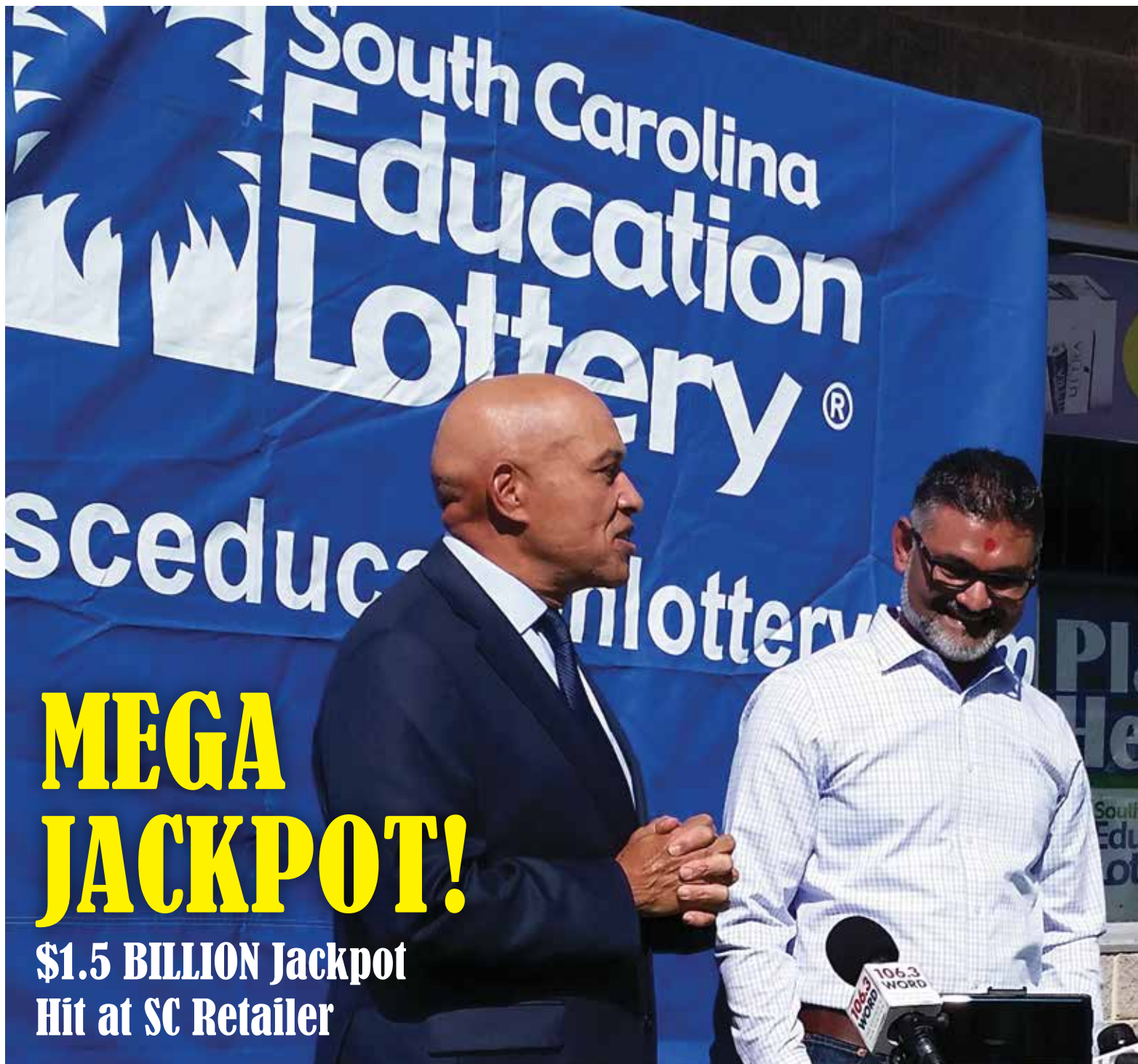


SELLING Points

LOTTERY RETAILER NEWSLETTER | January 2019 Vol. 19, No. 7



sceducationlottery.com



MEGA JACKPOT!

\$1.5 BILLION Jackpot
Hit at SC Retailer

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 SC EL 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.

SC EL 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



It's 'Pandemonious jollification!'

\$1.5 billion Mega Millions[®] ticket stirs small, SC town.

CJ Patel, owner of KC Mart #7 in Simpsonville, shares with media the thrill of selling South Carolina's first jackpot-winning Mega Millions[®] ticket.



ASK FOR THE SALE

Sell a jackpot winning Mega Millions[®] ticket and your store earns a \$50,000 commission when the prize is claimed. Be sure to ask customers to give Mega Millions[®] a try today!

A call from the South Carolina Education Lottery at 5 in the morning gave CJ Patel goosebumps. The owner of KC Mart #7 in Simpsonville absorbed the news that his convenience store sold the sole winning ticket for a \$1.5 billion Mega Millions[®] jackpot. That was the start of an exciting, but long and eventful day for Patel.

KC Mart #7, a community store that sits in a crossroads and caters mostly to local passersby, made history on October 23 by selling a ticket for the biggest, single-winning lottery payout in U.S. history. It was South Carolina's first Mega Millions[®] jackpot win. Odds of selling that ticket: about 1 in 303 million.

By 11 a.m. the Lottery formally announced the store's location. And Patel watched out his window as national and local news crews began arriving. CNN, ABC's Good Morning America, CBS News, NBC's Nightly News and local news trucks filled his parking lot and overflowed, wrapping down the street in both directions.

"Have you seen my parking lot?" he asked lottery officials there to congratulate him and his staff. "There's nowhere to park."

Patel's regular lunchtime customers parked wherever they could squeeze in and weaved past camera crews and curious onlookers

anxious to see where the winning ticket was sold in South Carolina.

At 1 p.m., Patel and the Lottery's Chief Operating Officer Tony Cooper addressed the crowd gathered, eager to hear details about the staggering \$1.537 billion prize.

"I can't even count that number," joked Patel.

Cooper said he needed a moment to process it too. When asked to express how he felt upon hearing the news the winning ticket was sold at a South Carolina store, he said he needed to make up new words to describe the elation: "Pandemonious jollification," he said.

Weeks later, customers are still flocking to the store to try their luck with a lottery ticket. Many are curious about who the lucky winner is. As of this newsletter's printing, the winner has not come forward.

Once the winner has been paid, Patel will receive a \$50,000 selling bonus for selling the claimed ticket.

Patel told the *Greenville News* he was born in India and came to the United States in 1996. He has owned convenience stores around Simpsonville for about 20 years. Before marrying and starting a family, he said he slept in the back of his first store in Simpsonville.

"This is the land of opportunity," Patel said.



Himanshi Patel and Jignesh Patel of KC Mart #7 proudly show off the banner advertising they sold a ticket worth \$1.5 billion.



SPOTLIGHT

Palm Pantry #1

By Krystal Patrick, Midlands MSR

Fast and efficient customer service comes naturally to owner Vipul Patel and the employees at **Palm Pantry #1**, and that's why they are the #1 lottery retailer in **Bamberg County**.

In the midst of being a gas station and convenience store, Palm Pantry #1 maintains a strong, outstanding lottery business. While keeping up with the high customer traffic volume, Vipul motivates his employees to strive for excellence in selling lottery tickets.

"Our excellent customer service and well stocked dispensers have paid off for our players," Vipul said. "Updated lottery equipment has been very helpful as well," he shared.



Palm Pantry #1 worked hard to become the #1 Lottery Retailer in Bamberg County. How did they do it? Staff motivation and excellent customer service.

Palm Pantry #1 has produced several top prize winners over the years with the most recent being a \$125,000 Cash Payout win in May of 2018. Staff looks forward to celebrating many more such wins with their lottery players.

New Games

Scheduled to launch Tuesday, January 8:



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

TICKET Alerts

LAST DAY TO SELL

Wed., January 2: Money Puzzle® Plus (#1039)
Wed., January 9: Wild Numbers 20X (#1020) & Lucky \$500 (#1054)
Wed., January 16: Easy As 1-2-3 (#1016)
Wed., January 23: Giant Jumbo Bucks (#955) & Wild Numbers 5X (#1018)
Wed., January 30: Big Money (#1043)

LAST DAY TO RETURN

Fri., January 4: Joker's Wild (#1042)
Fri., January 25: Triple Play (#1049)

LAST DAY TO REDEEM

Wed., January 2: Extreme Millions (#991) & Jumbo Bucks (#1013)
Tues., January 8: Cash Doubler (#1006) & "\$" (#1034)
Tues., January 15: Tic-Tac Ca\$h (#1009) & Fantastic 10s (#1031)
Tues., January 22: Bankroll Doubler (#988)
Tues., January 29: Royal Jewel Jackpot (#957)

- Dates Current as of
11/15/2018.

HOLIDAY CLOSING: Tues., January 1, 2019 - 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.