



Winning Ways

News & Ideas for Oklahoma Lottery Retailers

RETAILERS:

GO ALL IN AND WIN \$1,000



Don't forget to remind your players to enter their non-winning WPT® Texas Hold 'Em tickets online at www.lottery.ok.gov to qualify to play in a WPT®

Tournament. If your store sells one of the three WPT® Texas Hold 'Em non-winning tickets selected for the

WPT® Tournament Trips, your store will receive **TEN \$100 VISA GIFT CARDS**. Players can also win great WPT® Merchandise and qualify for a \$25,000 cash prize.

Ask your Marketing Sales Rep for more information on how your store can **"GO ALL IN A WIN \$1,000!"**

World Poker Tour® Promotion

Encourage your players to try the new \$5 Scratcher. The play style is just like Texas Hold' Em® Poker and players have six chances to win on each Scratcher. The top prize for the WPT® Texas Hold' Em Scratcher is \$25,000. Players can enter any non-winning WPT® tickets for a chance to win 1 of 3 WPT® Tournament Trips, a \$25,000 cash prize or WPT® merchandise.

Players may enter via postal mail, at the address below, or through the OLC website at www.lottery.ok.gov. Players may not enter the promotion in more than one method for each ticket.

Mailing Address:

WPT® Texas Hold 'Em® Promotion
 Oklahoma Lottery, P.O. Box 18879
 Oklahoma City, OK 73154-0879

Drawing	Entry Period	Draw Date	Prize
1	Aug 25- Oct 30, 2009	Nov 2, 2009	(1) WPT Tournament Trip, (20) Poker Table Toppers, (65) Chip Sets, (10) Leather Bags, (6) Poker Tables
2	Oct 31- Dec 31, 2009	Jan 4, 2010	(1) WPT Tournament Trip, (20) Poker Table Toppers, (65) Chip Sets, (10) Leather Bags, (6) Poker Tables
3	Jan 1, 2010- TBD*	TBD*	(1) WPT Tournament Trip, (1) Cash Prize of \$25,000 , (20) Poker Table Toppers, (65) Chips Sets, (10) Leather Bags, (6) Poker Tables

TBD*- The final drawing date (Drawing 3) will be set after the ending date for the World Poker Tour® Promotion is set. The final drawing date will be communicated via OLC website, through local media and a terminal message to retailers.

Merchandise Prize Entry

After entering a non-winning WPT® ticket online for the WPT® Tournament Trip, players will get to play an online game to determine what WPT® merchandise they will have a chance to win. Only players that enter online for the grand prize drawings will be eligible to enter the merchandise prize drawings. As with all online promotions, the original scratcher ticket must be presented to the OLC to complete the validation process if selected as a winner.

Encourage your players to reserve their seat at the poker table and **"Go All In"** with the new World Poker Tour® Texas Hold' Em Scratcher from the Oklahoma Lottery!

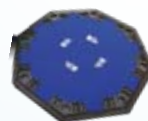
PRIZES



500 Count WPT Chip Sets w/Oval Racks



WPT® Leather Bags



Folding Table Tops



Rosewood Poker Tables

THE ELECTRONIC EXTRAVAGANZA CONTINUES

The extravagance continues with the Oklahoma Lottery's Electronic Extravaganza Promotion. Many prizes have been awarded, but there are still more electronics to be claimed.

From now until October 31, the Oklahoma Lottery will continue to award electronic prizes to its players. See prize list below.

When players purchase \$5 in Powerball with Power Play, a \$10 transaction, or \$5 in Hot Lotto with Sizzler, a \$10 transaction, they will receive an entry to win.

Entries can be submitted via postal mail to the address below or through the Oklahoma Lottery website at www.lottery.ok.gov. The original entry ticket must be presented to the OLC to complete the validation process if selected as a winner. Players may not enter the promotion in more than one method for each ticket. If they enter online, they must keep the original ticket for validation purposes. If they are selected as a potential winner and don't have the original ticket, they will be disqualified.

Mailing To: Electronic Extravaganza
Oklahoma Lottery
P.O. Box 61360
Oklahoma City, OK 73146-1360



Drawing	Entry Period	Draw Date	Prize (Qty. 10 per drawing)
1	Sept. 6-12	Sept. 14	iPod Nano 8 GB
2	Sept. 13-19	Sept. 21	Canon Powershot 10.0
3	Sept. 20-26	Sept. 28	Insignia Portable DVD Player
4	Sept. 27-Oct. 3	Oct. 5	iTouch 8 GB
5	Oct. 4-10	Oct. 12	Xbox 360 Pro Console 60 GB
6	Oct. 11-17	Oct. 19	Sony Handycam 60 GB
7	Oct. 18-24	Oct. 26	HP Laptop
8	Oct. 25-31	Nov. 2	Samsung 32" LCD/HDTV

WEEKLY DRAWINGS

10 WINNERS EACH WEEK

Oklahoma Cash 5 and Pick 3 Began Computerized Drawings September 20, 2009

- Who?** The Oklahoma Lottery
- What?** The Oklahoma Lottery announces it will move to computerized drawings for Oklahoma Cash 5 and Pick 3 games.
- When?** September 20, 2009
- Where?** The drawings will be conducted at OLC Headquarters.
- How?** The winning numbers will now be chosen by a random number generator, a computer-based program used by nearly 50 percent of lotteries in the United States. The drawings will continue to be audited and certified by the independent accounting firm of Wright McAfee & Associates.
- Other?** Hot Lotto has always and continues to utilize a random number generator for Hot Lotto drawings. Hot Lotto has never been televised and continues to be a very successful game.
- Winning Numbers** Players can go to www.lottery.ok.gov, call 1-888-PLAY-OLC or visit any Oklahoma Lottery Retailer for a listing of all winning numbers. Players who requested to receive winning numbers via e-mail and text messaging will continue to receive this service.

OKLAHOMA LOTTERY

RETAIL REWARDS PROGRAM



The October Spotlight Challenge game is

WPT Texas Hold 'Em

Earn 10 Lotto Bucks per pack settled.

*Must settle at least two packs of a Spotlight Game to qualify.

Retailer's Spotlight



Okemah Travel Stop

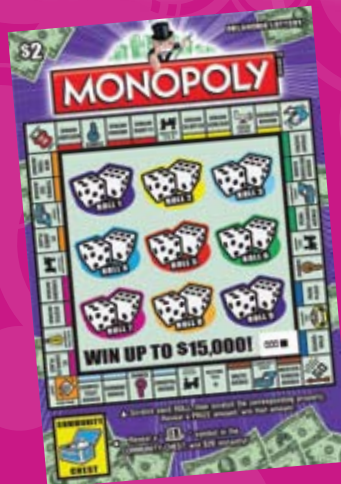
Okemah Travel Stop, owned by Excel Fuels, recently saw a **54% increase** in their instant ticket sales.

How DID they do that? Sales Coordinator, Cynthia Reece spoke with Kamaran Malik, VP, of Excel Fuels in late April about moving the store's tickets closer to the point of purchase to increase sales. With Kamaran's consent the first week of May, Cynthia visited the store, set up the dispensers at the point of purchase and plan-o-grammed the tickets in sequence of \$5-\$2-\$1 to optimize sales. Cynthia states, "I always encourage stores to plan-o-gram; there are studies that have found people read left to right, so I want my \$5 tickets to be the first option they see." Cynthia's idea has had great impact. The store's instant sales have grown 54% since she moved the dispensers and plan-o-grammed the tickets. Because of Okemah Travel Stop's proven success Kamaran and Cynthia are currently working together to look at each one of Excel Fuels nine stores to see what opportunities are at each location to improve sales.

We encourage you to discuss opportunities to increase your sales with your Marketing Sales Rep.

Hot New Scratchers

Monopoly



- Win Up To \$15,000
- Ten chances to win!
- Scratch each ROLL, then scratch the corresponding property. Reveal a PRIZE amount, win that amount.
- Reveal a "B" symbol in the COMMUNITY CHEST, win \$20 instantly.

Lucky 13 Doubler



- Top Prize \$13,000
- Match any of YOUR NUMBERS to either of the LUCKY NUMBERS, win prize shown. Reveal a "13" and win DOUBLE the prize shown.
- Win up to ten times!

Ghouls Night Out



- Reveal three matching prize amounts in the same row, column or diagonal line, win that amount.
- Top Prize \$1,500

Electric 8s



- Top Prize \$888
- Reveal three "8" symbols in any one game, win prize shown for that game.

Upcoming Events

October 10	Tailgate on Campus Corner Norman
October 22 - 25	Oktoberfest Rivers Park, Tulsa
October 28	Thunder Season Opener Ford Center, OKC
October 31	Tailgate on Campus Corner Norman

Join the Club It's Free

Player's Club members can opt-in for Winning Numbers and Jackpot updates delivered directly to their cell phone, PDA or pager.

Members receive first hand information on new games, upcoming promotions, events and all the inside scoop on what's hot at the Oklahoma Lottery.

www.lottery.ok.gov



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 or 1-888-752-9652. 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

If you would like to contribute to WINNING WAYS or receive your copy of the newsletter via e-mail, send your request to Darla Turner, Marketing & Information Coordinator, at darla.turner@lottery.ok.gov.

You can also view previously published editions on our website, at www.lottery.ok.gov/winning_ways.asp

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

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