SPIN TO WIN
BIG MONEY

WIN UP TO
$100,000 INSTANTLY!

Enter to win a trip to L.A. to spin the wheel and win up to $1 Million!
A message from the Director

Summer’s finally here, and with it comes outings, cookouts and gatherings of family and friends that make the season extra special. If you take advantage of these summer months to hold a customer appreciation event or another summertime promotion at your store, consider including the Ohio Lottery. See your sales representative to learn more.

You’ll find the Ohio Lottery out and about, supporting various community events over the next three months. If you see us at a local festival, please stop by to say hello. We’ll be including the opportunity to spin the special “Wheel of Fortune” on various outings across the state.

The Wheel of Fortune® instant game launches June 12, along with five additional instant games to kickstart summer. We’re particularly excited about this game, which includes a $100,000 top prize and a second-chance drawing for a trip to Los Angeles, including tickets to the studio taping of Wheel of Fortune and, separately, a special Wheel of Fortune Big Money Spin event where all Wheel of Fortune second-chance drawing winners can play the “Big Spin” game for prizes of up to $1 million.

Retailer Incentive Program news
Third quarter results (FY19) of the Retailer Incentive Program are in, with 2,964 retailers sharing $2.9 million in bonuses. Thank you all for your outstanding work. We know even more of you can take advantage of the bonus just by meeting instant ticket activation requirements after each new instant ticket delivery. An additional 1,324 retailers would have shared more than $1 million this past quarter by meeting this requirement.

There are just a few more weeks before the fiscal year comes to a close, so let’s get to it. We’ve learned a few things in the two years since the incentive program began and hope to use that knowledge to make the program better. Your sales representatives will be meeting with you this month to discuss the new Fiscal Year 2020 agreement. Please see pages 4 and 6 to learn more about a few changes set for the new fiscal year, and list of the quarter’s top performers.

Instant ticket distribution update
Preparations continue for the switch to Scientific Games (Sci Games) July 1 as the new instant ticket distribution and warehousing vendor. Be ready for an introductory call from a Sci Games order representative in the next few weeks. Your representative will confirm important business information to support instant ticket ordering, introduce you to the voluntary SmartOrder program and answer questions.

Please find timely information on game releases, winners news and other information in this issue of Ticket Seller to help you make the most of your business. I appreciate your partnership and goodwill as we wrap up the fiscal year and dive into new projects to keep our business humming.

Have a safe and enjoyable start to summer.

Sincerely,

Patrick McDonald, Director
The Ohio Lottery
Spotlight:
Wheel of Fortune®
And the Wheel of Fortune Big Money Spin

On sale June 12, 2019
Top prize: $100,000
Top prize odds: 1 in 1.5 million
Overall odds: 1 in 4.07
Percentage payout: 69%

Wheel of Fortune® offers more than $18 million in total instant win prizes.

Enter the Wheel of Fortune Big Money Spin second-chance drawing
Save your non-winning tickets to enter the Wheel of Fortune Big Money Spin for a chance to win a fun-filled trip to Hollywood. The vacation package includes studio audience tickets to the taping of Wheel of Fortune® and participation in the Big Money Spin event, with cash prizes of up to $1 million. Entry is through MyLotto Rewards®. Get the details at www.ohiolottery.com.

In all, 12 Ohio Lottery players will win the Hollywood trip prize.

Spin the wheel at summertime events
Ohio Lottery staff will be travelling to events around the state this summer and bring a special Wheel of Fortune wheel with them. Have some fun and take a spin for Lottery merchandise prizes!

Go mobile: An opportunity for customer convenience at retail
Check out all you can do with the Ohio Lottery’s mobile app and share this information with customers.

1. Use your smart phone to get the latest winning numbers
2. Create and store play slips with your favorite numbers
3. Scan the QR code using your Photon scanner to create the wager(s) and your customer is good to go.
4. Even check your tickets to see if you have a winner!

On sale June 12, 2019
Top prize: $100,000
Top prize odds: 1 in 1.5 million
Overall odds: 1 in 4.07
Percentage payout: 69%
Changes coming July 1 to Retailer Incentive Program

Retailer Incentive Program participants – you will be asked to sign a new Retailer Incentive Program agreement this month, prior to the start of the new fiscal year. Look for your sales representative to discuss the new agreement on an upcoming visit.

Starting July 1, the benchmark to earn the incentive bonus will be changed to 3.5% for the Tier 1 bonus (0.5%) and 6 percent for the Tier 2 bonus (1%). All bonuses are calculated based on sales for the same quarter the prior year.

In another change, retailers will not be penalized for past strikes, only strikes received during the current incentive program quarter. Strikes from the same quarter the prior year will not impact any earned bonuses.

As a program qualifier, retailers will have the option of maintaining a second-chance promotion for the duration of the quarter in place of a quarterly online promotion.

Be sure to activate one book of each new game delivered by the Friday of delivery week.

Delivery date for new instant games changes July 1

The delivery of new instant games will now take place on Tuesdays beginning with the Tuesday, July 23 instant ticket delivery. With the change, retailers get one more day to activate one book of each new game to meet a key component of the incentive program.

See page 6 for the list of top performers.
Instant Ticket Features for June
On Sale June 12, 2019

$50 in a Flash
($1), #515
Top prize: $5,000
Overall odds: 1 in 4.83
Percentage payout: 62%
Number of tickets per pack: 200
Number of tickets printed: 8.0 million
Actual size: 2.5” x 4.0”
UPC Code: 6 70656 01515 6
Special Features: $50 in a Flash is loaded with $50 prizes. The game offers more than $4.5 million in total prizes.

45th Anniversary Black
($2), #516
Top prize: $20,000
Overall odds: 1 in 4.46
Percentage payout: 65%
Number of tickets per pack: 100
Number of tickets printed: 6.0 million
Actual size: 4.0” x 4.0”
UPC Code: 6 70656 02516 2
Special Features: Players can win up to 10 times the prize shown on the anniversary ticket. 45th Anniversary Black offers more than $7.5 million in total prizes.

Money Multiplier/Bonus Cash (Combo Play)
($3), #517
Top prize: $50,000
Overall odds: 1 in 3.90
Percentage payout: 67%
Number of tickets per pack: 100
Number of tickets printed: 5.0 million
Actual size: 8.0” x 4.0”
UPC Code: 6 70656 03517 8
Special Features: It’s two games in one, featuring Money Multiplier and Bonus Cash. Combo Play offers more than $9.5 million in total prizes. It’s a multiplier game too.

Wheel of Fortune®
($5), #518
Top prize: $100,000
Overall odds: 1 in 4.07
Percentage payout: 69%
Number of tickets per pack: 50
Number of tickets printed: 6.0 million
Actual size: 6.0” x 4.0”
UPC Code: 6 70656 05518 3
Special Features: Wheel of Fortune® offers more than $18 million in total prizes. Hold a non-winning ticket? Be sure to check out the Wheel of Fortune® second-chance drawing for a chance to win a trip to Hollywood and play for a $1 million prize!

Platinum Diamond Spectacular
($20), #519
Top prize: $2 million*
Overall odds: 1 in 3.16
Percentage payout: 75%
Number of tickets per pack: 25
Number of tickets printed: 6.0 million
Actual size: 10” x 4.0”
UPC Code: 6 70656 20519 9
Special Features: Be sure to play both Game 1 and Game 2 of this gem of a game. The $2-million top prize is an annuity, paid as $80,000 a year for 25 years before taxes. Players can choose a $1-million cash top prize equivalent before taxes. Platinum Diamond Spectacular offers more than $87 million in total prizes.

Check ‘em out coming your way soon
Please note that all on-sale dates are tentative. These game releases are current as of May 31, 2019 and are subject to change.
Congratulations to the 2,964 retailers who qualified for a Retailer Incentive Program bonus during the first quarter of 2019. Together, they shared $2.9 million in bonuses. Almost 34% of retailers enrolled in the program earned a bonus.

### Top 10 Retailer Incentive Winners (By Region)

#### Region 1
- Smith & Snow Shell, Brook Park
- Quick Shop Food Mart, S Euclid
- Convenient Food Mart #3-103, Maple Hts
- Emery Convenient Food Mart, Warrensville Hts
- East 55th St. Clair Shell, Cleveland
- Thistledown, North Randall
- Yorktown Service Plaza, Parma Hts
- Convenient Food Mart #3030, Cleveland
- Mike's Convenient Food Mart, Cleveland Hts
- Highland Food Mart, Richmond Heights

#### Region 2
- Bellevue Eagles, Bellevue
- Lottery Express, Toledo
- Johnny's On the Spot, Oregon
- Fat Jack's Pizza III, Lima
- Butt Hut #4, Findlay
- F&O Aerie 2246, Montpelier
- Speedy Mart, Toledo
- Good Times Sportsbar & Grill, Toledo
- Secor & Sylvania Shell, Toledo
- American Food Mart, Defiance

#### Region 3
- Bee Gee’s Minit Market, Kettering
- BPOE Lodge 51, Springfield
- Heincke Ameristop, Miamisburg
- Ray's Drive Thru, Huber Hts
- Starfire Express, Dayton
- BP Gas & Food, Dayton
- H & L Market, Dayton
- Sidney Food Mart, Sidney
- Nabali’s IGA, Dayton
- The Union Club, Springfield

#### Region 4
- Ray's Food Mart, Springdale
- Murry Bros Old Time Str #2, Cincinnati
- Ameristop Food Mart, Springdale Rd., Cincinnati
- Ameristop Food Mart, W Galbraith Rd., Cincinnati
- Winton Sunoco, Cincinnati
- Dixie Delicatessen, Fairfield
- Thrifty Food Mart, Cincinnati
- John's Carryout, Cincinnati
- Miami Valley Gaming, Lebanon

#### Region 5
- Whitehall Shell Car Wash, Whitehall
- S Hi Carryout, Columbus
- Pop-a-Top, Reynoldsburg
- Sunoco, E Broad St., Columbus
- London Food Mart, London
- Square’s Carryout, Columbus
- Dairy Mart #5464, Columbus
- Milhem Market, Columbus
- Amber’s Drive Thru, Cincinnati
- Coaches Bar & Grill, Columbus

#### Region 6
- Loyal Order of Moose Lodge #701, Ironton
- Clark’s Pump N Shop #7, Oak Hill
- The Patriots’ Travel Center, Wheelersburg
- Crossroads of Logan East, Logan
- Rich Oil #3701, Chesapeake
- Pete’s BP, Athens
- Pike Street Duchess #1237, Marietta
- Loyal Order of Moose #2263, Waverly
- Young's Foodtown, Laurelville
- Speedee Mart, Wheelersburg

#### Region 7
- Sammi’s Food Mart, Streetsboro
- Convenient Foods #3-114, Willowick
- Knights of Columbus, Massillon
- T & J Market, Willowick
- Copley Discount Drive Thru, Akron

#### Region 8
- Marty’s Coaches Corner, New Philadelphia
- Colla’s Market, Austintown
- Penn Ohio Lottery & Deli, Masury
- Campbell Shell, Campbell
- Schenley Carry Out, Youngstown
- Boardman Express Mart, Boardman
- A & T Mart, Youngstown
- Sami Quick Stop, Poland
- Conroy’s West, Austintown
- Conroy’s Party Shop, Youngstown

#### Region 9
- Cenco, Brunswick
- Abbe Road Drive Thru, Elyria
- Brownie’s Market, Sheffield Lake
- Perkins Convenient Food Mart, Sandusky
- Lorain Smokes & Beverage, Lorain
- Westside Marathon, Elyria
- Convenient Food #743, Elyria
- Mansfield Eagles, Mansfield
- Sunoco Hop-In, Lorain
- West River Marathon, Elyria
- Lake Beverage, Elyria

As the Lottery’s fiscal year comes to a close June 30, it’s time to check in with your sales representative for tips on earning a bonus in the upcoming quarter of the calendar year. Keep up the great work!
Delivery date for new instant games changes July 1

The delivery of new instant games will now take place on Tuesdays beginning Tuesday, July 23. With the change, retailers get one more day to activate one book of each new game to meet a key component of the incentive program.

Preparing for the new instant ticket distribution vendor

Scientific Games (Sci Games) starts as the new instant ticket distribution and warehousing vendor July 1. Our goal is to make the transition of vendors as seamless as possible. Here is what to expect.

1. A sample manifest in your June 12 new game shipment
   You’ll get a sample of the new manifest you’ll receive beginning in July. Retailers placing orders the week of June 17 will also get the sample manifest.

2. An introductory call from your new Sci Games instant ticket representative
   Expect a call between June 17-28 from a representative confirming your contact and shipping information. Your representative will provide you with key dates, along with ordering and delivery details. Sci Games representatives will begin their call ordering cycle July 1.

3. Inventory review calls beginning July
   Your current call day and specified call time remain the same.

A representative will review your instant ticket inventory needs for the next 10-14 days. Orders received before 5 p.m. will be filled the same day and scheduled for delivery the next business day by UPS.

Note: There will be adjustments for the July 4 holiday. Retailers scheduled for calls on Wednesday, July 3, will be contacted by July 2 to ensure delivery before the holiday. Retailers scheduled for Thursday, July 4, will be called Tuesday, July 2, or Wednesday, July 3.

4. The opportunity to learn about and enroll in the SmartOrder Program
   Would you like to get back some of the time you spend planning and making orders every few weeks? Then, take a few minutes to talk with your new Sci Games inventory representative about the new SmartOrder Program.

The program utilizes instant ticket sales data to build a 10- to 14-day supply of games based on demand in your store. The vendor’s goal is to minimize out of stocks and space consuming overstocks to increase your sales and commissions.
NEW $1 Hot Dice
Top prize: $1,000
Odds: 1 in 4.87
Payout: 61.3%
Play style: Sum match.

$2 Cornhole
Top prize: $20,000
Odds: 1 in 4.58
Payout: 63.5%
Play style: Number/points match.

$2 OH My Stars
Top prize: $20,000
Odds: 1 in 3.38
Payout: 71.0%
Play style: Number match to win prize remaining.

Ending June 9, 2019
$2 Slam Dunk Dough
$2 Bullseye Bucks
$1 In Between

Coming soon:
Instant ticket coupon offer
Buy a $2 scratch-off ticket and get a $1 scratch-off ticket free.
Offer good July 24-Aug. 7.

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<th>Instant Game</th>
<th>Winning Prize</th>
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A. Ohio Cash Blowout win • April 2019
(Left to right) Bobby Burson and Taylor Higgins, employees of Village Plaza Sparkle of Columbiana, were excited to share the news that their store sold a $5-million winning ticket in $20 Ohio Cash Blowout. The ticket was claimed by Michael Crosser of Lisbon.

B. EZPLAY® Match Frenzy win • April 2019
Sandeep Singh, the owner of Sunoco in Bridgeport and employee Kathy Brofcheck, have great news to share. One of their customers hit a $44,515 jackpot playing the $10 EZPLAY® Game, Match Frenzy.

C. Decade of Dollars winner • April 2019
David Allen of Phillipsburg isn’t sure what he’ll do yet with his big win playing $2 Decade of Dollars. He won $1,000 a month for 10 years playing the popular instant game. He made his claim at the Ohio Lottery’s Dayton regional office.

D. Fastest Road to $1 Million winner • April 2019
Jamie Russell of Chillicothe was thrilled to win $10,000 playing the Ohio Lottery’s $30 instant game, Fastest Road to $1 Million. She purchased her winning ticket from The Kroger Co #363 in Waverly.

E. Some Like It Hot winner • April 2019
Jenny Owlsley of Dayton won $20,000 playing $2 Some Like It Hot. She hopes to use her winnings for a well-deserved summer vacation. She made her claim at the Ohio Lottery’s Dayton regional office.

F. Ohio Cash Blowout winner • May 2019
Curt Honaker of Bellevue won $10,000 playing $20 Ohio Cash Blowout. He and his wife Jessica made a happy visit to the Ohio Lottery’s Lorain regional office.

G. 40th Anniversary Millions winner • May 2019
David Logan of Rutland won $5,000 playing the Ohio Lottery’s $30 instant game, 40th Anniversary Millions. He purchased his winning ticket at Seaman’s Cardinal Market in Athens.

H. Rolling Cash 5 win • April 28, 2019
The employees of South Avenue Sparkle in Youngstown are proud – their store sold a jackpot-winning ticket worth $110,000 for the April 28 Rolling Cash 5 drawing. From left to right: manager Jonathan McRae and office manager Robin Elmo. South Avenue Sparkle received a $500 sales bonus.

I. Bingo Times Ten winner • May 2019
Tyler Harrel of Marietta won $50,000 playing the $5 Bingo Times Ten instant game. He purchased his winning ticket at Par Mar #6 in Marietta.

J. Pick 5 winner • May 13, 2019
Edward Romano placed a $0.50 bet and hit the $27,500 top prize playing the Pick 5 evening drawing. He came with his wife Paula to make his claim at the Ohio Lottery’s Akron/Canton regional office.

K. Diamonds & Gold winner • May 2019
Loretta Gilmer of Youngstown won $20,000 playing $10 Diamonds & Gold. She purchased her winning ticket at Big Apple Supermarket in Youngstown.

L. Pick 5 winner • May 13, 2019
Anthony Plicinski of Oregon won big – taking home $55,000 in the Pick 5 evening drawing. He purchased his winning ticket at Johnny’s on the Spot 2 in Oregon.

M. Rolling Cash 5 win • April 7, 2019
You bet they’re excited. Manager Nicole Simpson (left) and assistant manager Sarah McKenna want everyone to know their store, UniMart #2114 in Calcutta, hit the jackpot. The store sold a $244,000-winning ticket in the April 7 Rolling Cash 5 drawing. The store received a $500 sales bonus.
By Marie Kilbane Seekers, Communications


His enthusiasm is shared by his sales representative, Ashley Potter.

“He’s a fantastic agent,” says Ashley. “He’s very organized, very lottery oriented, very customer oriented. He wants to make sure all available tickets are in stock.”

The focus on Lottery is something Malik sees as a way to differentiate his business. He’ll often hear winning customers say other retailers are unwilling to take the time to help them. He’s happy to accommodate customers and makes every effort to see his customers get paid their prizes quickly.

Eager to boost his business, Malik regularly told sales representative Ashley Potter he wanted to do more. In 2018, with the Ohio Lottery’s assistance, he took advantage of a Lottery makeover at his store.

The result? Sales skyrocketed. From 2017 to 2018, instant sales increased 78% and draw game sales increased almost 42%.

As part of the makeover, the store received new instant ticket dispensers and increased the number of facings. The business now offers 97 facings, with 72 facings in the new instant ticket display and another 25 in the Winstation vending machine.

Malik Saeed Ahmed, the owner of Dairy Mart #5464 in Columbus, has been focused on improving his Lottery business. Working together with sales representative Ashley Potter and makeover manager Michelle Frabott, their Lottery-focused updates improved instant game sales by 78% and draw games by almost 42% between 2017-2018. “When we work together, we all win,” says Malik.

Malik’s customers enjoy playing from multiple books of tickets, so he double-, triple- and even quadruple-faces a few of his most popular games. The store added special Lottery signage around the play area and at the entryway. Malik also added a Keno play area and WinStation and MP vending machines.

In January, the remodeling continued, with a new store counter and display to help sell Lottery games.

For Malik, the improvements to his business have been a team effort. Support from Ashley, as well as makeover manager Michelle Frabott and other regional staff with expertise in training and retailer makeovers, has made all the difference.

What’s next? Possibly a bigger table and chairs for customers to sit and play awhile. He’s also considering offering second-chance drawings with attractive prizes.

“When we work together, we all win,” he says.

His goal is to stay focused. “If you’re going to do it, do it the right way,” he says. “Like anything you want to do in life, you need to make an effort to do it well.”
$1 games
#515 $50 in a Flash*
#532 Double Doubler
#521 Cash Explosion®
#520 Lucky Dog Doubler
#508 Triple Tripler
#503 Wild Cherry Doubler
#496 Decade of Dollars
◆ #491 Luck of the Irish Tripler

$2 games
#516 45th Anniversary Black*
#522 Cash Explosion®
#514 Power Play Cashword
#509 Diamond x10
#504 Some Like It Hot
#502 Fireball Bingo Doubler
#497 Decade of Dollars
#492 I Love Cash
#486 Reindeer Games

$5 games
#481 Holiday Gifts
#477 Bingo Squared
#473 Find the 9s
#467 4 Way Cash
#457 Blazing Hot Cash
#450 Moneybags Multiplier

$3 games
#517 Combo Play*
#510 Twisted Treasurers
#498 Cash Wheel
#482 Naughty or Nice
#487 Winter Ice Multiplier

$2 games
#518 Wheel of Fortune®*
#524 Special Edition Cashword
#523 Bingo Times Ten
#511 Monopoly 25X
#506 Jewel 7s
#499 Decade of Dollars
#493 Casino Royale
#492 I Love Cash
#486 Reindeer Games

Have extra room?
After the plan-o-gram games are set, check out these recommended games to carry, indicated with ticket art. Still have room? You are encouraged to sell games marked with a ◆, based on available space and player preferences.
OTHER SUPPLIES
Request these supplies when calling in your instant ticket orders.

Terminal paper

Vending machine paper

Bet cards

REP RAP
Discuss these needs with your Lottery sales representative:

Point-of-Sale materials (key chains, scratchers etc.)

Signage

Dispensers

Promotions

Employee training

Other

Other supplies

List as of May 28, 2019. All games displayed may not be available at the time of your request. See your CSR and check your terminal’s Games Available for Sale report for the latest inventory updates.

Need to order more instant games? Have questions on ordering?
Please call 1-800-686-4208.
Order Notes | June 2019

Use Order Notes to prepare for your instant ticket order call by your assigned Customer Service Representative (CSR). If your inventory starts to run low, use this handy sheet to prepare your order and give the Lottery a call at 1-800-686-4208.

Review this plan-o-gram. Everyone should be carrying these games to drive sales. These are our top-selling games statewide.

Plan-o-gram

As of May 28, 2019. Inventory changes frequently. See your sales rep or CSR for the latest updates.
Carrier Station Change

Steubenville/Wheeling market to have new carrier station starting July 1

Beginning July 1, Ohio Lottery drawings and the Cash Explosion show will move from WTOV Channel 9 to WTRF Channel 7. Tune into the new carrier station Monday through Friday at 7:29 p.m. to watch the live evening drawings, and on Saturdays at 7:30 p.m. to watch the Cash Explosion show and evening drawings.

Call Center Hours

1-800-686-4208

Monday through Friday
8 a.m. to 5 p.m.

During these hours, you can talk to a live person about issues concerning your Lottery business.

Intralot Technical Support
1-866-710-2462
Operating 24/7