

PROFILE: The Spinx Company, Inc. and Murply USA Marketing Co. are two shining examples of retailers committed to rewarding employees for their efforts selling lottery tickets.

THE SPINX COMPANY, INC.

By Ann Cromer, Key Accounts Specialist

The Spinx Company Inc. was founded by Stewart Spinks in 1972 with the philosophy of giving customers what they want – FASTER and EASIER. It has since grown to operate more than 70 stores in Upstate South Carolina and North Carolina. Today's vision statement says it all – To ALWAYS be the FRIENDLY Company that makes PEOPLE'S lives easier.

This year is promising to be a lucky one for lottery players who purchase their tickets at **Spinx** locations. In February, store #140, located at 3556 Pelham Road in Greenville, sold a winning \$500,000 Palmetto Cash 5 ticket, and in April store #283, located at 106 Sha Lane in Spartanburg, sold a winning \$875,000 MegaMatch 6SM ticket. Not to be outdone, store #127, located at 1460 Roper Mountain Road in Greenville, said goodbye to April by selling a Powerball[®] ticket worth \$1 million!

Every time a customer claims a ticket worth \$10,000 or more, the retailer who sold the winning ticket receives a 1 percent bonus (capped at \$50,000). **Spinx #127** was recently presented with a \$10,000 bonus, \$1,000 of which was shared with all store employees.

THE SPINX COMPANY INC.

Pictured members of the executive team – Stan Sorti, Dave DeSerlo, Terry Taylor, Greg Butler and Steve Kelley.



Pictured receiving their share of the bonus at **The Spinx Company Inc. #127** are some of the staff. This crew embodies the Spinx philosophy of having a positive, friendly attitude.



MURPHY USA

By Ann Cromer, Key Accounts Specialist

Murphy USA Marketing Co., headquartered in El Dorado, AR, operates retail gasoline stations under the **Murphy USA**[®] brand across 20 states. These high-volume, low-cost gas stations are primarily located in the parking areas of Wal-Mart Supercenters. The first Murphy USA station was opened in December 1996 in a Sam's Club parking lot in Chattanooga, TN. Today, Murphy USA is operating over 1,000 stores in 21 states including 33 stores right here in SC.

In May 2009, with the Powerball[®] jackpot at \$150 million, **Murphy USA** decided to strike up a little friendly competition between all 1,000+ stores. The store with the highest 3-day Powerball[®] sales

increase over the same 3-day sales period for the previous week would win a \$75 gift card for each of its employees. The competition was fierce, not only between the stores, but also between the MSRs who wanted their locations to come out on top. When sales were totaled, this exciting Powerball[®] contest increased sales by almost \$6,000, (39%), in SC alone!

Murphy USA and its employees share a commitment to make a positive difference every day by providing their customers with fast and friendly service. With customized signage and well-trained clerks who know how to "ask for the sale," this company is another example of a dedicated lottery partner. SCFL truly appreciates their efforts in going the extra mile to sponsor such a successful incentive program.



MURPHY USA

Murphy USA initiated a competition to see which location could sell the most Powerball[®] tickets. The result: Powerball[®] sales increased by almost \$6,000 in South Carolina alone.