



Winning Ways

News & Ideas for Oklahoma Lottery Retailers

Oklahoma Lottery is Lookin' for Lucky Dogs

To encourage membership in the Oklahoma Lottery Player's Club, the Oklahoma Lottery is Lookin' for Lucky Dogs to be featured in an upcoming Scratcher. Ten (10) dogs will be selected to appear on the Lucky Dog Scratcher, which will be launching in December 2007.

The promotion will be available through the Oklahoma Lottery website, www.lottery.ok.gov, from September 1-30, 2007. Once submitted, photos will be approved by the Lottery staff and will be posted on the Oklahoma Lottery website for public viewing.

Upon selection of the ten (10) dogs, each winner will receive the following prizes

- Dog's photograph and name on a finalized Lucky Dog Scratcher ticket
- \$250 PetSmart® giftcard
- \$25 in Lucky Dog Scratchers



To help us find Lucky Dogs from across the state, your sales representative should provide you with a playstation poster and informational brochures. So encourage your players to become members of the Oklahoma Lottery Player's Club and start taking pictures of their pooches! Who knows, their Dog could be Lucky!

This promotion will be conducted exclusively through the Oklahoma Lottery Player's Club. Player's Club members and the contest winners must be 18 years of age or older. For official promotion procedures visit the Oklahoma Lottery website at www.lottery.ok.gov.

**Player's Can Enter Their Dog
to be featured on the Newest Scratcher!**

Play Power Play & Win Some Wheels!

Play \$5 in Power Play and enter
to win your choice of:



4 X 4 Polaris
Hawkeye

Yamaha
Vino 125



For the month of September, Oklahoma Lottery players will be able to purchase \$5 in Power Play, a \$10 Powerball transaction, and will receive an entry to "Win Some Wheels."

Entries for this promotion will be available from September 1 – 29, 2007. On October 8th, five (5) winners will be selected and awarded their choice of either a 2007 Polaris Hawkeye 4x4 ATV or 2007 Yamaha Vino 125 Scooter. This is the first Oklahoma Lottery promotion that will allow winners to select their own prize.

Players can submit entries by postal mail, hand delivery or through the Oklahoma Lottery website www.lottery.ok.gov. To enter online, players must submit all of their contact information and the 15 digit code from their entry ticket on the designated webpage. If players enter the promotion via the website, they must present the original entry ticket to the Lottery to complete the validation process.

Completed entry forms can also be mailed to the Oklahoma Lottery headquarters at:

"Win Some Wheels Power Play Promotion"
Oklahoma Lottery
P.O. Box 61360
Oklahoma City, OK 73146-1360

Once all entries have been received, 10 winners will be selected through a random drawing process. For official promotional procedures, please visit the Oklahoma Lottery website.

To get your wheels turning with this promotion your Marketing Sales Representative should provide you with a counter card and informational brochures. So take advantage of this promotion and ask your players if they have their tickets yet!



Retailer Spotlight: The Country Store

The Country Store Whitesboro Location, Location, Location



The country store in Whitesboro, is featured in this month's Retailer Spotlight. They have found success in the movement of their Scratchers dispenser. The location of the Scratchers was moved to the front of the counter from the back, where they had been since they began selling lottery tickets.

The relocation of the Scratchers dispenser has increased their instant sales. This store sells more Scratchers than they do Powerball, Cash 5 or Pick 3. Their top selling games are the \$5 dollar Scratchers.

Not only are they selling Scratchers, but they are paying out major winners. Pay outs range from \$1,400 to \$3,000 a week. They also make sure players know what they are paying out by displaying this information on their neon marquee in front of their store. This is a rural store, 17 miles off the main highway and that's not stopping them from being very lottery friendly and a great lottery retailer.

Football Season is Here! Come by the Lottery Trailer on Campus Corner

The Oklahoma Lottery is excited to be partnering with WWLS the Sports Animal and Jox for a second year. The Oklahoma Lottery will join them on Campus Corner in Norman with the Oklahoma Lottery Trailer.

While you are playing all the exciting games we have to offer, don't forget to ask about the Ultimate Football Fanatic contest, where you could have the chance to win a trip for four to San Antonio, a HDTV, or 2008 season tickets for the Oklahoma football season.

Be sure to look for the Oklahoma Lottery Trailer on campus corner right next to the WWLS booth at every pre-game show!

YOUR TICKET TO SHOWBIZ!



Any Oklahoma Lottery Game Show ticket revealing 3 "ENTRY" symbols in the play area DOES NOT NEED TO BE VALIDATED THROUGH THE TERMINAL. Give the ticket back to the player and advise them that it is their responsibility to fill out the back of the ticket and mail in the entry or enter online at www.lottery.ok.gov.

All contestants are guaranteed to win at least \$500! Participants in the preliminary games will also have a chance to WIN THOUSANDS OF DOLLARS and one lucky player per show will get a chance to compete for over \$5,000 IN CASH!

ABOUT THE SHOW

- Weekly 30-minute game show
- Seven contestants per episode
- Players can enter winning "ENTRY" tickets by mail or at www.lottery.ok.gov

WHERE TO WATCH

- OKC - Saturday at 6:00 pm on KOCB-CW
- OKC - Replayed the following Monday at 2:00 pm and Wednesday at 6:30 pm on Cox Channel 7
- Tulsa - Replayed the following Monday at 2:00 pm and Wednesday at 6:30 pm on Cox Channel 3

WHAT CONTESTANTS CAN WIN

- Appearance on The Oklahoma Lottery Game Show
- One night hotel stay in Downtown Oklahoma City
- Breakfast and dinner at hotel
- Transportation to and from show taping via limousine
- Snacks & drinks during taping

Retailer Updates

1. As an authorized lottery retailer, if you are selling your store or have a change of status (i.e. LLC to Corporation), please notify the Oklahoma Lottery Department of Retail Contracts at 405-522-7734 as soon as possible. From notification date, it can be from 7-10 business days for the Sales Representative to pick up remaining tickets and complete the appropriate processes. Notifying the OLC, as much in advance as possible is greatly appreciated.
2. Manual Validation of Lottery Tickets: If you cannot cash a lottery ticket by scanning it, you may manually cash or validate the ticket. From the Extrema home screen you touch the cash icon at the bottom of the screen. Next, select whether you are cashing an instant or online ticket. If you are cashing a Scratcher ticket, you must enter the entire number sequence from the back of the ticket and then the entire number sequence on the front of the ticket. You must enter 25 digits for a Scratcher ticket and 15 digits for an online ticket.

Scratchers

The Oklahoma Lottery is launching two new games, \$1 - **Monster Money** and a \$2 - **\$10,000 Touchdown** on August 28, 2007!



Monster Money has a top prize of \$1,300 and a "Jack-O-Lantern" DOUBLER.

\$10,000 Touchdown has a top prize of \$10,000! Football theme for all your football fans!



Visibility is important to increasing your Scratchers sales, so remember to display new games with the matching dispenser insert that comes with your game order. If you need more, call your Lottery customer service representative or ask your Marketing Sales Representative. Don't forget to ask for the sale!

Upcoming Events

September 1	OU vs. North Texas (pre-game) OU Campus Corner - Norman
September 5	Def Leppard Zoo Amphitheatre
September 7	Cross Canadian Ragweed Family Jam Zoo Amphitheatre
September 8	OU vs. Miami (pre-game) OU Campus Corner - Norman
September 13-23	Oklahoma State Fair Fairgrounds, Oklahoma City
September 15	OU vs. Utah State OU Campus Corner - Norman

Oklahoma State Fair

Join the Oklahoma Lottery on the midway for this year's centennial edition of the Oklahoma State Fair. While enjoying all the rides and attractions be sure to make your way to the Oklahoma Lottery Trailer to play your favorite lottery games. We will have all your favorite Scratchers, plus Pick 3, Cash 5 and Powerball.

The Great State Fair of Oklahoma runs daily Sept. 13-Sept. 23. For more information on the fair, please visit www.okstatefair.com.



Special Events / Promos

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.

This publication, printed by Central Printing, is issued by the Oklahoma Lottery Commission. Twenty-five hundred copies have been prepared at a cost of \$1795. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries.

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.

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

3817 N. Santa Fe Avenue
 Suite 175
 Oklahoma City, OK 73118