

July/August 2014

Louisiana Lottery Retailer Newsletter

exchange



SAINTS

This could be your year!

New Game-Day Experience Second-Chance Prizes • Tickets On Sale Aug. 18!

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The Big Scratch-Off Pay-Off

It's been a little over a year since we launched our Load 'N' Go retailer initiative with automated predictive ordering and better inventory management technology for our scratch-off games. The pay-off is amazing.

Fiscal year scratch-off sales of \$178.9 million exceeded last year's in 11 out of 12 months, plus every month for the last five years. That is 9.7 percent better or \$15.8 million higher than last year. These kinds of exemplary results landed the Louisiana Lottery in the top 10 state lotteries for instant sales growth in 2014.

This continued solid growth in our scratch-off product line is especially important given Powerball's performance. Even with two jackpots over \$200 million and three jackpots over \$400 million, sales fell short of 2013, which experienced larger jackpots of \$588 million and \$590 million. With the addition of California to the game this year, jackpots are growing faster and being hit faster as the ratio of player population to the game's odds has grown to 1.67, which means a higher percentage of the possible number combinations have the potential to be purchased for each drawing. Even though Mega Millions day-to-day sales do not match Powerball's, it finished \$10.7 million better than the previous year thanks to two jackpot runs over \$400 million. Still, combined multistate jackpot game sales are about \$16.9 million less than last year.


We know by design these games' sales are jackpot-driven. However, in the coming year we plan to aggressively promote other nonjackpot game features that make Powerball popular, namely the ability to win \$1 million – a life-changing prize by any standard. Since Powerball's \$2 price point and matrix change in 2012, Louisiana has had 32 Powerball millionaires, not counting a jackpot winner. These real winners translate in another reason – besides the jackpot – to play Powerball. You can find a list of 2014's Powerball millionaires on page 12 of this issue.

In addition to Lotto's two large jackpot runs of over \$1 million this fiscal year, the Lotto Lagniappe promotion also assisted in boosting sales for the game to \$28.2 million, up nearly \$2.7 million from last year. Pick 3 and Pick 4 finished \$600,000 higher in sales than last year at \$89.5 million, while

Easy 5 sales were down slightly as this niche game's lifecycle matures.

Overall fiscal year-to-date revenue of \$450.5 million is \$3.2 million higher than last year and the highest since 1993, the Lottery's first full year of operation. Finally, the effect on our mission was likewise positive. Transfers for K-12 public education reached \$161.6 million, which includes \$3,965,000 in surplus thanks to operating efficiency. This is \$20.9 million better than budgeted.

Let's not forget the pay-off to you, our partners. Higher sales also meant higher retailer compensation with more than \$25 million in bonuses, incentives and commission paid to retailers. Here's to another big year.



Rose J. Hudson

Rose J. Hudson

President
Louisiana Lottery Corporation

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Lottery Policies

1. Louisiana law prohibits selling Louisiana Lottery Corporation tickets to anyone under age 21 and requires an ID check of anyone appearing to be under age.
2. The Louisiana Lottery supports "Responsible Play" and help is available for problem gamblers and concerned family or friends at 1-877-770-7857.
3. Retailers must be in compliance with the Americans with Disabilities Act to remain a Louisiana Lottery Corporation retailer in good standing.
4. Retailers must be current in all filings with and payment of all taxes, interest and penalties owed to the State of Louisiana in order to have their license renewed annually.



Hurricane Preparedness for Retailers

Having a disaster preparedness plan is just as important as having a business plan, according to the Small Business Administration (SBA). This plan isn't necessarily limited to hurricanes, but the impact storms such as Katrina, Rita, Gustav and Ike have had on the state of Louisiana has many businesses setting a plan in advance. So what's yours?

The SBA suggests asking yourself the following questions:

- Do my employees know what to do in case of an emergency?
- What would happen if my suppliers were down?
- Am I prepared to temporarily relocate?

Of course, first and foremost on that list is ensuring the safety of yourself and your employees. Toward that end, the Lottery reminds you to start an emergency preparedness kit and keep it stocked with items like water, nonperishable food items, a first-aid kit and a battery-powered radio with extra batteries. You can find more preparedness tips specifically for business at www.getagameplan.org. 420079

Compile a list of important phone numbers, protect your building and keep duplicate records off-site. This advice can also be useful when it comes to dealing with your Lottery inventory in the face of a natural disaster.

From the Lottery's standpoint, one of the most important things any retailer can do is to reconcile instant ticket inventory at the end of every day. Doing so helps to identify inventory in the event that it is lost or destroyed during a natural disaster. Daily reconciliation is helpful not only during natural disasters but also in the event of theft.

In an evacuation, it is also strongly recommended that you bring reconciliation and related reports with you. We suggest printing a terminal report immediately before closing up your store. With these, we can promptly determine an action plan for each individual retailer affected by a natural disaster.

In addition, securing your instant tickets and ticket stock is also imperative prior to evacuating. These items should be kept in a location that is secure from theft as well as the elements until you are able to return to your licensed location to resume sales. When securing your retail location, don't forget any outdoor signage. In the event of strong winds, these items could become airborne and be damaging projectiles. If there are any concerns about moving or relocating outdoor signage, your sales representative will be glad to assist. 299008

We hope this hurricane season will be uneventful; but in the case of a storm, we want you to know that your safety is our top concern and that we are here to ensure the Lottery side of your business recovers smoothly.

If the power is out, how will the Lottery conduct its drawings?

In addition to having generator power to conduct drawings during power outages, the Lottery also has backup drawing facilities with the same level of equipment integrity and security measures as in its primary drawing room at Lottery headquarters in Baton Rouge.

Can Lottery tickets be sold following a power outage or natural disaster?

Electric power and a satellite connection are required to operate your Lottery terminal. If the terminal system is down, you will be unable to generate or validate draw-style game tickets. Selling activated scratch-off tickets does not require the terminal, and there is nothing legally preventing their sale in your licensed location following a storm or power outage; however, winning tickets cannot be validated or paid without the terminal. The Lottery recommends you consider safety and security measures when operating following a natural disaster or power outage. If you choose to sell scratch-offs during a power outage, you should notify the customer in advance about your inability to pay the prize instantly.



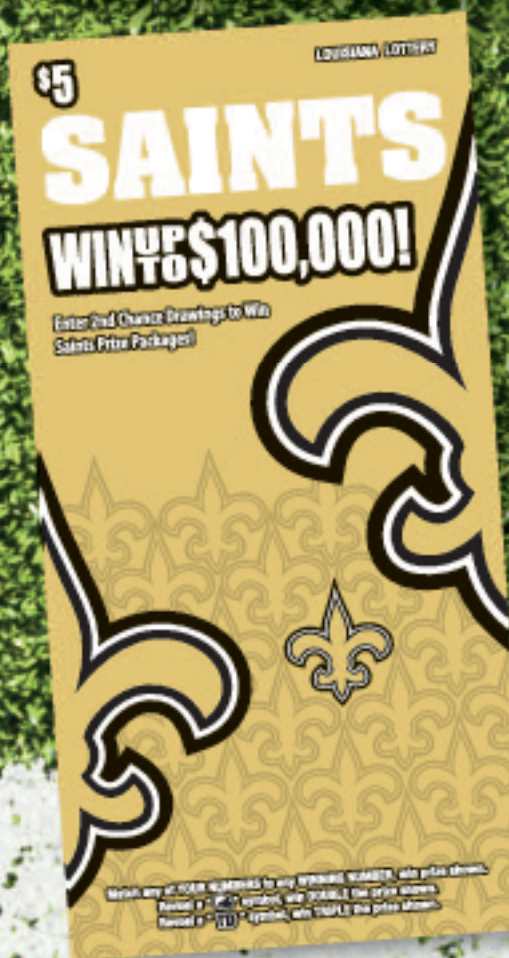
This could b

Top Prizes of \$100,000 Plus New Game-Day Experience Second-Chance Prizes

As the New Orleans Saints prepare to take the field for what could be the most exciting football season since 2009, Lottery fans have a chance to make it their year by playing the newest Saints-branded scratch-off! Sales of the \$5 SAINTS tickets begin Aug. 18, and this year players have a chance to score exciting new experiential prizes. 314050

The 2014 installment of the scratch-off is all about the fleur de lis, the team's iconic logo. Three unique ticket scenes, each bearing shiny gold metallic ink, were designed with dispensers in mind to catch players' attention when they are shopping in your store. Plus, with four top prizes of \$100,000 and a series of second-chance drawings to win coveted game-day prize packages and official autographed Saints merchandise, Lottery players will be clamoring for SAINTS tickets all season long!

"This year's game-day prize packages are slightly different than those we offered in years past," explained Products Director Susan Clayton. "Additional VIP experiences, such as attending a post-game press conference with players and coaches, are sure to encourage multiple ticket purchases and drawing entries, which will help retailers maintain sales for several months."



Make your year!

Picture yourself here!

The first three second-chance drawings will each award one 2014 Saints Fan Experience Prize Package to a designated game and nine autographed Saints merchandise prizes to include a jersey, helmet or football. And for the first time in the Lottery's six-year partnership with the Saints, players have a chance to win exclusive access to areas of the Mercedes-Benz Superdome usually off-limits to fans.



Saints Tunnel Team Experience

The 2014 Saints Tunnel Team Experience Prize Package will be awarded in the first drawing. The lucky winner and three guests will be on the field as the Saints come marching into the Superdome ahead of the Oct. 5 game against Tampa Bay! The prize package also includes four Plaza Club Sideline tickets, a parking pass, one-night hotel accommodations (two rooms) and \$500 spending cash.



Saints Deluxe Fan Experience

The 2014 Deluxe Fan Experience Package, awarded in the second drawing, provides limousine transportation to and from the Nov. 9 game against San Francisco for the winner and three guests. This prize package also includes four authentic Saints jerseys, four Plaza Club Sideline tickets, pregame field passes, one-night hotel accommodations (two rooms) and \$500 spending cash.

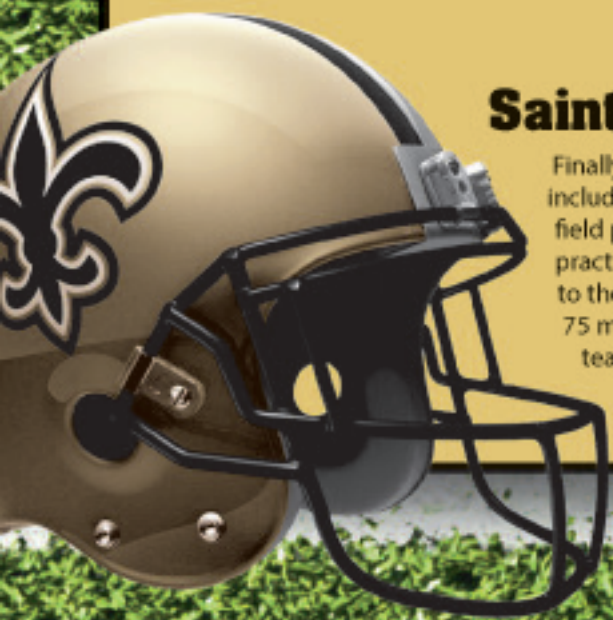


Saints Behind the Scenes Experience

During the third drawing, the 2014 Behind the Scenes Game Day Experience will be awarded to one lucky winner. It includes a tour of the press box for the winner and three guests, who will also have access to the post-game press conference with players and coaches after the Saints take on Carolina Dec. 7. In addition, the winner will receive four Plaza Club Sideline tickets, pregame field passes, a parking pass, one-night hotel accommodations (two rooms) and \$500 spending cash.

Saints 2015 Season Prize Package

Finally, one lucky winner will receive a Saints 2015 Season Prize Package including four Plaza Sideline tickets for the 2015 football season, four pregame field passes for every game, a 2015 parking pass and a VIP tour of the Saints practice facility! The winner and three guests will receive round-trip limo service to the facility in Metairie (or overnight accommodations if the distance exceeds 75 miles) where they will view a team practice and have lunch in the team cafeteria.



Marketing and Social Media Support

A TV advertising campaign will promote *SAINTS* from Aug. 18 through Nov. 30 in conjunction with a month-long radio campaign that ends mid-September. Outdoor digital billboards in New Orleans and Shreveport will also be utilized to promote ticket sales, and retailers can use counter mats and play center writing surfaces to create in-store awareness for the game. In addition, a series of Player Advertising Display (PAD) spots will be included in the rotation of ads for games throughout the life of the game to detail the prizes available in each second-chance drawing.



Player Advertising Display



Counter Mat



Outdoor Billboards

Play Center Writing Surface

And for the first time, a hashtag is included in advertising and marketing materials: #fleurdelisme. During the game's lifecycle, the Lottery will reward players who exhibit certain online behaviors such as uploading selfies containing the hashtag to Facebook, Twitter and Instagram after visiting retailers to purchase *SAINTS* tickets. More information is on the Lottery's website.

#fleurdelisme



Lifelong Saints Fan Scores VIP Tour and Season Tickets

Winner of the Final *BLACK & GOLD SAINTS* Second-Chance Drawing

Chatting about the upcoming football season over lunch and getting a unique glimpse at how the team operates, Arthur Caron Jr. had the undivided attention of New Orleans Saints Head Coach Sean Payton for more than an hour one hot afternoon in June. The VIP experience the Iowa, La. resident and his family received at the Saints practice facility in Metairie is part of the 2014 Saints Season Prize Package Caron won in the Lottery's final *BLACK & GOLD SAINTS* second-chance drawing conducted in May.

The Carons received special access to the team locker room and indoor practice field, where Arthur Caron threw a football with his son Coby. Afterwards, the family watched players scrimmage from the team owner's balcony and even got several autographs on footballs and special memorabilia they brought from home. They also tried on a Super Bowl ring from the Saints' 2009 winning season. 445002

"I'd never seen the Super Bowl ring, so that was a treat-and-a-half," laughed Arthur Caron. "I'll take it any time!"

The \$5 *BLACK & GOLD SAINTS* scratch-off, which launched in August 2013, was the Lottery's fifth New Orleans Saints-themed game. Caron's nonwinning ticket was drawn from more than 19,500 entries submitted for the last of four second-chance drawings. His prize package also includes four 2014 season tickets, a 2014 parking pass and pregame field passes to watch players warm up before each home game.

Second-Chance Drawings and Prizes

DRAWING 1 - Saints Tunnel Team Experience

Entry Period: Aug. 18–Sept. 15, 2014

- Prizes:**
- One 2014 Saints Tunnel Team Experience Prize Package to the Oct. 5 Saints vs. Tampa Bay game
 - Nine official autographed merchandise prizes that include a jersey, helmet or football

DRAWING 2 - Saints Deluxe Fan Experience

Entry Period: Sept. 16–Oct. 20, 2014

- Prizes:**
- One 2014 Saints Deluxe Fan Experience Package to the Nov. 9 Saints vs. San Francisco game
 - Nine official autographed merchandise prizes that include a jersey, helmet or football

DRAWING 3 - Saints Behind the Scenes Experience

Entry Period: Oct. 21–Nov. 17, 2014

- Prizes:**
- One 2014 Saints Behind the Scenes Game Day Experience to the Dec. 7 Saints vs. Carolina game
 - Nine official autographed merchandise prizes that include a jersey, helmet or football

DRAWING 4 - 2015 Season Prize Package

Entry Period: Nov. 18, 2014–To Be Announced

- Prize:**
- One Saints 2015 Season Prize Package

HOW TO ENTER

1. Complete name, address and phone number on the back of one (1) nonwinning \$5 SAINTS scratch-off ticket.
2. Mail one (1) ticket in an envelope no larger than 4.5" x 9.5" to:

Louisiana Lottery Saints 2nd-Chance Drawing

P.O. Box 675

Port Allen, LA 70767

(This address is also printed on the back of the ticket.)

3. Players may enter as many times as they wish. Limit one entry per envelope.

See the "SAINTS" Second-Chance Drawing Directive at www.louisianalottery.com for complete rules.

*Actual prizes (including autographs and jersey number) may vary from what is shown.



Louisiana Lottery second-chance drawing winner Arthur Caron Jr. (right), his son Coby, daughter Casie and wife Darlene are all smiles after eating lunch with Saints Head Coach Sean Payton in the team cafeteria.



Cody, Darlene, Arthur and Casie Caron show off the autographs they received from players and coaches during a VIP tour of the Saints practice facility in Metairie.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this lottery or the prize awarded. The NFL Entities have not offered or sponsored this lottery in any way.

Lotto

Lagniappe

Lotto was the hottest game in stores this summer thanks to the final two Lotto Lagniappe raffle drawings. During the statewide promotion, customers who purchased a \$5 single-draw Lotto ticket automatically received an entry into a raffle drawing. The promotion ran from March 1–June 30. During that time players took home an additional \$240,000 in cash prizes! 117413

June 1 Drawing!

The \$50,000-winning ticket for the June 1 Lotto Lagniappe drawing was sold at Fil-A-Sak in Monroe and the \$5,000-winning ticket was sold at **Veteran's Chevron** in Metairie. The five winning Lotto Lagniappe numbers worth \$1,000 were sold at **Clinton Quick Stop** in Clinton, **Winn-Dixie #1409** in New Orleans, **Kim's Sugarena** in New Iberia, **Jack's All Ya Need** in Leesville and **Circle K #9734** in Walker.

Circle K #9734 Manager Stephanie Averett displays a sign announcing the Walker store's sale of a \$1,000-winning Lotto Lagniappe ticket for the June 1 drawing.



In-Store Promotions Highlight Lotto

Duson C-Store had plenty of fun during their Lotto Lagniappe promotion on June 6 in Duson. Cashier Vanessa Breau, Cashier Jeanne Laverge, Lottery Sales Representative Paula Cornette, Manager Vanessa Coleman and Manager Rhonda Arceneaux are ready to give away some Lottery goodies to Lotto ticket purchasers.



More Fun and More Cash for Players and Retailers!

July 1 Draw Results!

Dianne d'Aquin of Covington won \$50,000 in the July 1 Lotto Lagniappe raffle drawing. She bought her ticket at **RaceTrac #673** in Covington. The \$5,000-winning ticket for that drawing was sold at **Delta Discount** in Delta. The five winning Lotto Lagniappe numbers worth \$1,000 were sold at **Whispering Pines C-Store** in Greensburg, **Bayou Conway** in Sorrento, **Magazine Spur** in New Orleans, **Delhi Texaco** in Delhi and **Economart #8** in Maurice.

Cashier Tami Koehn and Manager Alexandra Landry are all smiles after selling a \$1,000-winning Lotto Lagniappe raffle ticket for the July 1 drawing at **Economart #8** in Maurice.



Dianne d'Aquin purchased her five-play Lotto ticket at **RaceTrac #673** in Covington, and the Lotto Lagniappe ticket she received won the \$50,000 prize during the July 1 drawing. D'Aquin cried tears of joy when she visited the New Orleans Regional Office to claim her prize.



Rayne Chevron in Rayne grabbed their customers' attention with a sign advertising Lotto Lagniappe.



Customer **Becky Ramsey** and Lottery Sales Representative **Bridget Honore** take a break during the action at the **Tobacco Plus #6** Lotto Lagniappe promotion in Lafayette.

POWERBALL

Millionaires

MADE IN LOUISIANA!

There's nothing better than homegrown greens! Two Lottery players were lucky enough to win a batch of cash thanks to their local retailers, bringing this year's Louisiana Powerball millionaire count to eight! Since Powerball began offering the \$1 million match-5 prize in 2012, Louisiana has had 32 wins of at least \$1 million! 116850

RaceTrac Petroleum #380

RaceTrac Petroleum #380 in Slidell sold the \$1 million-winning ticket for the May 21 drawing and received a one-time selling bonus of \$10,000. Manager John Couillard is excited to show off the store's publicity check!



Donald and JoAnn Marek were all smiles when they visited Lottery headquarters to claim their \$1 million prize from the May 21 Powerball drawing. The Wisconsin couple was in town babysitting their grandchildren when they purchased their winning ticket.



More Powerball Wins!



Corner Stop #1

Assistant Manager Kelly Levya, Clerk Isiah Lewis and Cashier Savannah Floris hold up a "We Sold The Winning Ticket HERE!" banner. Corner Stop #1 in Youngsville sold the \$1 million-winning Powerball ticket for the May 31 drawing.

Powerball Fun at Mid-City Mart Exxon

WAFB-TV anchor Donna Britt shared some love for Powerball on her Facebook page during a recent jackpot run. She stopped by Mid-City Mart Exxon in Baton Rouge to pick up her ticket and snapped a picture of the clerk who helped her.



Stop & Save

Store Manager Rose Greenwald shows off a flier announcing the Lafayette store's big Powerball sale – a \$10,000-winning ticket purchased by a group of Amerisafe employees in DeRidder.



Circle K #7775

Circle K #7775 in Alexandria sold a \$10,000-winning Powerball ticket for the June 28 drawing. Store Manager Lori Brown and Clerks Desire Johnson and Johnnetta Rutledge prepare to hang the store's "We Sold The Winning Ticket HERE!" banner.

2014 POWERBALL

Millionaires

MADE IN LOUISIANA!

\$1 Million
Shreveport
April 9

\$2 Million
Baton Rouge
May 3

\$2 Million
Baton Rouge
May 3

\$1 Million
Baton Rouge
Jan 29

\$1 Million
Slidell
May 21

\$2 Million
Scott
May 3

\$1 Million
Youngsville
May 31

\$1 Million
New Orleans
Feb 19

Will You Be Next?

You don't have to hit the jackpot to become a Powerball millionaire. Just match 5 white-ball numbers to win \$1 million. The additional \$1 Power Play purchase doubles that prize to \$2 million!

Lottery Brand Makeovers

Several retailers are showing off their Louisiana Lottery spirit in a whole new way! In addition to adding large outdoor signs, select stores wrapped their counters and walls with eye-catching new Louisiana Lottery branding focusing on the variety of games available to players. Karen Hebert, owner of **Early's Cajun Supermarket** in Scott, loves selling Lottery products and finds them to be a great asset to her business. She said the colorful, creative counter wraps garner lots of customer compliments. 114459

Along with Early's, **Jeff's Food Mart** and **Rose Mary Mart** in Baton Rouge as well as **4 K's Food Mart** in Lafayette also had counter and wall wraps installed in the month of June.



Behind their new counter wrap at Early's Cajun Supermarket (L-R) are Lottery Sales Representative Paula Cornette, Owner Karen Hebert and Cashier Shelby Hebert.



With the counter located at the store's entrance, 4 K's Food Mart in Lafayette is sure to grab customers' attention with the variety of games for sale.



The custom wall frame around the Lottery's play center at Jeff's Food Mart in Baton Rouge better brands the Lottery within the store and directs customers to the center.



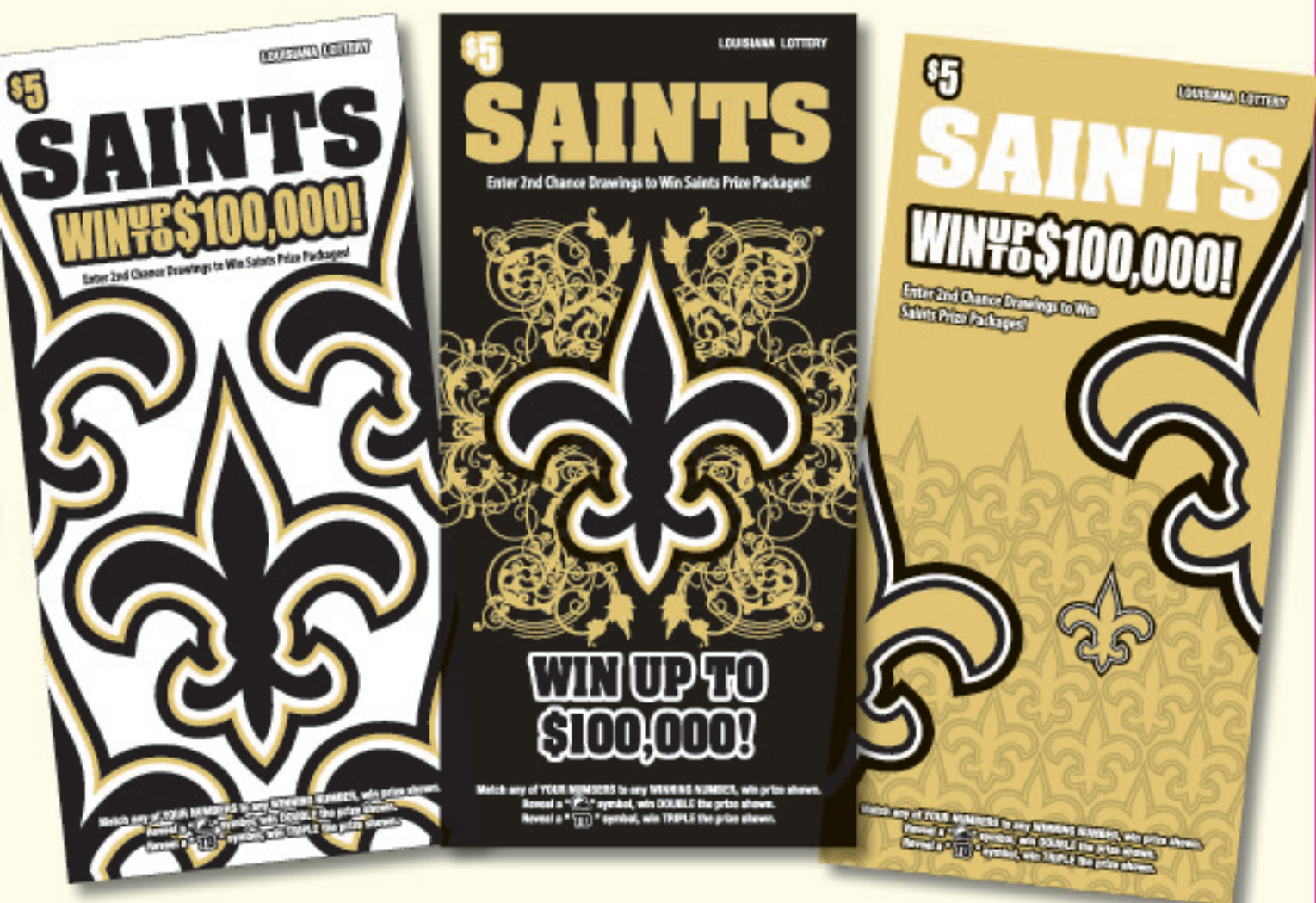
A wrap above the door at Rose Mary Mart in Baton Rouge creatively utilizes space to remind players to get their tickets.



August 18

Launch dates are subject to change.

SCRATCH OFFS



Launch

Turn the page for details on the Sept. 15 game launch.

END OF REDEMPTION

August 19, 2014

Holiday Magic (\$5) - Bayou Bingo (\$3) - Aces and 8s (\$2) - Break The Bank (\$2) - Feelin' Lucky (\$2) - Lucky X10 (\$2) - Money Maker (\$2) - 2014 (\$1) - 3X the Luck (\$1) - Black Jack (\$1) - Fab 4s (\$1) - Line 'Em Up (\$1) - Lots O' Loot (\$1) - Season's Surprise (\$1) - Wish Bones (\$1)

August 27, 2014

Big Money Doubler (\$10)

September 17, 2014

Double-Up Dollars (\$2)

September 25, 2014

Mustache Cash (\$1)

October 4, 2014

All That Glitters (\$2)

October 8, 2014

Triple Payout (\$1)

October 30, 2014

Lucky Diamonds (\$10)

November 16, 2014

BINGO Mania (\$3)

December 2, 2014

Sizzlin' 7's (\$10) - King's Ransom (\$5) - Monopoly™ (\$5) - Red Hot 5s (\$5) - Table Stakes (\$5) - 777 (\$2) - Cherry Blast (\$2) - Double Match (\$2) - Firecracker Cash (\$2) - Pop Top Cash (\$2) - MUDBUCKS (\$1) - Quick Cash (\$1) - Refund Check (\$1)

Multiplier Family to Launch Sep

Something X-citing is coming to our scratch-off line-up in September! We're launching a family of four games, each with a multiplier theme and show-stopping neon ink:

\$1	5X The Cash	Top prizes of \$5,000	Win 5 times the prize with the 5X symbol.
\$2	10X The Cash	Top prizes of \$10,000	Win up to 10 times the prize with 5X and 10X symbols.
\$5	20X The Cash	Top prizes of \$100,000	Win up to 20 times the prize with the 5X , 10X and 20X symbols.
\$10	50X The Cash	Top prizes of \$200,000	Win up to 50 times the prize with the 5X , 10X , 20X and 50X symbols.

Every game features a key-number-match play-style with the ability to multiply a prize when a multiplier symbol is revealed. This multiplier set of games allows the Lottery to highlight all games in the launch through advertising and point-of-sale materials to maximize game awareness and recognition.

Because the games have a similar look and play-style to reinforce familiarity, the differences also become much more apparent. Utilizing a family of games clearly communicates the exponential value of moving up the price-point ladder that already exists in the Lottery's scratch-off positioning. 435016

"As players find they like one game in the family, they are more apt to try out another game in the family at a higher price," said Products Director Susan Clayton.

The family-of-games concept has been successful in several other lottery jurisdictions, with multiple price-point sales indexing well over the average of 100. "20X did extremely well last summer, so we felt that a multiplier family would be a great theme to start with in exploring this concept," explained Clayton.

For optimal dispenser merchandising, vivid neon ink showcases the large, bold multiplier level for each game.



of Games t. 15

LOUISIANA LOTTERY

WIN UP TO \$100,000!

20X THE CASH

OVER \$2.8 MILLION IN CASH PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a "1X" symbol, win 1 TIMES that PRIZE. Reveal a "10X" symbol, win 10 TIMES that PRIZE. Reveal a "20X" symbol, win 20 TIMES that PRIZE!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 15 TIMES!

LOUISIANA LOTTERY

\$10 WIN UP TO \$200,000!

50X THE CASH

OVER \$7.2 MILLION IN CASH PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a "5X" symbol, win 5 TIMES that PRIZE. Reveal a "10X" symbol, win 10 TIMES that PRIZE. Reveal a "20X" symbol, win 20 TIMES that PRIZE. Reveal a "50X" symbol, win 50 TIMES that PRIZE!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 20 TIMES!

Now There's a Winner!

Maddie's Truck Stop Plaza

Maddie's Truck Stop Plaza in Simmesport sold a winning \$200,000 Mega Multiplier ticket! Marlana Spinner, Natalie Maddie, Norma Adams, Cindy Maddie, Kayla Crouse, Arthur Tompkins and Jo Ann Merrett celebrate with the store's "We Sold The Winning Ticket HERE!" banner.



Plank Road Food Mart

Plank Road Food Mart in Baton Rouge sold a \$200,000-winning Silver 7's scratch-off. Cashiers Chandra Shekar Mimidi and Surender Gavini hold up fliers announcing the top-prize win!



Now Save #14

Now Save #14 Cashier Bessie Paster shows off a very clean and full dispenser of scratch-offs for shoppers at the Monroe store.

Bonus Bonanza!

Lotto



Super Discount Store

Super Discount Store in New Orleans sold a \$525,000 Lotto jackpot-winning ticket for the May 28 drawing and earned a selling bonus of \$5,250! Clerk Michelle Peplinski and Rishi Dessai, son of the store owner, celebrate by displaying their "We Sold The Winning Ticket HERE!" banner.



Roosevelt Shell

Roosevelt Shell Manager Cassandra Holland holds the \$700 publicity bonus check the New Orleans store earned after selling a \$70,000 Easy 5 jackpot-winning ticket for the June 7 drawing.



Market Max

Market Max in Covington sold a \$50,000 Easy 5 jackpot-winning ticket for the May 7 drawing and earned a \$500 bonus!

Lots of Wind in Their SALES!

St. Mary Self Serve

To offset the sales damper caused by a bridge closure near their store, St. Mary Self Serve in New Orleans offered a second-chance promotion for nonwinning scratch-offs which ran April 15-June 15. More than 600 entries were received, and sales were up 14 percent from last year during the same time. The drawing winner Susan Leonard accepts her prize from Store Manager Robin Long.



I-220 Travel Plaza

I-220 Travel Plaza in Bossier City held a "Lottery Day" to increase sales. Customers purchasing at least \$5 worth of tickets received a gift. Store employees also wore Lottery T-shirts and sunglasses to call attention to the occasion. Manager Mary Tillman, Cashiers Carolyn Bearden and LaTerrica Henderson pose in their Lottery apparel.

Smoker's Paradise

Smoker's Paradise in Winnfield held an in-store promotion that included a second-chance drawing. Manager Vinay Paul and Lottery Sales Representative John Hastings draw a name from the box of entries to choose the lucky winner.



Rose Hudson Elected to Head the Multi-State Lottery Association



Louisiana Lottery President/CEO Rose J. Hudson was recently elected president of the Multi-State Lottery Association (MUSL) for the 2015 fiscal year.

A nonprofit organization of 35 member lotteries, MUSL operates a collection of multi-jurisdictional lottery games, including Powerball. Last year, the group tapped Hudson as chairman of its Powerball Game Group to manage the game's \$2 million annual budget, rules and policies. In her new leadership role, Hudson will facilitate collaboration among MUSL members and lottery vendors regarding the development of new games for adoption by multiple lottery jurisdictions.

Hudson became the Louisiana Lottery's fourth president in June 2006. Under her leadership, the Lottery has experienced several of the most successful years in its 23-year history.

New Regional Manager for the Lafayette, Lake Charles Area



In June, Stella Arceneaux was promoted to Regional Manager of the Lottery's 13-parish Lafayette/Lake Charles sales region, which includes more than 700 retailers. Previously a sales representative, Arceneaux has been with the Lottery for nearly 15 years.

"Stella excels in growing retailer sales and enhancing the Lottery experience for our players," said Vice President of Sales Brad Menard. "Her knowledge and experience are an asset to the region and we are excited about Stella's future contributions to area retailers." 448001

In her new role as Regional Manager, Arceneaux is responsible for the direction, supervision and improvement of all functions and operations of the Regional Office including establishing territories and goals for the sales staff, statistical analysis and retailer recruitment and evaluation.

Always striving for success, Arceneaux added, "I look forward to strengthening the bond between retailers and the Lottery to maximize sales and provide a fun, exciting environment for players."

Problem Scanning Faded Tickets?

1

Solution: Manual Validations

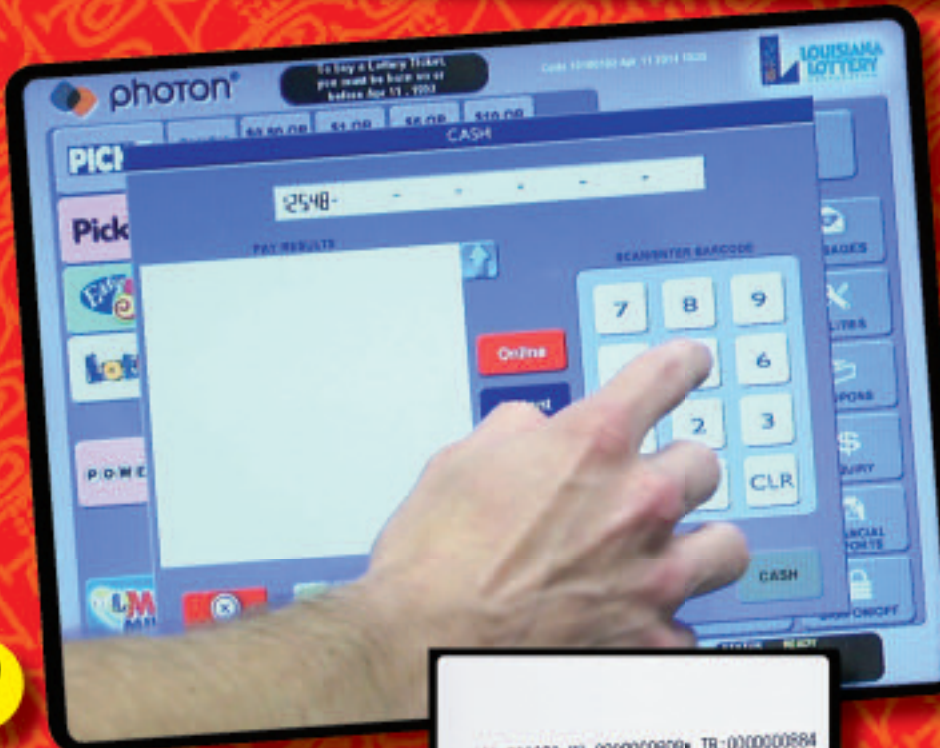
The thermal paper used for Lottery draw-style game tickets makes them susceptible to fading when left for a prolonged period in vehicles over the summer months.

Such fading can make scanning the barcode on the ticket difficult to validate. 117653

Anytime retailers experience problems with their terminal reading a ticket barcode, they can manually validate the ticket instead.

- 1 To do so, simply touch the "Manual Pay" button on the terminal Main Menu screen. This option defaults to Online.
- 2 Then enter the 35-digit number above the barcode.

2



Player's Care for Tickets:

Refer players to the back of draw-style game tickets for proper ticket care:

Player's
Care
for
Tickets:



PLAY
RESPONSIBLY.

Louisiana Lottery Brings the Beach to its Players

The Louisiana Lottery gave players the chance to beat the heat with its "Build Your Own Beach" Facebook promotion in June. The promotion offered Facebook fans the chance to win one of three prize packages: the Beach Bum prize package including two luxury beach chairs and an umbrella, the Just Chillin' prize package including a luxury cooler, and the Havin' a Ball prize package including a beach volleyball and net!

All three packages also included \$25 worth of the Lottery's *Beach Bucks* and *Summer Days* scratch-offs.

From 450 entries, Sandy Smith of Leesville, Lisa Smith of Jefferson and Marian Russell of St. Bernard were selected as the winners. 114733



Super Stop #116202

Super Stop #116202 celebrated selling a \$1,000 top prize-winning *Summer Days* scratch-off ticket! The lucky winner Don Hanchett and his wife Margarette pose with the store's flier announcing the big sale.

20TH

ESSENCE FestivalTM

NEW ORLEANS 2014

Sales Sizzle at ESSENCE FestivalTM

Lottery tickets flew out of dispensers during the 20th Anniversary ESSENCE FestivalTM in New Orleans July 4-6. **Winn Dixie Store #1430** helped bring in nearly \$50,000 in sales at the Lottery's booth in the ESSENCE Marketplace, the highest ever since the Lottery became a festival sponsor. Players who purchased at least \$10 worth of tickets received free promotional merchandise. Festival attendees also had a chance to win prizes by snapping selfies with their Lottery tickets and posting the photos on Facebook and Twitter with the hashtag #LuckyWithLALottery. 11467

In addition, one of the Lottery's Facebook fans received two tickets to see music artist Prince in concert July 4, along with several *Firecracker Cash* scratch-offs. Jana Brown of New Orleans won the tickets after entering the Lottery's ESSENCE FestivalTM Giveaway in May. Brown said she first saw Prince perform more than 20 years ago and was thrilled at the opportunity to see him again.



Players hold up the scratch-offs they purchased at the Lottery's booth in the ESSENCE Marketplace.



Lottery President Rose Hudson (right) poses with a player who purchased several scratch-offs and draw-style game tickets.



Service Associate Tyler Julien, Service Lead Cindy Boutte and Service Area Manager Patrice Parker (R to L) join other Winn Dixie Store #1430 employees to assist players with ticket purchases at the Lottery's booth in the ESSENCE Marketplace.



As Service Lead Nellie Mackie and Service Associate Mary Falgout work the Lottery terminal, a steady stream of customers line up to purchase tickets.



A lucky player is all smiles after cashing a winning "\$100,000 CASH" scratch-off.

Retailers with Highest % Increase in Instant Sales for FY 2014

Retailers per Region

City

Instant % Increase

New Orleans

Doo's III Seafood & Deli	Houma	129.24%
Quick Cash Check Cashing	New Orleans	114.72%
Marrero Discount Store	Marrero	113.27%
Convenience King #3	Houma	99.73%
Minnie's Quick Stop	Mandeville	97.57%

Baton Rouge

Mr. Lucky's Truck Stop #2	Baton Rouge	230.26%
Pit Stop #4	Baton Rouge	229.12%
Country Corner	Baton Rouge	129.24%
Creative Croissants	Baton Rouge	119.51%
Best Stop Quick Mart #18	Walker	111.74%

Lafayette

Super 1 Foods #637	Eunice	392.17%
Sunshine Liquor Plus	DeRidder	139.53%
Murphy USA #6897	Lake Charles	111.85%
The Store	Sulphur	107.45%
Downtown Express	Lake Charles	97.83%

Alexandria

Alkie's	Olla	84.33%
Pearl & Sids	Kelly	83.18%
A&L Quick Stop	Alexandria	62.25%
Sam's Liquor & Tobacco	Leesville	57.85%
Circle K #7769	Alexandria	57.45%

Monroe

Super 1 Foods #602	West Monroe	116.81%
Circle K #7773	Jonesboro	88.12%
Brookshire Food Store #22	Monroe	72.25%
Fastpak Foods #1	Arcadia	66.96%
Fil-A-Sak	Monroe	62.75%

Shreveport

Benton Country Store	Benton	246.87%
Mike's Sophia C Store	Shreveport	115.72%
Circle K #8190	Shreveport	94.47%
Harris Corner	Minden	81.11%
Town South Food Mart	Shreveport	76.91%

*Includes top five retailers in each sales region with a full 12 months sales growth in FY14 over FY13.

New Retailers

New Orleans Area

Village Food & Beverage Discount	601 E. Judge Perez Road	Chalmette
5303 Deli and Fuel	5303 Paris Road	Chalmette
Ice House Express	2201 Williams Blvd., Ste. C	Kenner
OM Kenner Oil	3501 Williams Blvd.	Kenner
Diaz Market Florida	2595 Florida St.	Mandeville
OM Metairie Oil	3313 Cleary Ave.	Metairie
Birdies Food & Fuel 17	1919 Airline Drive	Metairie
OM Carrollton Oil	3101 S. Carrollton Ave.	New Orleans
M&K Meat Market	1330 Odeon Ave.	New Orleans
USA Supermarket	3141 General Meyer Ave.	New Orleans
Purple Cow Store #107	63525 Hwy. 1090	Pearl River
Exxon Food Mart	3898 Pontchartrain Drive	Slidell
Purple Cow Store #101	2301 Gause Blvd. E.	Slidell
Purple Cow Store # 104	1833 Old Spanish Trail	Slidell
Purple Cow Store # 106	183 Northshore Blvd.	Slidell
Purple Cow Store # 109	750 Brownswitch Road	Slidell
Old Spanish Trail Tobacco Plus	719 Old Spanish Trail	Slidell
Purple Cow Store #102	1610 Gause Blvd.	Slidell
Purple Cow Store # 108	2000 Oak Harbor Blvd.	Slidell
Shell Food Mart	3296 Ponchartrain Drive	Slidell

Baton Rouge Area

Food N' Geaux	15913 Old Hammond Hwy.	Baton Rouge
Magnolia Express	2366 South Range Ave.	Denham Springs
OM Hammond Oil Shell	2201 SW. Railroad Ave.	Hammond
Fast Way Discount #1	1910 S. Morrison Blvd.	Hammond
Tiger Trax #2	2300 False River Drive	New Roads
Emerald Palace Truck & Casino	347 Lobdell Hwy.	Port Allen

Lafayette/Lake Charles Area

Hollywood Truck Plaza and Casino	2051 US Hwy. 90	Berwick
Sunrise Quick Stop	1100 Iberia St.	Franklin
Kaplan Express	507 W. Veterans Memorial Drive	Kaplan
Shah Kwik Stop II	1734 N. University Ave.	Lafayette
More 4 Less Gold	485 Ridge Road	Lafayette
More 4 Less #30	6720 Nelson Road	Lake Charles
Nelson Point	5841 Nelson Road	Lake Charles
Park Food Mart	1419 Park Ave.	Opelousas
Fast Mart	1024 Martin St.	Parks
Coteau Holmes Quick Stop	1125 Bayou Alexander Hwy.	Saint Martinville
More 4 Less #25	3610 E. Napoleon St.	Sulphur
Smokers' Paradise	2363 Hwy. 109 S.	Vinton
Conoco Food Mart	607 N. Adam St.	Welsh

Alexandria Area

AZ Zack's #1	3223 Masonic Drive	Alexandria
Paradise Grocery	4902 Monroe Hwy.	Ball
84 Quick Stop	8675 Hwy. 84	Ferriday
Xenos Convenience	1234 Hwy. 165	Georgetown
AZ Zack's #2	206 Main St.	Moreauville

Monroe Area

Sai Mart	7466 Old Monroe Road	Bastrop
Tony's Stop #2	213 Hwy. 167 N.	Bernice
Excel Mart #3	6906 Old Hwy. 165	Columbia
Excel Mart #2	6328 Hwy. 4 W.	Columbia
Jmart West	6588 Cypress St.	West Monroe

Shreveport Area

Kings Korner	756 Hwy. 80	Haughton
Check Out #40	412 Main St.	Logansport
Fuel Stop #1	801 Homer Road	Minden
Triple JJJ #5	8965 Mansfield Road	Shreveport
Raceway 6802	3701 Hearne Ave.	Shreveport
Speedway	4461 Pines Road	Shreveport
ExcelMart One	9080 Kingston Ave.	Shreveport



P. O. Box 90008
Baton Rouge, LA
70879

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Toll-Free Problem Gambling Hotline 1-877-770-7867.

The Lottery encourages anyone with a gambling problem, or friends or family of anyone with a gambling problem, to call the hotline for assistance.
Responsible play is always encouraged by the Louisiana Lottery Corporation.

BEHIND THE COUNTER: **TERMINAL MESSAGES**

The number one way for the Lottery to communicate URGENT information to you is by sending terminal messages. This is especially convenient because you use your Lottery terminal every day. Learn how to access important messages and ensure everyone on staff is in the know.

Messages can be accessed via the MESSAGES button, which features the envelope icon, on the Main Menu. Here's how:

Standard Messages

The button will be highlighted in green for Standard Messages which can be viewed at your leisure. Standard messages may include notices about where jackpot winning tickets were sold for Powerball, Mega Millions, Lotto and Easy 5 the morning after the drawing or when there is a special sales push for a certain game.

Mandatory Messages

The button will be highlighted red for Mandatory Messages and **must be viewed** to unlock the terminal to perform other functions. The most common Mandatory Message is notice of a game closure. When you receive these types of messages, IMMEDIATELY pull the game(s) from the dispenser(s) and store securely. Your sales representative will pick up the unsold tickets and ensure you receive a credit for the partial pack. Other mandatory messages may include a notice about the end of activation for scratch-off games, to notify you of game changes or special promotions or to alert you to system maintenance or planned terminal downtime.

To view individual messages,

1. Touch MESSAGES on the Main Menu screen. A list of active messages will display.
2. Touch the message listed on the left-hand side of the message screen to view the entire message displayed on MESSAGE DETAIL on the right side of the screen.
3. Touch PRINT to print a copy of the message. You may want to place the print-out of the message in a location to be viewed by the next shift's staff to ensure everyone on your team becomes aware. This is especially important for Mandatory Messages (red).
4. Immediately follow any instructions as indicated on the message.
5. After printing the message, press EXIT to return to the list of messages.

Messages are automatically deleted after 7 days.