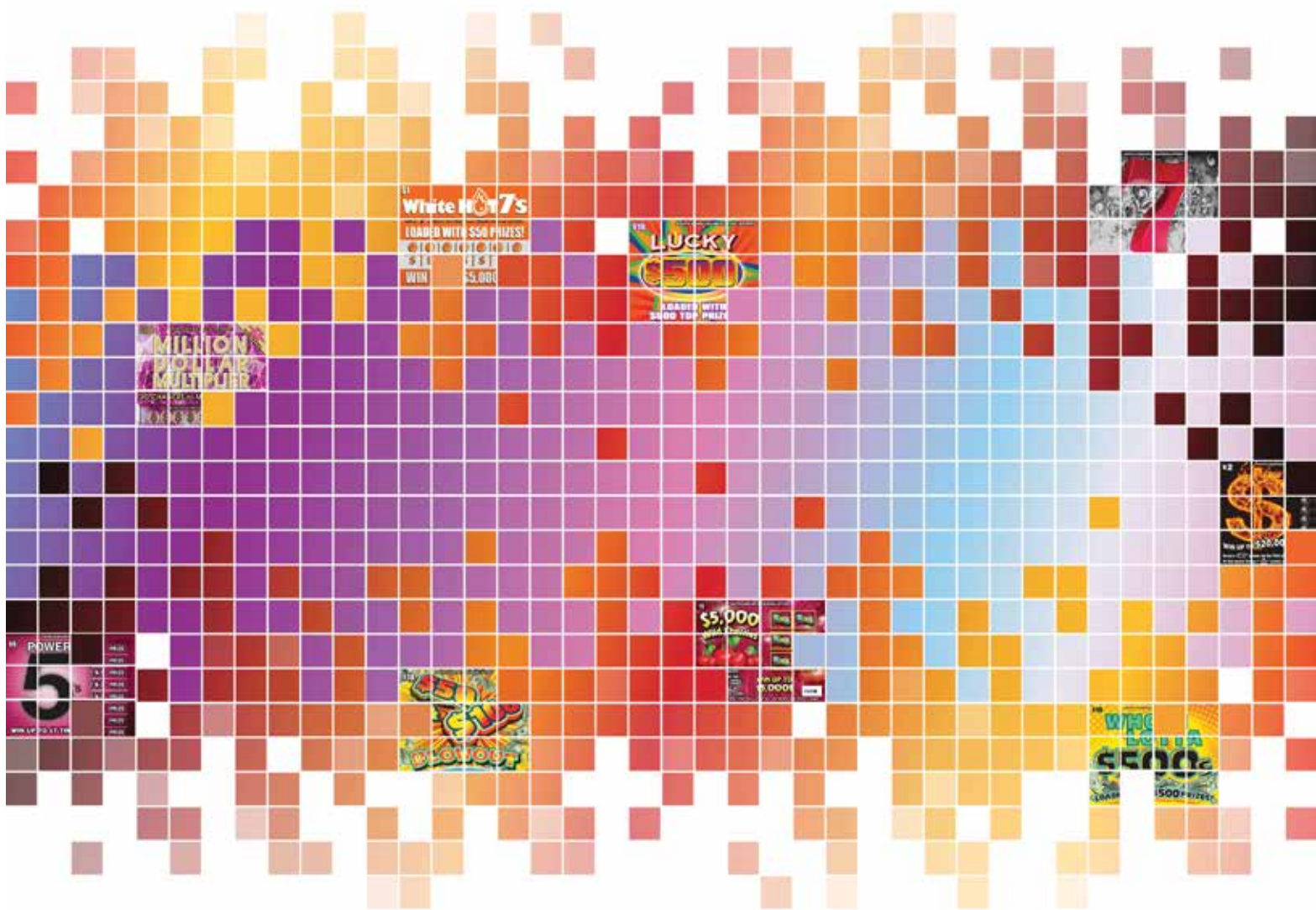


SELLING Points

LOTTERY RETAILER NEWSLETTER | December 2018 Vol. 19, No. 6



sceducationlottery.com



YOUR TICKET TO \$95 MILLION

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCFL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCFL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

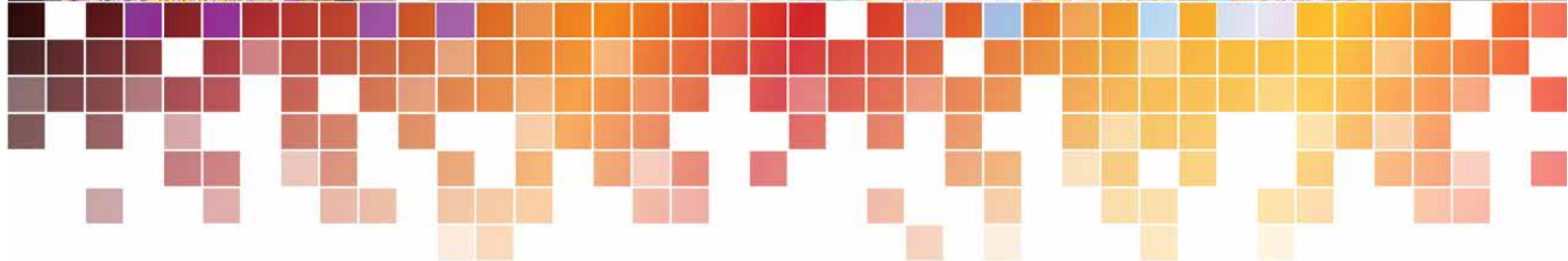
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



SMILE, \$95 MILLION WAS EARNED...

by YOU in the form of commissions and incentives from ticket sales this calendar year. Retailers receive a 7 percent commission on all tickets sold and a 1 percent incentive for selling a claimed winning ticket worth \$10,000 or more capped at \$50,000.

SPOTLIGHT

E Z Trip #5

By Shannon McKee, Upstate MSR

Owner Navnit "Nick" Patel and his wife Manjula are no rookies to lottery sales. After years of managing various stores in the Upstate, they purchased their very own store in 2016. By implementing the knowledge gained by their many years in sales and customer service, they are well on their way to driving **E Z Trip #5** in Greenwood to the top!

Nick and Manjula make increasing sales look so easy.

When asked why their customers choose their store Nick states, "We create a family here, we know all of our customers by name, we make things fun and reward our loyal customers."

The Patels also keep their players informed on all



Pictured are E Z Trip #5 Owners Nick and Manjula Patel. The couple has created a family atmosphere where a smiling face keeps the customers coming back.

upcoming new tickets, promotions, second-chance drawings and daily jackpot drawings. "Helping our players stay educated on how to play the games available is just as important as making the sale," says Manjula.

It's no wonder that E Z Trip #5's logo is an arrow trending upward, just like their lottery sales.

New Games

Scheduled to launch Tuesday, December 11:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., December 5: Joker's Wild (#1042)
Wed., December 26: Triple Play (#1049)

LAST DAY TO RETURN

Fri., December 14: Loteria™ (#910)
Fri., December 21: 4Way Cash (#976)
Fri., December 28: Super 7 11 21® (#1027)

LAST DAY TO REDEEM

Tues., December 4: All The Money (#989)
& Power 5's (#1017)

- Dates Current as of
10/26/2018.

HOLIDAY CLOSING: Mon., Tues., & Wed. December 24, 25 & 26, 2017 - SCEL and our delivery partners will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Friday., Dec. 21 will be delivered on Mon., Dec. 24.

Tues., January 1, 2018 - SCEL and UPS will both be closed on New Year's Day. Tickets ordered on Mon., Dec. 31 will be delivered on Wed., Jan. 2.