

SELLING Points

LOTTERY RETAILER NEWSLETTER | September 2018 Vol. 19, No. 3



sceducationlottery.com

SING IT.

This is
THE VOICE®
INSTANT TICKET GAME.

TOP PRIZE ODDS: 1 in 720,000

OVERALL ODDS: 1 in 3.76

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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.

 South Carolina
Education
Lottery®

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

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL 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.

SCCEL 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



THIS IS THE VOICE® INSTANT TICKET GAME

By Leila Wilson, Product Specialist

THIS IS THE VOICE®... yep, you know the tune... and now it's stuck in your head! On September 11, the South Carolina Education Lottery will be launching **The Voice®** \$5 scratch-off ticket! It's exciting and fun to play! Your players have a chance to instantly win up to the \$125,000 top prize when they scratch, but wait, there's more!

Their non-winning tickets can be entered into **The Voice® Second-Chance Promotion** where they have a chance to win The Voice Experience! One VIP winner will be drawn to win a trip for two to Las Vegas to attend The Voice®: Neon Dreams and then on to Los Angeles for the chance to participate in The Voice® Viewing Party and The Voice® Millionaire Maker Event, where winners will have a chance to win up to \$1 million and tickets to the Season 16 live finale! Or, they have a chance to win the final \$125,000 second-chance cash prize.

Entering is always easy! Tickets can be entered online or by mail. **Bonus: Enter ONLINE for a chance to earn BONUS entries.** To enter online, players can go to sclottery.com, login to or create their Players' Club account,* and start entering those tickets and earning bonus entries. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard. Go to sceducationlottery.com for more details.

*Remind your players that if they have already created a Players' Club account, they don't have to register again. Just log into Players' Club and begin entering their tickets!

The list of stores with sales of \$1 MILLION or more reached a record of 243 retailers for FY 2018. Each earned a commission of more than \$70,000! To put this growth in perspective, five years ago 46 retailers made the list. Three years ago 71 retailers were featured. Congratulations to you all!

1. Big T's, Goose Creek, \$4,790,169
2. Fuel Express, North Charleston, \$4,086,402.50
3. Devikinc, Sumter, \$3,430,061
4. VGO, Charleston, \$2,804,077.50
5. Sky Mart, Charleston, \$2,744,862.50
6. Jimmy's Mart, Columbia, \$2,706,434
7. BP Food Shop, Beaufort, \$2,453,547.50
8. Quick Pantry #25, Manning, \$2,335,281
9. Garden Spot #4, Taylors \$2,330,668.00
10. Harry's, Columbia, \$2,285,672.50
11. Sam's Corner, Spartanburg, \$2,272,209
12. Shiv Mart III, Columbia, \$2,251,372.50
13. Mini Mart, York, \$2,151,897
14. Krishna of Summerville Inc, Summerville, \$2,094,907.50
15. Veerajra LLC, Charleston, \$2,087,306.50
16. Quick Pantry #5, Orangeburg, \$2,085,237.50
17. S M Mart, Lugoff, \$2,082,837.50
18. Quick Pantry #26, Greenwood, \$2,068,254
19. Sunoco Quick Mart, Greenville, \$2,021,615.50
20. V Go Food Mart, Holly Hill, \$2,018,139.50
21. Scotchman, Georgetown, \$1,998,885.50
22. Betty's Quick Stop, Hemingway, \$1,971,982.50
23. Mo Convenience and Tobacco Store, Aiken, \$1,936,284
24. AMPM Food Mart #4, Columbia, \$1,932,867
25. SKS Mart Inc, Columbia, \$1,920,218
26. Quick Serve, Lexington, \$1,912,422.50
27. Quick Pantry #7, Orangeburg, \$1,805,670.50
28. 3 Way Food Mart #5, Aiken, \$1,795,025
29. Short Stop, Orangeburg, \$1,787,547
30. BP Ridgeland, Ridgeland, \$1,767,392
31. Quick Pantry #9, North Charleston, \$1,756,325
32. Shiv Food Mart #3, Sumter, \$1,749,221
33. Quick Pantry #16, Greenwood, \$1,737,712.50
34. Corner Stop #118, Sumter, \$1,728,638.50
35. Quick Pantry #34, Orangeburg, \$1,720,184.50
36. Quick Store #3, Orangeburg, \$1,718,377.50
37. Discount Mart, Rock Hill, \$1,712,151
38. 52 Station, Moncks Corner, \$1,702,654.50
39. Big T's #2, Charleston, \$1,702,342
40. Charlie's Grocery, Charleston, \$1,697,656.50
41. Kwik Stop Foods, Charleston, \$1,685,421
42. Short Trip #21, North Charleston, \$1,683,089.50
43. Sunoco, Sumter, \$1,679,611.50
44. Alhanik LLC, Columbia, \$1,678,310
45. J & S Food Mart IV, Columbia, \$1,671,705.50
46. Palm Pantry #1, Bamberg, \$1,665,813
47. Quick Store #1, Orangeburg, \$1,662,071.50
48. Quick Pantry #21, Orangeburg, \$1,644,674
49. Abhi Enterprises, Florence, \$1,620,814
50. Quick Pantry #14, Ladson, \$1,615,605
51. Raceway #6747, West Columbia, \$1,611,168.50
52. Value Spot #4415, Simpsonville, \$1,590,582
53. 3 Way Food Mart, Estill, \$1,587,088
54. A One Express, Columbia, \$1,576,817
55. Sunhouse #3, Beaufort, \$1,564,000
56. Murphy #8663, Garden City, \$1,554,137.50
57. Spinx Easley #443, Easley, \$1,542,608.50
58. C K Mart #8, Columbia, \$1,542,143.50
59. Road Runner, Hollywood, \$1,530,177.50
60. Breakers #179, Florence, \$1,526,959.50
61. Yana Food Mart, Florence, \$1,518,504
62. Discount Store, North Charleston, \$1,509,552.50
63. Dusty Bend Discount Beverage, Camden, \$1,505,817
64. A&D Food Mart, Gaffney, \$1,502,330
65. Skiff LLC, Goose Creek, \$1,495,671.50
66. Quick Food Mart, Orangeburg, \$1,484,433
67. Kelly's Gas N Go, North Charleston, \$1,484,126.50
68. Short Trip #20, North Charleston, \$1,483,867.50
69. Kwik Fill, Hanahan, \$1,477,863.50
70. Sam's Quick Stop, Kingstree, \$1,477,277.50
71. Pantry Plus, Columbia, \$1,475,608.50
72. Southeast BP, Columbia, \$1,468,964.50
73. Quick Pantry #35, Orangeburg, \$1,466,210.50
74. Corner Stop #106, Conway, \$1,461,750.50
75. 4 Way Stop, Orangeburg, \$1,458,647
76. 3 Way Food Mart #4, Johnston, \$1,456,715.50
77. Amoco Food Shop, Beaufort, \$1,447,352.50
78. Quick Pantry #42, Batesburg, \$1,432,848.50
79. Publix Super Markets #824, North Charleston, \$1,428,708
80. Mega Stop, Lexington, \$1,424,699
81. M & E Food Mart Inc, Rock Hill, \$1,414,407.50
82. Quick Pantry, Saint Matthews, \$1,412,385.50
83. White Pond Food N Beverage, Elgin, \$1,410,171.50
84. Fuel Express, Moncks Corner, \$1,409,784
85. Quick Pantry #51, Orangeburg, \$1,385,761.50
86. KP's Corner #3, Florence, \$1,384,113
87. MP Mart, Winnsboro, \$1,382,563
88. Corner Stop, Columbia, \$1,370,585.50
89. Palm Pantry #10, North, \$1,370,208.50
90. Bell's, Greenville, \$1,366,220.50
91. Eagle Express, West Columbia, \$1,365,141
92. Quick Stop, Ravenel, \$1,361,054
93. Sav Way, Kingstree, \$1,355,350
94. Little River Food Mart, Little River, \$1,354,402
95. S & J Mart, Boiling Springs, \$1,345,018.50
96. Trask Shell Food Mart, Beaufort, \$1,344,569
97. PM Food Mart, Hartsville, \$1,330,017
98. Hollywood Market, Hollywood, \$1,326,853.50
99. Smart Stop, West Columbia, \$1,326,712
100. Quick Pantry #20, Abbeville, \$1,324,667.50
101. Tiger Mart #16, North Myrtle Beach, \$1,321,257
102. G P Mart #2 Lexington, \$1,308,731.50
103. Corner Cupboard #7, Cheraw, \$1,297,552.50
104. E Z Trip #5, Greenwood, \$1,296,022.50
105. Simba Express #1, Columbia, \$1,292,475.50
106. Publix Super Markets #1081, Mount Pleasant, \$1,272,724.50
107. Country Store, Fort Mill, \$1,267,779.50
108. Shop N Go II, Beaufort, \$1,263,290.50
109. North Guignard Sunoco, Sumter, \$1,262,180.50
110. Ken's Corner, Florence, \$1,259,036.00
111. JPS Corner Stop Inc, Gaffney, \$1,258,544.50
112. Shop And Go, Beaufort, \$1,258,318.50
113. Carolina Express, North Charleston, \$1,254,963.50
114. Stop N Go, North Charleston, \$1,254,890.50
115. Sonny's Citgo, Summerville, \$1,250,303
116. US Mini Mart, Darlington, \$1,249,204.50
117. Shree Jay Ambe LLC, North Charleston, \$1,240,879
118. Corner Stop #43, Saint Stephen, \$1,238,657.50
119. Scott's Food Store Heckle, Rock Hill, \$1,235,934.50
120. Murphy Express #8538, Columbia, \$1,233,254
121. Busy Corner #1, Lake City, \$1,225,644.50
122. Herlong Express, Rock Hill, \$1,222,582
123. Quick Shop, Marion, \$1,222,412.50
124. Buck's Market & Bait & Tackle, Columbia, \$1,219,629
125. Sumter Stop, Sumter, \$1,216,532.50
126. Short Trip #24, Ladson, \$1,213,168
127. MR Express LLC, Rock Hill, \$1,213,143
128. SNJ Market, Myrtle Beach, \$1,211,804
129. J and S Food Mart #8, Columbia, \$1,208,659
130. AM PM Food Mart Inc, Columbia, \$1,203,243
131. Quick Pantry #6, Orangeburg, \$1,202,985
132. Jaibhavani Wildwood, Moncks Corner, \$1,196,629
133. Fuel Express, Sumter, \$1,191,804
134. H & H Mart, Rock Hill, \$1,180,693.50
135. E Z Trip #1, Aiken, \$1,179,981.50
136. Sam's Mart, Quinby, \$1,174,978
137. V Go, Camden, \$1,172,550.50
138. Aum Sai, Eutawville, \$1,166,516.50
139. Quick Pantry #8, Santee, \$1,165,375.50
140. Publix Super Markets #473, Hilton Head, \$1,164,000.50
141. Raceway #846, West Columbia, \$1,160,635
142. Quick Pantry #3, Bowman, \$1,158,966.50
143. Quick Stop #3, Columbia, \$1,158,378
144. Quick Food Mart #2, Summerville, \$1,158,152
145. Express Lotto, Columbia, \$1,156,511.50
146. Park Lane Amoco, Columbia, \$1,151,623.50
147. One Stop of Columbia LLC, Columbia, \$1,150,496.50
148. Discount Zone, North Charleston, \$1,149,556.50
149. EZ Stop, Summerville, \$1,147,725
150. Short Trip #6, Summerton, \$1,146,494.50
151. GS Mini Mart, West Columbia, \$1,143,716
152. Caper House, Johnston, \$1,141,258.50
153. DDS Food Mart #3, Union, \$1,140,729.50
154. Corner Cupboard, Cheraw, \$1,137,773.50
155. Stop N Shop, Lexington, \$1,137,043
156. J K Mart, Columbia, \$1,135,966
157. Sai Mart, Spartanburg, \$1,128,363
158. The Markette #30, Sumter, \$1,127,106
159. Ike's Food Mart, Greenville, \$1,123,757.50
160. Sunoco, Summerville, \$1,121,458
161. Elliot's Exxon, Rock Hill, \$1,120,346
162. Situ LLC, Darlington, \$1,119,846.50
163. Mount Gallant Express, Rock Hill, \$1,119,692
164. The Country Peddler, Newberry, \$1,118,371
165. Kwik Mart, Ladson, \$1,117,153
166. Quick C Food Mart, Chester, \$1,116,655.50
167. 1st Stop, Hartsville, \$1,114,104.50
168. Bluffton Market, Bluffton, \$1,113,000.50
169. Gas Plus #9, North Augusta, \$1,111,919.50
170. Miller's Produce, Fort Mill, \$1,111,228
171. Lady's Island Shell, Beaufort, \$1,108,501
172. Xpress Fuel, Greer, \$1,108,474
173. T Cassidy LLC, Hartsville, \$1,108,407.50
174. ABC Sunoco, Marion, \$1,105,671
175. Lake City Exxon Lake City, \$1,105,639
176. Red And White Grocery, Cross, \$1,105,457.50
177. Shiv Food Mart, Columbia, \$1,105,445.50
178. Cruizers VII, Florence, \$1,104,477
179. K & T Express, LLC, York, \$1,104,433.50
180. Caper House #3, Saluda, \$1,098,274
181. Kwik Stop Food Mart, Charleston, \$1,097,887
182. Fast Fuel, Greenville, \$1,091,681
183. Sharpe Shoppe #208, Columbia, \$1,089,394
184. D & M Mart, Williston, \$1,087,961
185. Short Trip #12, Orangeburg, \$1,084,850
186. J P Mart, Irmo, \$1,081,717.50
187. Palmetto Express, Conway, \$1,079,506
188. JR S Gas & Grocery LLC, Ridgeville, \$1,077,418
189. Express Mart, Spartanburg, \$1,075,565.50
190. Ed's GTS Express Mart, Greenville, \$1,074,831.50
191. Orange, Walterboro, \$1,074,063.50
192. Shell Food Mart, Beaufort, \$1,073,410.50
193. Cuz's Corner, Winnsboro, \$1,072,410.00
194. Exxon Gas Station, Swansea, \$1,069,451
195. Quick Stop #2, Lexington, \$1,068,886
196. MJ Mart, Fort Mill, \$1,068,079
197. Imo Convenience Store, Columbia, \$1,066,909
198. S & H Food Mart, Laurens, \$1,066,254
199. Ashley Mobile, North Charleston, \$1,065,616
200. Sunnys Fast Food, Denmark, \$1,064,138
201. Broad River Mart, Columbia, \$1,061,506.50
202. Caper House #1, Saluda, \$1,061,463
203. Royal #8, Greenwood, \$1,060,268
204. Exxon, Georgetown, \$1,060,015.50
205. Enmark Station #857, Hilton Head Island, \$1,057,904
206. Varnville Food Corner, Hampton, \$1,050,051
207. Cheap Way, Columbia, \$1,049,900
208. Short Stop, Ridgeland, \$1,049,899
209. Sharpe Shoppe #1, Blythewood, \$1,049,329
210. Cammy Express, Rock Hill, \$1,049,177
211. Sprint Food Stores Inc #727, Dillon, \$1,047,302.50
212. Quick Pantry #37, Orangeburg, \$1,044,858
213. Xpress Zone #2, Columbia, \$1,044,174
214. OM Mart, Eastover, \$1,044,013.50
215. Texaco Food Mart, Spartanburg, \$1,043,411
216. Devi Food Mart LLC, Hampton, \$1,043,221
217. Lesslie Food Inc, Rock Hill, \$1,042,503.50
218. VHS Inc, Greenwood, \$1,042,064
219. Minute Man Market, Manning, \$1,041,891
220. Stop N Shop, Columbia, \$1,040,277.50
221. Kash, Simpsonville, \$1,040,066.50
222. Quick Store, Orangeburg, \$1,035,671.50
223. Ashvi Food Mart, Gaffney, \$1,032,529.50
224. Quick Pantry #33, West Columbia, \$1,031,843.50
225. Santee Lading, Santee, \$1,026,986.50
226. Forestbrook Grocery, Myrtle Beach, \$1,025,838
227. Circle K #2720273, Myrtle Beach, \$1,025,288
228. SMVS Enterprises Inc, Greenwood, \$1,021,486
229. Vy Vy Mart, Chester, \$1,019,588.50
230. Kangaroo Express #277, Hilton Head Island, \$1,018,449
231. Bi-Lo #5638, Columbia, \$1,018,248
232. Short Trip #4, Summerton, \$1,016,451
233. Inman Fast Stop, Inman, \$1,015,872.50
234. Mazing's Grocery, Sumter, \$1,014,795
235. Maruti Food Mart, Hardeeville, \$1,012,899.50
236. Coastal Savers, Myrtle Beach, \$1,012,126
237. American Grocery & Liquor Store, Sumter, \$1,008,649
238. Robert's Express Mart #3, Newberry, \$1,008,422
239. Pawley's Express LLC, Pawleys Island, \$1,007,363
240. One Stop Food Mart, Columbia, \$1,007,118.50
241. OM Express Inc, North Charleston, \$1,002,896
242. Party World, Manning, \$1,002,574
243. Quick Pantry #27, Greenwood, \$1,001,723

SPOTLIGHT

Sai High Volume

By Britni Rushton, Upstate MSR

Melissa Grimmette, the store manager at **Sai High Volume** in **Anderson**, is a one-of-a-kind lottery sales clerk! Melissa has been working for store owner Prasanna Parvatneni for over four years now, and she is still going strong. She's a hard worker and knows how to ask for the lottery sale and move lottery tickets out of her store.

Melissa has come up with a few simple strategies that help her make the sale. First, she always keeps her instant ticket dispensers full and always has her jackpot signs updated. Another tip: On the Top Prizes Remaining Report that she displays every day, she highlights which tickets she has for sale in the dispenser. She said it really helps her players, because when they look at the report they know what tickets she has available



Store Manager Melissa Grimmette has some simple strategies that you can put to use today to help grow your lottery sales. Thanks for sharing these tips.

and the number of prizes left in that game. She's creative in making new signs and posters to advertise as well as notify the players of new tickets and new player opportunities that are available.

Melissa is a Gold Star employee, and the Lottery is very thankful Prasanna has employed her at his store!

New Games

Scheduled to launch Tues., September 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., Sept. 5: All the Money (#989)

LAST DAY TO RETURN

Fri., Sept. 21: Lucky 13 (#1011) & Lady Jumbo Bucks Crossword (#1014)

LAST DAY TO REDEEM

Tues., Sept. 4: Money Mania (#924) & Money Match (#977)

Tues., Sept. 11: Fat Stacks (#925), \$20,000 Explosion (#958) & Bonus Quick 7s (#979)

Tues., Sept. 18: Holiday 7 11 12 (#971) & \$250,000 Extra Play (#990)

- Dates Current as of 8/1/2018.

HOLIDAY CLOSING: Monday, September 3, 2018 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., August 31 will be delivered on Tues., September 4.