

LOTTERY

CONNECTION



playtime

OCTOBER 2011 VOLUME 21 ISSUE 10

ICICLE CLIMB™ AND THEORCADE.COM

A Cool New Game Times Two!

Have you checked out TheORcade.com, the Oregon Lottery's® new Web site? Not only is it fun, but it provides your players with a second chance to win the top prize in each game with their non-winning Scratch-its™!*

Speaking of Scratch-its, we've got a cool new game to share with you. Icicle Climb™ features a Yeti, as well as a little penguin character called Pingu. When players scratch and uncover a Pingu and an icicle, they have a chance to win the \$10,000 top prize instantly!

Did you know that Icicle Climb™ is the very first Scratch-it to have a matching online version of the game you can play for free at TheORcade.com? At The ORcade™, players act as a Yeti who

throws icicles at the side of a frozen mountain to create a ladder for Pingu the penguin. The new Icicle Climb™ Scratch-it and The ORcade web game are supported with TV, an interactive campaign, and a fun and unique Icicle Climb™ point of sale package. When players visit TheORcade.com and play the free, fun version of Icicle Climb™, they can receive bragging rights and compete in fun tournaments.

At TheORcade.com, players can also earn ORcade points by registering for the site, entering their non-winning Scratch-its, and referring friends to join. Those points can then be used to enter promotional drawings for the chance to win unique prizes with an Oregon twist!

Don't forget to remind your players that they have a second chance to win the top prize on qualified non-winning Scratch-its at The ORcade too!

Tell your players to check out the Icicle Climb™ Scratch-it, then play the online version at TheORcade.com for free!



GET IN THE HOLIDAY SPIRIT

With Holiday Scratch-its™

It's almost that time of year again, and we've got four festive Scratch-its to help get your players in a holly jolly mood. Those Scratch-its include Holiday Treasure (\$1), Truly Epic Holiday Sweater (\$2), Santa Paws Crossword (\$3) and All of the Other Reindeer (\$10).

Our Truly Epic Holiday Sweater Scratch-it will be featured in TV advertising this year, as well as point of sale materials, interactive, Keno monitors and more! This fun loving Scratch-it showcases all kinds of memorable holiday sweaters, from the unforgettable to the regrettable. In addition, players can win up to \$10,000 when they play this hilarious Scratch-it!

Our Holiday Treasure Scratch-it features classic holiday images such as ornaments and a holiday tree, while the Santa Paws Crossword Scratch-it shows adorable animals such as puppies and kittens in snow globes. Our All of the Other Reindeer Scratch-it features reindeer with all types of festive and funny personalities, such as Big Teeth McGee and Left Feet Larry.

This holiday season, there truly is a holiday Scratch-it for everyone – from the holiday fanatic to the animal lover to the sweater aficionado or the comedian – they make great gifts for one and all!

Tell your players to pick up some Scratch-its this holiday season for friends and family!



*Subject to Terms of TheORcade.com

POWERBALL® GAME CHANGE COMING JANUARY 15

If your players are looking for the biggest jackpots and more chances to be a millionaire with Powerball®, they're in luck! On January 15, 2012, the price of the ticket will increase to \$2, allowing us to fund these bigger prizes.

Game Change Highlights:

Bigger Jackpots

Jackpots will start at \$40 million (up from \$20 million)!

More Million Dollar Prizes

The Match 5 prize has increased to \$1 million (up from \$200,000)!

New Power Play® Option

Now when players add Power Play® (for an additional \$1) and match 5 white balls, they will win \$2 Million! The new Power Play option also offers other set prizes from \$12-\$40,000. Please see the chart to the right for new complete prize information.

Now players can choose between 3 big jackpot games!

Powerball® - \$2/play
Biggest Jackpots!
(\$40 million minimum)

Mega Millions® - \$1/play
Big Jackpots!
(\$12 million minimum)

MegabucksSM - \$1/play
Oregon's very own jackpot game!
(\$1 million minimum)

Immediate Changes – Available Advanced Drawings Reduced

After October 16, 2011, the 26 for \$25 option will no longer be available for Powerball. Beginning on October 22, 2011, there will only be 24 drawings remaining before the game change. After each drawing, there will be one fewer advance draw available. On January 14, 2012, after the draw, Powerball will be unavailable. Sales will resume Sunday, January 15, at 5 AM.

More Information for Players and Clerks

We will be providing you with reference cards as a reminder about remaining advance drawings and date changes. For more information, please visit oregonlottery.org.

PRIZE TIERS OF WINNING ON EACH \$2 TICKET

OVERALL ODDS: 1:35.11. ESTIMATED PAYOUT: 50%.

MATCH	PRIZE	PRIZE WITH POWER PLAY
5 OF 5 + POWER BALL	WIN OR SHARE JACKPOT PRIZE	
5 OF 5	\$1,000,000	\$2,000,000
4 OF 5 + POWER BALL	\$10,000	\$40,000
4 OF 5	\$100	\$200
3 OF 5 + POWER BALL	\$100	\$200
3 OF 5	\$7	\$14
2 OF 5 + POWER BALL	\$7	\$14
1 OF 5 + POWER BALL	\$4	\$12
0 OF 5 + POWER BALL	\$4	\$12

SECURITY TIPS: Signing Cash Slips

Please encourage your players to cash out and sign the back of their Video LotterySM cash slip when they leave a machine for a break. Although some players may object to this, it will help

prevent the possible theft of their cash slip. This will not only help protect the player from loss, but will also show your players that you care about them and are looking out for their best interest.



SUCCESS WITH PLATINUM SPIN SERIES™ GAMES

At All Stars Sports Grill

Raymond and Amy Lin, owners of All Stars Sports Grill (and six other retail locations), have discovered continued success through the Platinum Spin Series™ Video Lottery™ games in their establishment. When the first Platinum Spin Series games were rolled out, Raymond decided to have half of his locations offer these games. After receiving the Platinum Spin Series games, Raymond monitored how each of them performed, as well as how customers responded to these games. After a few months, the new game sets began to bring in additional sales and draw more player interest. Due to this, Raymond decided to add Platinum Spin Series games to his remaining locations.

When players win a jackpot in All Stars Sports Grill, the staff get as excited as the winning customer. Tami, an employee at All Star Sports Grill said, "I show a lot of excitement, as if I had won the jackpot myself!" This type of reaction definitely builds enthusiasm and encourages customer loyalty.

Tom Fry, field service representative for All Stars Sports Grill, provides winner posters to promote jackpot wins in this and other locations, which are quickly and prominently placed. These posters, combined with word of mouth, spread the news of jackpot wins for customers and draws additional play. Raymond also said that being able to offer high jackpot games encourages players to visit local Lottery retailers such as All Stars Sports Grill rather than heading over to a casino.

With the exception of Platinum Spin Series jackpots, Raymond and his crew always keep cash on hand to promptly pay their players. Please note: Platinum Spin Series jackpots require players to redeem their prize at Lottery headquarters no earlier than the next business day.

Platinum Spin Series games may not be right for every location, but we enjoy sharing stories of great customer service surrounding Lottery

products. Raymond and his wife Amy feel that these games are a good fit for their business, and we appreciate their support.



Raymond and Amy Lin, owners of All Stars Sports Grill.

video lottery™

Selling Tips

As the warm summer days fade into fall and more customers begin to come back to your location, please keep the following Video Lottery™ selling tips in mind:

- Offer players a wide variety of gaming options. Players enjoy having the option to play a wide variety of games like Keno, Scratch-its™ and draw games, especially when having a bite to eat or waiting for their turn to spin the reels in the Video Lottery Game Zone™. Historical data also shows that retailers who add Keno enjoy a higher average of Video Lottery sales.
- Be sure your staff is knowledgeable about new and existing Video Lottery games. The more knowledge your staff has, the more comfortable they will be to

answer questions about each of the games. Inform your customers when new Video Lottery games and features are added. Game information can also be found at oregonlottery.org.

- Promote your business using Lottery products. There are many ways that Lottery branding or products can be incorporated into your advertising or promotions. Use your field sales representative as an informational resource to answer any questions you may have.
- Provide comfortable chairs for your Video Lottery customers' comfort. A comfortable player will be more satisfied and will play longer.
- Prominently display Video Lottery point of sale materials. Integrating Lottery marketing

campaigns into your business attracts your customers' attention.

- Keep machines free of dust and grime that build up over time. A clean player environment keeps customers staying longer and coming back.
- Remind your players to sign the back of their cash slip immediately. A cash slip is just like cash, and belongs to who ever has signed it or has possession of it at the time of redemption.
- Pay prizes promptly. Make sure your establishment is known for great customer service in selling Lottery products.

Please note: Platinum Spin Series jackpots require players to redeem their prize at Lottery headquarters no earlier than the next business day.



playtime

\$42,748

EIGHT-SPOT SPECIAL

KENO

ROLLING JACKPOT BONUS

Winners!

Mike and Doug bought their winning ticket at Starky's in Portland. They've been playing the same numbers for years, and it finally paid off!

Odds vary by game played. Average Payout: 68%

SCRATCH-ITSSM

SPARKLING 7'S

Game #858

- Ticket size - 4" x 6"
- Ticket price - \$2
- Theme - Numbers
- Top instant prize - \$7,777
- Prize payout - 65.98%
- Prizes available - Over \$1.4 million
- Second-chance drawing: (1) \$7,777
- Odds - 1 in 3.80
- Tickets available - 1,080,000
- Number of packs - 21,600
- Pack size - 50 tickets
- Retail pack cost - \$100



MAMMOTH MONEY CROSSWORD

Game #908

- Ticket size - 4" x 6"
- Ticket price - \$2
- Theme - Crossword
- Top instant prize - \$15,000
- Prize payout - 65.50%
- Prizes available - Over \$2.6 million
- Second-chance drawing: (1) \$15,000
- Odds - 1 in 3.54
- Tickets available - 2,000,000
- Number of packs - 40,000
- Pack size - 50 tickets
- Retail pack cost - \$100



HOLIDAY TREASURE

Game #916

- Ticket size - 4" x 2.5"
- Ticket price - \$1
- Theme - Seasonal
- Top instant prize - \$1,000
- Prize payout - 65.03%
- Prizes available - Over \$1.2 million
- Second-chance drawing: (1) \$1,000
- Odds - 1 in 3.56
- Tickets available - 1,920,000
- Number of packs - 9,600
- Pack size - 200 tickets
- Retail pack cost - \$200



SANTA PAWS CROSSWORD

Game #917

- Ticket size - 4" x 8"
- Ticket price - \$3
- Theme - Seasonal
- Top instant prize - \$25,000
- Prize payout - 66.97%
- Prizes available - Over \$2.5 million
- Second-chance drawing: (1) \$25,000
- Odds - 1 in 3.19
- Tickets available - 1,250,000
- Number of packs - 25,000
- Pack size - 50 tickets
- Retail pack cost - \$150



ALL OF THE OTHER REINDEER

Game #918

- Ticket size - 4" x 8"
- Ticket price - \$10
- Theme - Seasonal
- Top instant prize - \$25,000
- Prize payout - 72%
- Prizes available - Over \$1.7 million
- Second-chance drawing: (1) \$25,000
- Odds - 1 in 2.76
- Tickets available - 240,000
- Number of packs - 12,000
- Pack size - 20 tickets
- Retail pack cost - \$200



TRULY EPIC HOLIDAY SWEATER

Game #920

- Ticket size - 4" x 8"
- Ticket price - \$2
- Theme - Seasonal
- Top instant prize - \$10,000
- Prize payout - 65%
- Prizes available - Over \$1.2 million
- Second-chance drawing: (1) \$10,000
- Odds - 1 in 3.87
- Tickets available - 1,000,000
- Number of packs - 20,000
- Pack size - 50 tickets
- Retail pack cost - \$100



OCTOBER HIGHLIGHTS



playtime

October 4
 Available Scratch-itsSM:
 #858 Sparkling 7's
 #908 Mammoth Money
 Crossword

 Activations End:
 #802 Car Wash Crossword

 Validations End:
 #769 Trump Card
 #805 Golden Ticket

October 18
 Available Scratch-its:
 #916 Holiday Treasure
 #917 Santa Paws
 Crossword
 #918 All of the Other
 Reindeer
 #920 Truly Epic Holiday
 Sweater

October 11
 Activations End:
 #823 Donkey Doubler

October 27
 Validations End:
 #842 Star Spangled 7's

October 14
 Validations End:
 #829 Money Bag x4

October 28
 Activations End:
 #825 Vegas Nights

October 31
 Activations End:
 #827 Fantastic 5's

OCTOBER 2011

SUN	MON	TUE	WED	THUR	FRI	SAT
						1
2	3	4 Available Scratch-its: #858 & #908 Activations End: #802 Validations End: #769 & #805	5	6	7	8
	Thanksgiving Raffle SM TV & Radio Icicle Climb TM TV					
9	10	11 Activations End: #823	12	13	14 Validations End: #829	15
	Thanksgiving Raffle TV & Radio Icicle Climb TM TV					
16	17	18 Available Scratch-its: #916, #917, #918 & #920	19	20	21	22
23	24	25	26	27 Validations End: #842	28 Activations End: #825	29
30	31 Activations End: #827					