



Retailer Connection

May/June
2011

Muscle Up with the Missouri Lottery's Summer Scratchers Game, Promotion

One or more of your customers could put some strength into their summer with the Missouri Lottery's 25th Anniversary American Muscle™ Scratchers game and "Muscle Car Mania" second-chance player promotion.

Not only can players win up to \$75,000 by playing the game, but they can also drive home some muscle car power, too.

Seven winners will uncover instant prizes of an American-made high-performance sports car valued at more than \$40,000.

In addition to scoring cash and cars instantly, players can also enter the "Muscle Car Mania" second-chance player promotion, running through Aug. 23.

In a total of three drawings, the following high-powered prizes will be awarded:

- **Grand Prize – An American Muscle Car valued at more than \$40,000 (three prizes total).** Winners will choose a 2011 Ford Mustang GT Convertible, Chevrolet® Camaro® 2SS™ Coupe, Dodge Challenger R/T HEMI® or Dodge Charger R/T HEMI®.
- **First Prize – Free gas for a year valued at more than \$1,950 (45 prizes total).**
- **Second Prize – \$500 for your own muscle car makeover (105 prizes total).**

To enter, players should submit non-winning \$5 American Muscle Scratchers tickets, game 834, online through their My Lottery accounts, in person at any of the Lottery's offices located in Jefferson City, Kansas City, Springfield or St. Louis or by mail to:

"Muscle Car Mania" Promotion
P.O. Box 105656
Jefferson City, MO 65110-5656



	Entry Deadline @ 5 p.m.	Drawing Dates
Drawing #1	Tues., June 14	Thurs., June 23
Drawing #2	Tues., July 19	Thurs., July 28
Drawing #3	Tues., Aug. 23	Thurs., Sept. 1

Rev Up Your Sales, Retailers!

Get ready for some serious summer sales, because you'll have the opportunity to win \$49,000 in prizes during the "Muscle Car Mania" retailer statewide sales contest and route-based pack entry contest.

Statewide Sales Contest

Each retailer received a base sales average for a 13-week sales period, Jan. 23 through April 23. The top three retailers in the state who increase their overall validated Scratchers sales during the 13-week sales base weekly average by the greatest dollar amount will win the following prizes: first place - \$5,000; second place - \$3,000; and third place - \$2,000.

Route-Based Pack Entry Contest

Retailers will automatically receive entries for each pack of American Muscle Scratchers tickets sold during the promotional dates. For the first pack of tickets sold, retailers will receive five entries. For each additional pack sold, retailers will earn one entry.

From all of the entries earned, three retailers will be drawn from each sales route to win the following prizes: first draw - \$500; second draw - \$300; and third draw - \$200. A total of 117 retailers will win \$39,000.

Good luck!



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My Lottery

Find the latest Missouri Lottery news and up-to-date information concerning Missouri Lottery winners, promotions, event sponsorships and winning numbers on the Lottery's website.

molottery.com

180-Day Redemption

Don't forget that all winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the ticket's last winning draw date.

Must Be 18 Or Older To Purchase

You must be at least 18 years old to purchase any Missouri Lottery game or participate in any Missouri Lottery promotion.

1-888-BETSOFF

Know the one number that's always on your side.

If you or someone you know has a gambling problem, remember there's always one number on your side: 1-888-BETSOFF.

You also can find information about problem-gambling programs in Missouri at the Missouri Alliance to Curb Problem Gambling's website at:

888BETSOFF.org

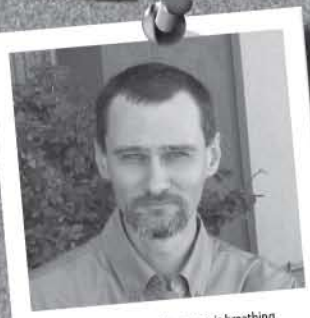
Get your winning numbers on these official Lottery stations:

FOX

- 2 KTVI St. Louis**
- 4 WDAF Kansas City**
- 38 KQFX Columbia**
- 27 KSFX Springfield**

molottery.com

Winners



Walter Johnson of Auxvasse is breathing easier after winning \$10,000 on a "\$200,000 A Year for Life" Scratchers ticket he bought at Hickman's IGA, 500 W. Jackson St., in Mexico.



Glenda Bates of Alton is keeping her job after winning \$75,000 on a "Bass Pro Shops" ticket she purchased at Fuel Express, Route 3, Box 3298, in Alton.



Dale Woodring of Bethany won \$138,000 playing Show Me Cash on March 31. He bought the winning Quick Pick ticket at Casey's General Store, 2501 Miller St., in Bethany.

Cardwell Couple Claim \$1.4 Million 'Nest Egg'

To one Cardwell woman, "Richness is whenever your dishwasher breaks, you can buy another one." Bonida Poyner can now purchase all of the appliances she desires, thanks to winning a \$1.4 million Missouri Lotto prize.

The win came as a "huge surprise" to both Bonida and her husband Bob Poyner, owners of Mr. T's Liquor Store, 510 Highway 412, in Cardwell. The couple, who have been married for 40 years, said selling winning tickets is "great for business." When the store manager called Bonida to inform her that they sold a winning Lotto ticket, she was "really excited."

Bonida let the store manager know that her husband was on his way to work, and she joked with her to "make sure and check his tickets."

Moments later, "The phone rang again," recalled Bonida. "She (store manager) said, 'Are you sitting down?'"

Worried that something might be wrong, Bonida braced herself for whatever was coming next. To her surprise, the store manager said that it was Bob's Quick Pick ticket that matched all six numbers drawn in the April 20 Lotto drawing.

The semi-retired store owners, whose son and daughter-in-law run the business, said that "nobody could work the rest of the day."

"We couldn't concentrate!" she exclaimed. "We just took the day off."

It wasn't just the family that was excited. For selling the winning ticket, the store received a bonus check for \$14,000, which is equal to 1 percent of its share of the advertised jackpot.

"We have 34 employees, and we're going to split it with them," said Bonida. "It comes out to be about \$400 a piece for each person."

She declared that the windfall will provide "a nest egg for us in our retirement."

Two Missouri Lotto tickets matched the winning Lotto numbers drawn to share the April 20 jackpot worth \$2.8 million. Each winner received half of the winning jackpot, or \$1.4 million, before taxes. The winning numbers were: 5, 14, 26, 31, 36 and 38.

Michael McClanahan of Hurdland claimed the other winning Lotto ticket, which was sold at Pick-A-Dilly, 100 S. First St., in Edina.

Lotto is a twice-weekly Draw Game with jackpots that start at \$1 million and grow until someone wins.



Bonida and Bob Poyner



Mr. T's Liquor Store owners Bonida and Bob Poyner with store employees.

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Director's Corner

It's been an exciting 25th anniversary year for the Missouri Lottery. With the help of all of our incredible retailers, we've been able to transfer more than \$3.9 billion to the state and public education. Together, we're enriching the lives of Missourians.

A lot of great work has been accomplished, and many more milestones are still to come. One of the exciting features we've recently launched is the Missouri Lottery Retailer Portal, a free website designed to make your lives easier by providing customized information and tools to enhance your Missouri Lottery sales. To learn more about this, please see your Lottery sales representative.

The Missouri Lottery is gearing up to make this a fun and profitable summer for retailers, players, the state and public education. Please continue to promote the American Muscle™ Scratchers game and "Muscle Car Mania" second-chance player promotion, which will award lucky winners American-made muscle cars, free gas and cash!

In addition, we're still giving away luxury Caribbean cruises through the "Missouri Lottery's 25th Anniversary Cruise" Scratchers game. Furthermore, players can enter their non-winning "Missouri Lottery's Silver Anniversary" Scratchers tickets into a second-chance drawing for an opportunity to win \$1,000 every month until January 17, 2012. On Jan. 20, 2012, the Lottery's 26th anniversary, a grand-prize drawing will make one player an instant millionaire. To learn more about any of our games or promotions, visit Molottery.com.

On behalf of myself and the entire Lottery staff, thank you for your daily dedication and enthusiasm. You're helping make Missourian's dreams come true. Happy selling this summer, and don't forget to check out the new Retailer Portal for tools and tips devoted to increasing your profits!

May Scheve Reardon



**1-866-MOLOTTY
(1-866-665-6883)
RETAILER HELP LINE**

**Ticket Order
Confirmations
Available Via E-mail**

Call 1-866-MOLOTTY (1-866-665-6883) to speak to Inside Sales for more information.

**Show Me Cash and EZ
Match Award Thousands
in Cash and Prizes**

The Missouri Lottery's Show Me Cash "D.I.Y. Dough" promotion might be over, but your customers can still win up to \$500 instantly by adding the EZ Match feature to their Show Me Cash tickets for an additional \$1.

Congratulations to all of the winners of the "D.I.Y. Dough" player promotion, which awarded eight \$5,000 gift cards to The Home Depot® or Lowe's®, 32 \$1,000 gift cards to The Home Depot® or Lowe's® and 400 cash prizes of \$100.

Additionally, congratulations to the more than 150 retailers that won a total of \$39,000 in prizes in the "Show Me Cash EZ Match Retailer Promotion," which ended in early April.

To view a list of winners or learn more about EZ Match, see your Lottery sales representative or visit Molottery.com.

Note: Lowe's® is a registered trademark of LF, LLC. The Home Depot® is a registered trademark of The Home Depot U.S.A., Inc. These companies have not endorsed and are in no way associated with this promotion.

One Click Delivers Customized Account Information and More

Would you like to receive personalized information and tools to enhance your Missouri Lottery sales easily, securely and quickly? That and much more can be achieved by signing up for the free Missouri Lottery Retailer Portal!

The Retailer Portal was designed with you in mind. It's a convenient website (retailer.molottery.com) where you can go for protected access to your Lottery account information with the click of a button. Some of the tools for increased sales include the ability to:



Analyze:

- Historical information for your location from the last two years to date;
- Sales summaries and analyses; and
- Your Lottery sales, profits, comparison charts and retailer ranking.

Track:

- How much your business has provided to Missouri education during the past 24

months; and

- Winning numbers and jackpot information by viewing and printing current jackpot flyers and previous winning Lottery numbers.

Access To:

- Retailer resources like point-of-sale signage, equipment, plan-ograms, forms, etc.; and
- Scratchers invoices and packing slips for Scratchers tickets inventory verification.

View:

- Winning amounts sold from your store; and
- Weekly settlement statements.

Follow:

- Retailer news by reading news stories about retailers statewide, including a monthly Retailer Spotlight; and
- Promotional and events information about Lottery promotions, retailers' contests and Lottery events.

Contact your Lottery sales representative today for more information about signing up.

Missouri Lottery Products Available at Independence Center Mall

Independence Center shoppers can now purchase Missouri Lottery tickets at the SIMON® Guest Services booth, located in the center of the upper level of the shopping center. In addition to selling all Missouri Lottery Draw Games, which include Powerball, Mega Millions, Show Me Cash, Club Keno, Pick 3 and Pick 4, there is also a Check-A-Ticket machine and two self-service Scratchers vending machines – one located near the Guest Services booth and one in the food court area.

"It is a full-service retail location," said May Scheve Reardon, executive director of the Missouri Lottery. "There is even a play station complete with play slips, brochures and other Lottery information. Best of all, the attendant at the kiosk will be able to redeem winning tickets of up to \$600 on the spot."

Reardon noted that the Lottery's Kansas City area office is located on a street adjacent to Independence Center, so any players holding winning tickets worth more than \$600 can easily redeem the tickets at the Missouri Lottery office, located at 3630 Arrowhead Ave.



New Scratchers



Game 834 (\$5)
"American Muscle™"



Game 835 (\$3)
"5 Times Bingo"



Game 836 (\$2)
"Red Hot Cherry Tripler"



Game 837 (\$1)
"Fast \$25's"

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Expiring Soon

All winning Missouri Lottery Scratchers tickets must be claimed within 180 days after the announced end of each game. Winning Numbers Game tickets must be redeemed within 180 days of the last winning draw date on the ticket.

Game		180-Day Redemption Period Began	Last Day To Redeem
788	"\$250,000 Payout"	Nov. 15, 2010	May 14, 2011
757	"Deuces Wild"	Nov. 17, 2010	May 16, 2011
797	"Jack-O-Lantern Jackpot"	Nov. 27, 2010	May 26, 2011
787	"Cash Line Bingo"	Dec. 14, 2010	June 12, 2011
775	"Silver 7's"	Dec. 19, 2010	June 17, 2011
777	"Fast \$50's"	Jan. 1, 2011	June 30, 2011
773	"Ruby Red 7's"	Jan. 10, 2011	July 9, 2011
780	"5X The Fortune"	Jan. 10, 2011	July 9, 2011
790	"Money Money Money"	Jan. 10, 2011	July 9, 2011
791	"Sunny Money"	Jan. 20, 2011	July 19, 2011

