Books & Tobacco, Inc	Wilmington
Old Skool Liquors	Wilmington
New Castle Shell	New Castle
Tobacco Time	Bear
Sunoco A-Plus	Claymont
Country Farm—Miller Road	Wilmington
Airport News & Tobacco	New Castle
Books & News	Newark
Fairfax News	Wilmington
Claymont News & Gifts	Claymont

KENT

Cigar Cigarette & More	Smyrna
Mike's Food Mart	Dover
One Stop	Milford
Smyrna News & Tobacco	Smyrna
Stop & Shop—White Oak	Dover
Milford Plaza Cigarette Outlet	Milford
Stop & Shop—Walker Road	Dover
Uncle Willie's—Woodside	Woodside
Shore Stop #255—Greentree	Dover
Dover Downs	Dover

SUSSEX

General Store	Angola
Daily Market	Lewes
Super G #389—Millville	Millville
Super G #387—Rehoboth	Rehoboth
Bodie's Market #1	Millsboro
Five Points Deli	Laurel
Uncle Willies—Lewes	Lewes
Super Soda Center—Stein Hwy	Seaford
Back Bay Tobacco	Millsboro
Acme #2679—Rehoboth	Rehoboth

INSTANT GAMES

Sunoco A-Plus	Claymont
Books & Tobacco, Inc	Wilmington
Tobacco Time	Bear
Claymont News & Gifts	Claymont
Boyd's Corner Liquors	Middletown
Delaware News Center	Wilmington
Airport News & Tobacco	New Castle
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Books & News	Newark

Uncle Willie's—Woodside	Woodside
Royal Farms #110—Dover	Dover
Mike's Food Mart	Dover
Market Place	Milford
Royal Farms #139—Dover	Dover
Stop & Shop—Walker Road	Dover
Royal Farms #117—Hartly	Hartly
Smyrna News & Tobacco	Smyrna
Royal Farms #119—Cheswold	Cheswold
Royal Farms #142—Milford Hwy	Milford

Daily Market	Lewes
General Store	Angola
Uncle Willie's—Lewes	Lewes
Bodie's Market #1	Millsboro
BP Pep-Up Gas Station	Millsboro
Stop & Shop	Dewey Beach
One Stop Food Market	Georgetown
De-Lux Dairy Market	Seaford
Super Coda Center—Stein Hwy	Seaford
Royal Farms #158—Georgetown	Georgetown



Instant Games

Expiring Soon

GAME NAME	GAME NUMBER	EXPIRATION DATE
7 Wins	671	August 2, 2016
Pay me! \$1,000	685	August 2, 2016
Serious Jack	690	August 2, 2016
Escape to Margaritaville®	702	August 2, 2016
Speedy 7s	682	August 30, 2016
Lucky 13	700	August 30, 2016
Fire & Ice	701	August 30, 2016
Delaware Limited	710	November 1, 2016
Crossword	724	November 1, 2016
40 years of Fun	728	November 1, 2016

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Doc#XX-00/00/0/0 Printed 00/00



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 Billing Code (25-07-001)