



AUGUST  
2008

# RETAILER ROUNDUP

NEWS AND IDEAS FOR ARIZONA LOTTERY RETAILERS

## MILLIONAIRE RAFFLE WINNERS



Left to right: Windfall Willie, Art Macias - Lottery Executive Director, Trevor Welsh and friend, Sun's Gorilla

Next  
Millionaire  
Raffle begins  
October 6!

# "Express Shop and Go" Relay Race



The Arizona Lottery's Windfall Willie, the Cardinals' Big Red, the Diamondbacks' Baxter, and the Phoenix Suns' Gorilla found themselves pitted against one another in a race designed to benefit the St. Mary's Food Bank Alliance. The Arizona Lottery, in partnership with Fry's, hosted the "Express Shop and Go" relay race. And what a race it was! The event was held March 10, 2008, at the Fry's store located at 2250 E. Baseline Road, Phoenix. The event helped the food bank raise

awareness of the "hunger issue" in Arizona, as well as increase the supply of food donations.

The four mascots raced around the Fry's store to gather the food items on their shopping lists. Once the mascots had all of their items in their shopping baskets, they each tried to outpace the others to the Lottery Express machines to purchase a Fast

Play *Sweet Sevens* ticket.

The public was encouraged to participate by donating a non-perishable food item. Customers, 21 years of age or older, who contributed received a free *Sweet Sevens* Fast Play ticket.

The real winner of the relay race was, of course, the St. Mary's Food Bank.

## Lucky Millionaire Raffle Stores



**Fry's Food Store #87**  
**Diana Garcia (Assistant Store Manager), Vanessa Juarez (CSR), Teresa Leon (CSR), Jesus Herrera (Assistant Store Manager).**

Two lucky tickets and two lucky winners mean two lucky retailers will each receive a \$5,000 retailer incentive check for selling the two winning *Millionaire Raffle* tickets each worth a cool million.

Congratulations to our two retailers that sold their customers the winning tickets in the Arizona Lottery's

Second *Millionaire Raffle*; Fry's Food Store #087 located at 5140 W. Baseline in Laveen, and Circle K #5032 located at 6950 W. Chandler Boulevard in Chandler.

Vanessa, a CSR at Fry's Food Store #087, stated that she, "felt customers specifically came into the store to purchase the raffle tickets." Teresa, another CSR at Fry's, told us that when she asked players purchasing raffle tickets what they would do with the winnings, some answers were: "Fly to Italy for lunch, buy a red Corvette, and pay off some bills."

# TOP 5 REGIONAL RETAILERS

## TOTAL SALES 1-01-08 TO 3-31-08 (3RD QUARTER — FY 08)

### Top Counties

1. Maricopa
2. Pima
3. Mohave
4. Pinal
5. Yavapai

### Northern

1. Safeway 1747, Chino Valley
2. Safeway 1055, Prescott Valley
3. Fry's Food 063, Prescott Valley
4. Circle K 5326, Chino Valley
5. Fry's Food 077, Prescott

### Eastern

1. Safeway 2083, Sierra Vista
2. Circle K 0241, Douglas
3. Sierra Vista Food Mart, Sierra Vista
4. Circle K 2940, Huachuca City
5. Super Stop 760, Douglas

### Pima County

1. Safeway 1989, Tucson
2. Safeway 0234
3. Safeway 1874
4. Fry's Food 018, Oro Valley
5. Safeway 2044, Green Valley

### Central

1. Fry's Food 065, Apache Junction
2. Bashas' 082, Apache Junction
3. Circle K 1989, Apache Junction
4. Safeway 0253, Apache Junction
5. Circle K 8746, Apache Junction

### Maricopa County

1. Fry's Food 122, Sun City
2. Safeway 1511, Goodyear
3. Safeway 2054, Sun City West
4. Safeway 0236, Sun City
5. Fry's Food 114, Sun City

### Western

1. Beaver Dam Bar, Littlefield
2. Boulder Inn, White Hills-Kingman
3. Chevron 15, Yuma
4. Bashas 116, Lake Havasu
5. The Grocery Store, Yuma

### Top Independents

1. Beaver Dam Bar, Littlefield
2. Boulder Inn, White Hills-Kingman
3. Phoenix Spectrum Mall, Phoenix
4. The Grocery Store, Yuma
5. 24 Hour Food Mart II, Glendale

# UPCOMING SCRATCHERS



#604 Monopoly \$1



#545 Super Slots \$1



#595 Fun 50's \$2



#605 Monopoly \$2



#614 Fast Money \$1



#599 Money Money Money \$5



#606 Monopoly \$5



#607 \$500,000 Golden Ticket \$20



#591 Double Doubler \$2



#608 King of Cash \$1

# Scratchers Spotlight Incentive

The purpose of the Scratchers<sup>SM</sup> Spotlight incentive is to generate excitement and increase sales of a specific Scratchers game or games. Retailers will receive entries into quarterly drawings by ordering, activating, settling, or properly displaying specific Scratchers games. Retailer entries will be used to perform a random, quarterly drawing for an Arizona Lottery Prize Pack. The prize pack may contain Arizona Lottery

promotional items, Arizona Lottery Scratchers tickets, or a predetermined value cash prize. Prior to the start of each incentive period, your Arizona Lottery Sales Reps will communicate the Scratchers Spotlight game and how entries will be obtained.

## Arizona Lottery Rave Review

The Arizona Lottery is adding another facet to our successful Keep 'Em Full program. The Arizona Lottery Rave Review will instantly recognize associates for their outstanding Lottery service. Recognized associates will receive a written rave review and a unique pen of nominal value. The review will be entered into a monthly drawing and three stores will be randomly selected to receive a store supply gift pack. Examples of gift pack contents:

- Stapler
- Pens
- Post-it notes
- Note pads
- Tape dispenser
- Various other office supplies

Nominated associates may receive recognition in the quarterly *Retailer Roundup*.

Qualifications: The retailer must be in good standing.

Note: The awarding of prizes from these promotions is at the sole discretion of your company policy.

## Retailer Incentives

Convenience Station One,  
Phoenix · \$500 · Powerball

Circle K 8749, Mesa  
· \$500 · *Money Maker*

Bashas' 81, Glendale  
· \$1,000 · *Colossal Crossword*

AJ's Mini Mart, Apache Junction  
· \$1,000 · *\$100,000 Taxes Paid*

Fry's Food Store 104, Flagstaff  
· \$500 · *Crown Jewel 7's*

Bashas' 66, Carefree  
· \$1,000 · *Hot Streak*

Albertson's Express 977, Surprise  
· \$500 · *Diamond Dazzler 5X*

Pinewood Chevron, Munds Park  
· \$5,000 · The Pick

Bashas' 007, Scottsdale  
· \$5,000 · The Pick

Circle K 2893, Avondale  
· \$500 · *Diamond Dazzler 5X*

7-Eleven 26411, Scottsdale  
· \$500 · *King Size Crossword*

Circle K 1938, Phoenix  
· \$500 · Powerball

# Terminal Training



## Fast Play Sampler

The Fast Play Sampler is a quick and easy way to give your customer a ticket from each Fast Play game.

Right now, the Fast Play Sampler contains:

- \$1 *Lucky Dough*
  - \$1 *Bingo*
  - \$2 *Instant Poker*
  - \$1 *Sweet Sevens*
- \$5 total purchase

To print a sampler, select:

The Sampler button



Fast Play Sampler button



Send



Three quick selections and your customer is on the way to instant fun!

## \$2 EXTRA

The \$2 EXTRA option is available on your terminal. When customers purchase a Pick 5, they have the option of adding a \$1 or \$2 EXTRA.

A customer can choose the option on the selection slip or it can be manually entered. To manually print a \$2 EXTRA ticket, simply select:



Selecting the Extra Amount button:



Will provide you with all the options.



Adding the EXTRA option gives players a chance to win instantly by matching the EXTRA numbers with the Pick numbers. If the customer is an instant winner, an exchange ticket will be printed.

# RETAILER SELLING INCENTIVES

Effective July 1, 2008, retailers in good standing at the time of sale and validation of a winning top-prize ticket are eligible to receive a selling bonus. Please refer to your Arizona Lottery Retailer Rules for additional information.

Retailer selling incentives are outlined below:

## Powerball

- o \$25,000 = Jackpot
- o \$1,000 = 2nd place \$200,000 with Power Play
- o \$500 = 2nd place \$200,000 without Power Play

## The Pick

- o \$5,000 = Jackpot

## Scratchers

- o \$1,500 = \$20 ticket, top prize of \$100,000 or greater
- o \$1,000 = \$10 ticket, top prize of \$50,000 or greater
- o \$500 = \$5 ticket, top prize of \$25,000 or greater

## Millionaire Raffle

- o \$5,000 = top prize of \$1,000,000
- o \$500 = 2nd place of \$100,000

# Did you know?

If the barcode on the back of a Scratchers ticket has been damaged, the ticket may still be validated at store level.

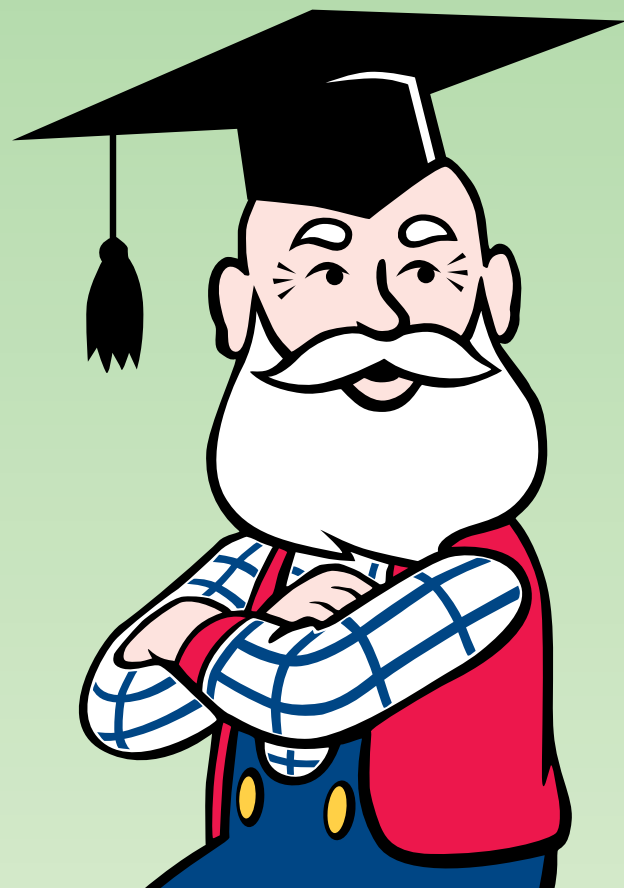
To validate the ticket simply scratch off the latex coating to reveal the 12 or 24 digits that also includes the three digit verification code.

Next press the "Scratcher Pay" key on the Altura terminal and manually enter the 24 digit code. It is just that simple!



# WILLIE'S WORDS OF WISDOM

- For your protection, Scratchers tickets are shipped in a box displaying the Arizona Lottery logo. If you receive a package from UPS without the logo, refuse delivery. The package contents have been compromised.
- Lottery Express and ITVM loading tips:
  - When loading 8 inch or longer tickets, the tickets should be fed underneath the white drawer rollers.
  - All tickets with the ticket lengths shorter than 8 inches should continue to be fed over the white drawer rollers.
- New games are available for ordering on the first Monday of each month.



# Keep 'Em Full And the Winners Are...

1. Woody Mountain Store	Flagstaff	1. Bashas' #18	Flagstaff
2. Maggie's Market	El Mirage	2. Albertsons Express #1026	Surprise
3. J & J Grand Center	Phoenix	3. Fry's Marketplace #625	Chandler
4. Metropolitan Tobacco	Peoria	4. Max Store	Phoenix
5. AM/PM Mini Market #5982	Phoenix	5. Bashas' Food City #104	Phoenix
6. Circle K #1541	Phoenix	6. Albertsons #956	Phoenix
7. Old Stage Stop	Prescott	7. Bashas' #113	Phoenix
8. Circle K #6671	Anthem	8. Albertsons #1002	Mesa
9. Sara's Shell	Phoenix	9. Safeway #1291	Fountain Hills
10. Terribles #148	Lake Havasu City	10. Apache Sands Service Center	Mesa
11. Superpumper #06	Scottsdale	11. Fry's #113	Mesa
12. Bill's Ghost and Spirits	Cave Creek	12. Bashas' Food City #101	Mesa
13. Q Star Market	Tempe	13. Bashas' #119	Mesa
14. Lee Lee Oriental Supermart	Chandler	14. Safeway #1534	Gilbert
15. Circle K #8776	Phoenix	15. Bashas' #48	Tempe
16. 7 - Eleven Store #17229D	Phoenix	16. Chevron	Chandler
17. Eddie's Food Market	Phoenix	17. Bashas' Food City #26	Chandler
18. Ricardo's Market	Nogales	18. Bashas' #56	Buckeye
19. Beverage Warehouse #2	Douglas	19. Albertsons #972	Tucson
20. Pueblo Nuevo Mini Mart	Douglas	20. Super Kmart #4996	Tucson
21. Beverage Warehouse #1	Sierra Vista	21. Tucson Truck Terminal	Tucson
22. Tonal Station & Restaurant	Maricopa	22. Fry's #119	Tucson
23. Broadway Conoco	Tucson	23. Wilmot Shell	Tucson
24. Circle K #556	Tucson	24. Fry's #21	Tucson
25. Diamond Shamrock #1658	Tucson	25. Bashas' #52	Tucson

## Arizona Millionaire Raffle - June 2008 Lucky Store List

<b>Prize</b>	<b>Retailer</b>	<b>City</b>	<b>Prize</b>	<b>Retailer</b>	<b>City</b>
\$1 Million	Circle K 5032	Chandler	\$10,000	Fry's #125	Scottsdale
\$1 Million	Fry's #87	Laveen	\$10,000	Danny's Family Gourmet Mkt 16	Scottsdale
\$100,000	Albertsons Express 1026	Surprise	\$10,000	Circle K 0136	Scottsdale
\$100,000	Blue Ridge Market	Dewey	\$10,000	Chevron Food Mart	Phoenix
\$100,000	Shell	Mesa	\$10,000	Circle K 1119	Mesa
\$100,000	Grand Stop # 3	Phoenix	\$10,000	Fry's #115	Mesa
\$100,000	Albertsons 964	Tucson	\$10,000	Fry's #023	Mesa
\$10,000	Safeway 270	Flagstaff	\$10,000	Circle K 5307	Gilbert
\$10,000	Simon Express Chevron 5000	Phoenix	\$10,000	Circle K 5282	Phoenix
\$10,000	Circle K 1646	Peoria	\$10,000	Campus Corner	Tempe
\$10,000	Mobil OTR 18837	Phoenix	\$10,000	Circle K 2844	Tempe
\$10,000	Fry's Marketplace 623	Phoenix	\$10,000	QuikTrip 443	Phoenix
\$10,000	Circle K 5326	Chino Valley	\$10,000	Express Stop 124	Bisbee
\$10,000	Woody's 133	Prescott	\$10,000	Circle K 1431	Willcox
\$10,000	Safeway 1584	Wickenburg	\$10,000	Gas City Family Pantry	Sierra Vista
\$10,000	Fry's Marketplace 612	Phoenix	\$10,000	Fry's #33	Tucson
\$10,000	Airway Express	Kingman	\$10,000	Shell 852	Tucson
\$10,000	Circle K 5285	Queen Creek	\$10,000	Gas City Family Pantry	Sierra Vista
\$10,000	Fountain Hills Express	Fountain Hills			

# RETAILERS OF THE MONTH



## January

Conoco - Mesa  
Carly Rzendzian, Manager  
Ruben Maldonado, Clerk



## February

Fastrip Food Store 51 - Casa Grande  
Loren Knapp, Sales Rep  
Barbara Colberg, Bookkeeper



## March

Lake Powell Mart - Greenhaven  
Katy Adamson, Karl  
MacDonald, T J Vine.



## April

Gram's Mini Mart - Sun City  
Daniel Torkham, Owner



## May

76 Gas Station - Phoenix  
Philip Marogi, Owner  
Jerry LaBrecque, Sales Rep



## June

Bob's Variety - Sun City West  
John Roach, Sales Rep  
Elsie Allshouse, Lottery Manager

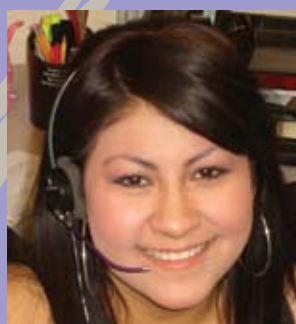
# Face on the Phone



Monica Redondo



Traci Olson



Marissa Martinez



Amber Harrington



Ysenia Benavidez

Your CSRs work to keep you updated on the best-selling games for your store. Store sales information is available each time you place an order. When your CSR calls for an order, her order screen displays the

previous seven days' sales history, which allows her to provide you with accurate and up-to-date sales information.