

THE

Summer 2011

WINNING TICKET



THE FLORIDA LOTTERY'S MONOPOLY™ FAMILY OF SCRATCH-OFF GAMES IS GROWING!

The Florida Lottery introduced its first MONOPOLY™-themed Scratch-Off game 15 years ago with the launch of \$2 INSTANT MONOPOLY™. The game performed so well that additional price points were added to form the Lottery's most successful and sustaining "family of games." Today, MONOPOLY™ is the most popular licensed brand offered by the Florida Lottery with combined sales for all MONOPOLY™ games totaling more than \$3 billion.

On July 5, the Florida Lottery will launch new \$1, \$2, \$5 and \$10 MONOPOLY™ Scratch-Off games (game numbers 1106, 1107, 1108 and 1109, respectively). The new games, along with the existing \$20 game, \$3,000,000 MONOPOLY™, make up the new MONOPOLY™ family of Scratch-Off games.

To celebrate the MONOPOLY™ Scratch-Off games, the Lottery is offering an ADVANCE TO GO Second Chance promotion. From July 1 through September 20, 2011, players will have the opportunity to enter non-winning MONOPOLY™ tickets on the Lottery's website for a chance to win a Florida Vacation Getaway, cash prizes and MONOPOLY™ Premiere Edition games. The second chance drawings will be held on July 20, August 10, August 31 and September 21. One player in each drawing will win \$10,000 and a MONOPOLY™ Premiere Edition game; three players will win a Florida Vacation Getaway consisting of a minimum 3-day/2-night four-star Florida hotel package and spending cash; 15 players will "Advance to Go" and collect \$200 plus a MONOPOLY™ Premiere Edition game; and 30 players will win a MONOPOLY™ Premiere Edition game.

These new Scratch-Off games should be an easy sell, and we look forward to helping you promote them.

Fun You Can Bank On!



ADVANCE TO GO Second Chance Drawing

Enter non-winning Florida Lottery MONOPOLY™ Scratch-Off tickets on the Lottery's website for your chance to win **\$10,000** or a **Florida Vacation Getaway!**

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A LITTLE
SUNSHINE
.ORG

Invite someone to visit Florida.



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MESSAGE FROM THE SECRETARY

Thanks to the hard work of Lottery employees and retailers, fiscal year 2010-11 was another successful year for the Florida Lottery and the state's students and schools. I have no doubt that by working together our continued success will carry over into the new fiscal year.

As a mature lottery, the Florida Lottery will continue to stay true to our core values of maximizing revenues for education while providing our customers with the best lottery games in the industry. This summer, we are excited to expand the MONOPOLY™ family of

Scratch-Off games to include four new games. The popular MONOPOLY™ brand has been a longtime favorite among Lottery players, and the ADVANCE TO GO Second Chance promotion will add a new element of excitement.

Moving forward, I encourage you to maintain excellent customer service and continue to ask for the sale. Working together to generate money for the enhancement of education is a noble mission and vital to our state.

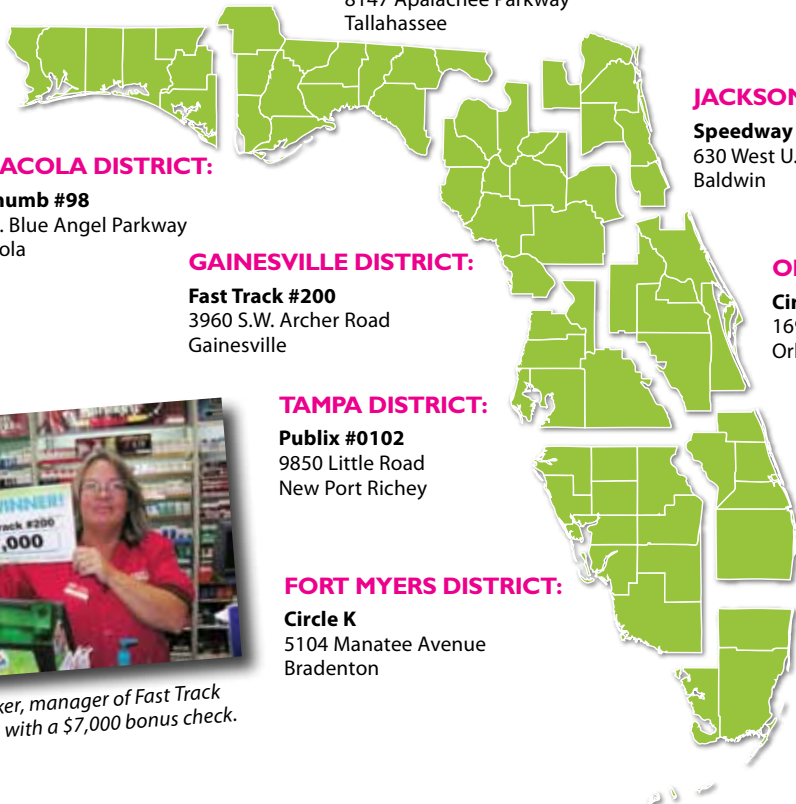
LUCKY 7 RAFFLE™ RETAILER WINNERS

For every seventh LUCKY 7 RAFFLE™ ticket sold, Lottery retailers received an entry in the LUCKY 7 RAFFLE retailer drawing. The Lottery then conducted a separate drawing for each of the Lottery's nine sales districts, and one retailer in each district won \$7,000. The winning retailers are listed below.



Florida Lottery Tallahassee District Field Sales Manager Laura-Jean Jackson presents Dixit Patel, owner of Pan Food Stores, with a \$7,000 bonus check.

**Winners From
LUCKY 7 RAFFLE™
Retailer Drawing**



TALLAHASSEE DISTRICT:

Pan Food Stores
8147 Apalachee Parkway
Tallahassee

JACKSONVILLE DISTRICT:

Speedway Food Store
630 West U.S. 90
Baldwin

PENSACOLA DISTRICT:

Tom Thumb #98
1504 N. Blue Angel Parkway
Pensacola

GAINESVILLE DISTRICT:

Fast Track #200
3960 S.W. Archer Road
Gainesville

ORLANDO DISTRICT:

Circle K
16959 E. Colonial Drive
Orlando

TAMPA DISTRICT:

Publix #0102
9850 Little Road
New Port Richey

WEST PALM BEACH DISTRICT:

Fast Lane Food & Beverage
1600 N. Federal Highway
Boynton Beach

FORT MYERS DISTRICT:

Circle K
5104 Manatee Avenue
Bradenton

MIAMI DISTRICT:

Racetrac #102
3996 Pembroke Road
Pembroke Park



Beverly Tucker, manager of Fast Track #200, poses with a \$7,000 bonus check.

FEATURED RETAILER

The staff at McGregor LLC, in Fort Myers, understands the value of talking to customers about Florida Lottery winners. They very effectively promote winners in their store by displaying winning tickets they've sold, and have become known in the community as a "lucky place to play."

"When customers see all of the winning tickets, it serves as proof that players are winning, and it attracts interest in purchasing tickets," says Janice Nelson, the store's Florida Lottery sales representative. And the proof of this, as they say, is in the numbers. Lottery sales at McGregor LLC have increased 268 percent over the past year.

"McGregor LLC carries a full variety of Scratch-Off games displayed in modular displays, and has demonstrated creativity in showcasing their winners," said John Cyr, Fort Myers Lottery Field Sales Manager. "Many customers comment about the number of winning tickets on display at the store," said Victor Gallero, owner of McGregor LLC. "It generates lots of interest from people, even those who do not normally play Florida Lottery games, and often leads to impulse Lottery ticket purchases."

"It generates lots of interest from people, even those who do not normally play Florida Lottery games..."

Although, Florida Lottery revenues are used to support education, most Lottery players simply play to win. When customers come into a store and see winning ticket displays like the one at McGregor LLC or they hear stories from the retailer about recent store winners, people begin to think, "I could be a winner too!" As a result, Lottery sales and profits increase at the store and the winning experiences continue.



Victor Gallero, owner of McGregor LLC, poses alongside winning Lottery tickets sold at his store.

RETAILER REMINDER

"Download in Progress"

When you see the terminal message, "Download in Progress," it means important gaming software updates are being downloaded to your Florida Lottery terminal. This download occurs in the background, over a number of days, as you continue to sell and validate tickets. In order for the terminal to fully receive the updated gaming software, it is very important that the terminal remain powered on, even after business hours and through the night.

Once the background download is complete, the updated gaming software is activated. However, if your terminal was powered off, the full download will be executed in the forefront at the next sign on. This will result in a delay in your ability to use the terminal until such time as the download is complete, which could be as long as four to six hours!

So remember, when you see the terminal message, "Download in Progress," be sure to read and follow the instructions to leave your terminal powered on in order to ensure a quick and efficient gaming software update to your terminal.



BEST PRACTICE TIPS FROM DIRECTOR OF SALES TOM DELACENSERIE

Activate and Display New Games When Received

Every year, car makers introduce new models and dealerships work hard to make sure that last year's slower-selling inventory is reduced or off the lot to make room for the new cars to arrive. Why? Car dealers know buyers will go to the showrooms to see the new models and when they come to look, the dealer stands a good chance of selling a car. Not having the newest models on display in the lot as soon as they arrive will cost the dealership sales and profits, especially when the manufacturer is running ads announcing their arrival.

New Scratch-Off games from the Florida Lottery are a lot like new cars. If you activate and display new games as soon as they arrive in your stores they will attract customers and increase your chances of selling a ticket. On the other hand, if the new Scratch-Off games remain in your safe, you stand to lose sales, commissions, and maybe even a customer.

Let's review how new Scratch-Off games are launched and why getting new games activated and on display when you receive them can help increase sales, commissions and customer satisfaction.

• **When does the Florida Lottery launch new Scratch-Off games?**

New games launch approximately once a month, typically on Tuesday, and usually in four-game increments with different price points. Your Lottery sales representatives can give you launch dates in advance, along with pre-printed Scratch-Off plan-o-grams that include the newest Scratch-Off games available.

• **How do I know if my shipment contains new Scratch-Off games?**

The games arrive in boxes marked with a "New Games" sticker.

• **Why is it important to get the new Scratch-Off games activated and in the dispenser the same day I receive them?**

Scratch-Off players want to play the newest games often because they know these games have the most prizes remaining. That's why Scratch-Off customers often ask clerks what the newest games are before making a purchase. Additionally, many of our new Scratch-Off games receive media support and Lottery sales representatives reinforce that by placing new game point-of-sale signage in your store, advising players of the new games along with an "available for purchase" date. Customers wanting to buy a new game often go to another store if a store doesn't have the new

games for sale in their dispenser. It's one thing to lose a sale, but why lose a customer if you can avoid it.

• **What do I have to do to get new Scratch-Off games ready to sell?**

When the new Scratch-Off games arrive, simply receive the shipment and activate the book of Scratch-Off tickets so you can place them in your dispenser. You'll have the newest Scratch-Off games in stock and the best chance to increase your overall Scratch-Off sales and commissions.

• **What if I don't have room in my dispenser for the new games?**

New Scratch-Off games are typically our highest-selling games. Waiting for slower games to sell out before adding a new game to your dispenser can be very costly. Slower sellers reduce your profit per square foot, while new games, if displayed, can significantly increase profits. Ask your Lottery sales representative to help you make room for new games. They will gladly remove slower sellers and give you credit on any remaining tickets. They can also help you reserve the space with cards that say "put new game here." When the new games arrive, your clerks can activate them and know right where to put them.

You may also need a larger dispenser with more facings than your current unit has available. Again, your Lottery sales representative can advise whether a larger unit would help your business, and he or she will gladly deliver it free of charge on their next store visit.

Getting new Scratch-Off games in your dispenser the day you receive them can make a big difference in your sales and commissions. You might even become known as the "go to retailer" Scratch-Off customers count on when it comes to buying new games on the day they arrive in the marketplace.

Remember, players must be 18 or older to purchase a Lottery ticket.

Good Selling!

