



Winning Ways

News & Ideas for Oklahoma Lottery Retailers

Thank You for 5 Years!

By the numbers since we launched . . .

- More than **\$358** Million contributed to education
- Approximately **1980** Retailers
- More than **\$624** Million Awarded in Prizes
- More than **\$68.7** Million in Retailer Commissions
- **7** Jackpot Winners
- More than **203** Scratcher games created
- More than **\$2,000,000** contributed for treatment of gambling addiction
- More than **\$1 Billion** in Sales

As the link to our players, Oklahoma Lottery retailers, have a vital role in the success of our state Lottery. We thank you for your continued support and dedication over the last 5 years and we look forward to our future successes.

CARIBBEAN CASH

How to Play

Match any of your Numbers to any of the winning Numbers and win Prize for that number.

Reveal a "⚓" symbol and instantly win \$10!

Enter any non-winning Caribbean Cash Scratcher for a chance to win 1 of 10 cruises on Oasis of the Seas® or Allure of the Seas™. September 23 - TBD*



Over \$2.7 million in cash prizes!



How to Enter

Entries received by the entry deadline will be eligible for that drawing and all subsequent drawings.

Mail Please mail completed non-winning Caribbean Cash Scratchers to the address below. Entries may be self-mailed or sent in envelopes. Multiple entries per envelope will be accepted.

"Caribbean Cash Promotion"
Oklahoma Lottery • P.O. Box 18879 • Oklahoma City, OK 73154-0879

Web Players may also enter via the Oklahoma Lottery web site at www.lottery.ok.gov. To enter players must submit all their contact information and the required numbers from the ticket on the designated promotion web page. When entering online, players will be required to present the original scratcher ticket to complete the validation process if selected as a winner.

Prizes

• **Ten (10) Cruise Vacations on Oasis of the Seas® or Allure of the Seas™**

This Luxury Cruise Prize Package includes two (2) first-class round trip airplane tickets, accommodations for two (2) at a deluxe hotel for the night prior to cruise departure and a seven (7) night Caribbean cruise aboard Royal Caribbean's Oasis of the Seas® or Allure of the Seas™ to its respective Caribbean destinations with an ocean view balcony room for two (2). Winners will also receive \$750 applied to the ship account to be utilized for incidental items as well as \$250 in spending money, a total estimated value of \$16, 931.

• **One (1) Cash Prize of \$30,000**

Drawing	Entry Deadline	Draw Date	Prizes
1	Oct 31	Nov 1	(2) Cruise Prize Packages
2	Nov 30	Dec 1	(2) Cruise Prize Packages
3	Dec 31	Jan 3	(2) Cruise Prize Packages
4	Jan 31	Feb 1	(2) Cruise Prize Packages
5	TBD*	TBD*	(2) Cruise Prize Packages (1) \$30,000 Cash Prize

TBD* - The final drawing date (Drawing 5) will be announced after the ending date for the Caribbean Cash Promotion is set. All official promotional procedures and game rules are available at www.lottery.ok.gov or by contacting the Oklahoma Lottery Commission at 405.522.7700.

OKLAHOMA LOTTERY EXPANDS TO MOBILE PHONES

iPhone App and Mobile Club Now Available

Now available on
iTunes

iPhone App

The Oklahoma Lottery is now offering players information with a click of their phone. The lottery's new iPhone application features winning numbers, current jackpot amounts and a Lucky Number Shaker.

Besides offering players important lottery information at their finger tips, the Oklahoma Lottery added a little fun into their application. When using the Lucky Number Shaker, a player will actually shake their mobile device to activate the tool. The Lucky Number Shaker will then provide players with random numbers that can be used for Powerball, Mega Millions and Hot Lotto.

"Next up," said Jay Finks, Director of Marketing for the Oklahoma Lottery, "Android and then Blackberry. We are committed to embracing new technologies and providing our players with the best brand experience possible."

Mobile Club

In addition to an iPhone application, the Oklahoma Lottery has also started offering players additional opportunities to win over their mobile phones. The Oklahoma Lottery Mobile Club launched in September 2010 and has nearly 13,000 members in just six weeks.

By joining the Mobile Club, players receive text messages alerting them of mini-promotions the lottery hosts specifically to club members. Members also receive texts about special events the Lottery is hosting around the state.

"We are exploring every possible avenue to reach our players," said Jay Finks. "While we have over 40,000 members in our Players Club and over 5,000 of those members receive winning numbers via text we wanted to create another consumer touchpoint. Players Clubs usually mean more involved sign up and opt-in requirements, whereas Mobile Clubs take virtually no time to join. A simple text of a short code and players are instantly in the loop."

The Lottery is using a variety of prizes, from concert tickets to licensed property merchandise, from second chance opportunities to "show your text and win" at special events. "We are again committed to constantly keeping consumers engaged in our brand."

To join our Mobile Club players can text OKLOTTO to 77000.



Changes to Winning Ways Newsletter

The November/December issue of the Oklahoma Lottery's retailer newsletter, Winning Ways, will be the last printed edition of the newsletter. The newsletter will still be published bi-monthly but it will be available only electronically via e-mail or on-line. To receive the newsletter via e-mail, all you have to do is go to the Oklahoma Lottery website — retailer section and enter your information in the form. The link is http://www.lottery.ok.gov/winning_ways.asp. We encourage you to register so each staff member may continue to receive the latest news and updates from the Oklahoma Lottery. You will still be able to download a copy on our website www.lottery.ok.gov/winning_ways.asp.

Lottery Contract Renewal Changes

Effective immediately, the \$50 annual renewal fee will be added to your weekly invoice when it is due. You will not receive a notice in the mail.

RETAILER'S SPOTLIGHT

Gas Mart #37

Gas Mart #37 in Chickasha, is a Lottery friendly store. The manager, Dee Johnson, always asks for the sale and has trained her clerks to ask for lottery sales as well. Gas Mart #37 ranks 4th in territory 206. When customers purchase scratchers, they are reminded about the online games and what the jackpot totals are.

This retailer has been holding a second chance drawing in conjunction with the Millions and More promotion. For every \$5 or more customers purchase in Powerball, Mega Millions, or Hot Lotto they are entered into a drawing for a chance to win a grill. The more you buy the more chances you get. Gas Mart #37 has observed more customers asking, "How do I win this?" The promo box was full of tickets for the second chance promotion and has been so successful that Gas Mart had to get another box so customers could continue to enter for a chance to win the Charbroil grill!

For information on how promotions can help increase awareness and sales in your store, contact your local Marketing Sales Representative today!



From left to right: Gay Glenn and Dee Johnson
Bottom: Helen Bare

ATTENTION ALL RETAILERS:
Remember, you should have your weekly invoice amount due deposited in your bank account by 2 p.m. on Tuesdays.

Scratchers



Casino Royale

Roulette

Match any of YOUR NUMBERS to the ROULETTE NUMBERS, win prize shown for that number.

Chips

If YOUR CARD is higher than a 10, win \$20 instantly! Ace is high.

Slots

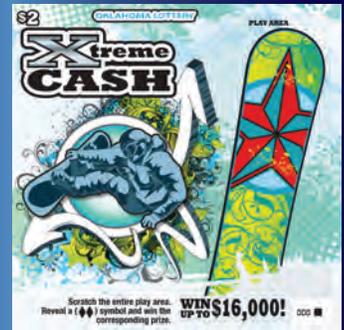
Get 3 identical symbols in the same row, win prize for that row.

Top prize is \$40,000!

Xtreme Cash

Scratch the entire play area. Reveal a (♦♦) symbol and win the corresponding prize.

Win up to \$16,000!



Sizzlin 7s

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize for that number. Reveal a red 7 and win 7 times that prize amount.

Win up to \$14,000!

Magic Money

Match any of YOUR NUMBERS to the MAGIC NUMBER, win prize shown for that number.

Win up to \$3,000!



Upcoming Events

- Nov. 5 Barons vs. Texas, OKC Arena
- Nov. 6 Barons vs. Houston, OKC Arena
- Nov. 7 Thunder vs. Boston, OKC Arena
- Nov. 10 Thunder vs. Philly, OKC Arena
- Nov. 12 Barons vs. Chicago, OKC Arena
- Nov. 12 Thunder vs. Portland, OKC Arena
- Nov. 13 OU vs. Texas Tech Campus Corner
- Nov. 14 Thunder vs. San Antonio, OKC Arena
- Nov. 17 Thunder vs. Houston, OKC Arena
- Nov. 19 Barons vs. Texas, OKC Arena
- Nov. 19 Buffalo Wild Wings on NW Expressway, OKC
- Nov. 21 Barons vs. Milwaukee, OKC Arena
- Nov. 22 Thunder vs. Minnesota, OKC Arena
- Nov. 24 Thunder vs. Dallas, OKC Arena
- Nov. 28 Buffalo Wild Wings on NW Expressway, OKC
- Nov. 29 Thunder vs. NOLA, OKC Arena
- Dec. 5 Thunder vs. Golden State, OKC Arena
- Dec. 6 Buffalo Wild Wings on NW Expressway, OKC
- Dec. 7 Barons vs. Houston, OKC Arena
- Dec. 10 Barons vs. Manitoba, OKC Arena
- Dec. 12 Thunder vs. Cleveland, OKC Arena
- Dec. 15 Thunder vs. Houston, OKC Arena
- Dec. 17 Barons vs. Hamilton, OKC Arena
- Dec. 17 Thunder vs. Sacramento, OKC Arena
- Dec. 18 Barons vs. San Antonio, OKC Arena
- Dec. 19 Thunder vs. Phoenix, OKC Arena
- Dec. 22 Buffalo Wild Wings on NW Expressway, OKC
- Dec. 25 Thunder vs. Denver, OKC Arena
- Dec. 27 Thunder vs. Dallas, OKC Arena
- Dec. 28 Barons vs. Texas, OKC Arena
- Dec. 29 Thunder vs. NJ, OKC Arena
- Dec. 31 Thunder vs. Atlanta, OKC Arena

Need Help?

Report stolen tickets, order supplies, get assistance with your terminal 24 hours a day / 7 days a week by calling Scientific Games 1-866-369-4925. If you need to check a pending retailer application or get retailer billing and accounting information please contact the Oklahoma Lottery Office at (405) 522-7700. Office hours 8:00 am - 5:00 pm, Monday thru Friday.

Special Events & Promotions

If you would like the Oklahoma Lottery to participate in a special event or promotion in your community, please contact Cylie Smith, Special Events Coordinator at (405) 522-7752 or e-mail cylie.smith@lottery.ok.gov.

Winning Ways

Remember, this is the last printed copy of the *Winning Ways* publication. The *Winning Ways* will still be published bi-monthly and you can view it on our website or you can sign up to receive a copy via e-mail. You can also view previously published editions on our website, at www.lottery.ok.gov/winning_ways.asp

This publication, printed by B & S Quality Printing, is issued by the Oklahoma Lottery Commission. Twenty-one hundred copies have been prepared & distributed at a cost of \$1762. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries.



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Contact Us:
Oklahoma Lottery Commission
(405) 522-7700
or visit our website at
www.lottery.ok.gov

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