



SEPTEMBER  
2007

*NEW LOOK!*

# RETAILER ROUNDUP

NEWS AND IDEAS FOR ARIZONA LOTTERY RETAILERS

25<sup>th</sup>

ARIZONA LOTTERY

**\$250,000  
JUBILEE  
WINNERS**

**ANNIVERSARY  
WRAP-UP**

**TOP 5 RETAILERS • NEW SCRATCHERS™**

## WILLIE'S WORDS OF WISDOM

- Call the G-Tech Hotline (1-800-786-0791) if you have problems with terminal or vending machines.
- Order enough tickets to prevent out-of-stocks. (1-800-890-4744)
- Printer Jams- Press "Reprint" "Last Online Transaction" and save the reprint for your rep. To ensure proper credit please note the date, time and dollar amount on the jammed ticket.
- Prevent out-of-stocks in the ITVM by taping tickets together. Ask your rep to show you how.
- Did you know? Retailers are charged for lottery tickets 45 days after tickets are activated or when 85% of the pack has been validated.

## LETTER FROM THE DIRECTOR



First, I hope that you are enjoying the new look and feel of the Arizona Lottery Retailer Roundup. The team here at the Lottery wants to ensure that you continue to get important information as efficiently as possible in a format that is fun to read. We will be expanding the distribution methods of this and other Lottery publications throughout next fiscal year and hope that you find these improvements to be helpful.

I would like to start this issue by acknowledging the departure of a very valued member of our team here at the Arizona Lottery. John Hogg, our Sales and Marketing Director, is leaving us for Valley of the Sun United Way. While he will continue his efforts in making Arizona a better place to live and may cross your paths again with his future endeavors, he will be missed after having spent six years as a fixture in our Marketing Department. Good luck, John!

As you may know, we have just concluded our 25<sup>th</sup> Anniversary year and there is much to celebrate. Although we have not yet finalized the sales numbers for the fiscal year that ended June 30th, we do know that every product category except for Powerball showed significant growth again this year. The Pick family (The Pick, Pick 5 and Pick 3) showed a combined growth of over 16% for the year and Scratchers sales grew more than 4%. We were not fortunate this year to have the substantial number of large jackpots we did last fiscal year, but are optimistic that next year will again bring back the big jackpots that drive so much traffic into your stores.

Additionally, the Lottery's beneficiary funding will top the \$2 Billion mark at the conclusion of our 25<sup>th</sup> year. This means that the Lottery is continuing to fulfill our mission to responsibly maximize revenues for the benefit of the state. These funds help vital community programs and projects in every county in Arizona and we are proud that working together, we can return so much back to the state.

As we look ahead to fiscal year 2008, we have many exciting new products and initiatives on the horizon that we look forward to introducing to you. From new games that we hope will excite and entice players to visit your establishments to new processes and technology to make all of our lives easier, we hope that you share our enthusiasm for our 26<sup>th</sup> year and thank you for your continued support.

*Art Macias*

Art Macias  
Executive Director

## RETAILERS OF THE MONTH



### Left to right:

**April**, Diane Chavez, sales associate, Smoker Friendly #36, Peoria; **May**, Jacobo Rios, Clerk, Surinder Kaur Sahnan, Franchisee, and Melissa Zamora, DSR, 7-Eleven 16398, Phoenix; **June**, Owner Chong Hwa Lee, Milo's Liquor, Arizona City.

# JUBILEE WINNERS



Lottery Executive Director Art Macias, Windfall Willie, and John Kallas

Ten Arizona residents from across the state gathered on July 4 at the Arizona Lottery's \$250,000 Jubilee Scratchers™ ticket live cash drawing hoping to draw the winning ball worth \$250,000. The lucky winner was John Kallas of Peoria, a Vietnam War veteran, who shared that he spends his free time panning for gold.

In addition to an instant \$250,000 winner, six finalists won \$25,000 each, including Mary Hitchiner of Amado, Janet Peters of Glendale, Mary Klus of Mesa, Doug Scott of Mesa, Joan Handke of Phoenix and Skye Sandoval of Tempe. Three runners-up received gift bags featuring hundreds of dollars in prizes.

Congratulations to you all!

# CORPORATE CORNER



## “Post-Checkout” Sales

In the super competitive grocery market industry, every sale counts. One of the spots on the floor picking up speed is the

“Post-Checkout” area or the “4<sup>th</sup> Wall”. This area as you’re exiting the market has everything from amusement to coin conversion, bill pay machines to ATMs, but the most profitable vendor by space in this area is your Arizona Lottery.

Here are a few reasons why:

- There is no cost for tickets until 45 days or 85% of the pack.
- There is no expiration or spoilage.
- It is completely “self-serve”.
- An ITVM or Game Point takes up approximately 2’X3’ area.
- No equipment costs. And, service and marketing is included.
- Up to 7% commission on every sale.

Tim Matykiewicz  
Corporate Accounts Manager

# TOP 5

FISCAL YEAR 07

## CHAIN

### Online

1. Safeway 2054, Sun City West
2. Safeway 1511, Goodyear
3. Fry’s 122, Sun City
4. Fry’s 114, Sun City
5. Safeway 1662, Peoria

### Scratcher

1. Safeway 257, Phoenix
2. Fry’s 122, Sun City
3. Circle K 1989, Apache Junction
4. Safeway 240, Phoenix
5. Safeway 1662, Peoria

## INDEPENDENT

### Online

1. Beaver Dam Station, Littlefield
2. Boulder Inn, White Hills
3. Phoenix Women Fitness, Phoenix
4. Mazon’s Food Market, Nogales
5. Lee Lee’s Oriental Supermarket, Chandler

### Scratchers

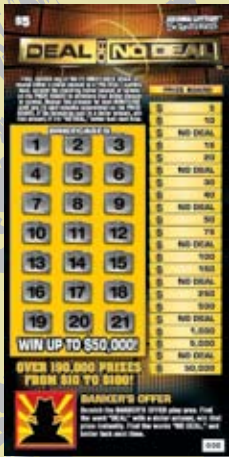
1. Beaver Dam Station, Littlefield
2. Gas N Grub, Kingman
3. Byers Northern Ave Liquors, Kingman
4. Phoenix Spectrum Mall, Phoenix
5. SV Foodmart Deli, Sierra Vista

# NEW SCRATCHERS!

## GAME ENDINGS

Last Day to Redeem Prizes

### SEPTEMBER



\$5 – # 558  
Deal or No Deal



\$2 – # 531  
Two Much Fun



\$1 – # 567  
Money Game



\$10 – # 562  
\$100,000 Taxes Paid

September 15, 2007  
#511 Wheel of Fortune®

September 27, 2007  
#516 Suns

October 14, 2007  
#509 Take 5

October 24, 2007  
#483 Red Line Crossword

October 27, 2007  
#451 The Shell Game

#478 Betty Boop

#485 Lucky Break

#487 Gold Rush

#489 Some Like it Hot

#496 Heat Wave

#498 7 Times Lucky

#500 \$250,000 Jubilee

#501 Pieces of Eight

#505 Lucky Numbers

#506 Lemon Twist

#508 Deluxe 7-11-21

#514 Peppermint Twist

#517 Stocking Stuffer

#518 Reindeer Games

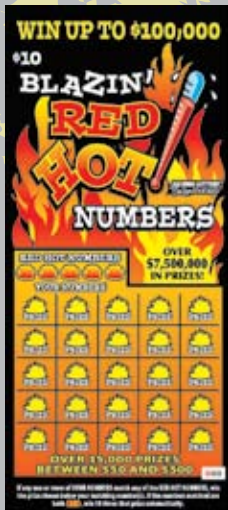
December 27, 2007

#491 Wild Willie

#499 Winning Lines

#504 Card Shark

### OCTOBER



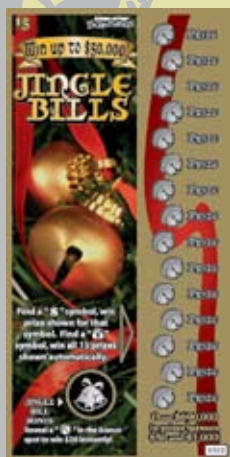
\$10 – # 572  
Blazin' Red Hot  
Numbers



\$1 – # 551  
BlackJack



\$2 – # 519  
Naughty or Nice  
Crossword



\$5 – # 570  
Jingle Bills

### HOLIDAY



\$1 – # 568  
Ho Ho Dough



\$2 – # 569  
Holiday Fun

Art Macias  
Executive Director  
(480) 921-4505

Robin Peters  
Sales Operations  
Manager  
480-921-4455

Important Retailer  
Phone Numbers  
Order Scratchers  
1-800-891-4744

GTECH Hotline  
1-800-786-07901  
ITVM Lottery Express  
1-800-786-0791

Stolen Ticket Hotline  
1-877-497-1804  
Security  
(480)-921-4526