

LOTTERY CONNECTION



Variety is the Spice of Life at Skinny's

ST. HELENS RETAILER EXPANDS TO INCREASE SALES

Variety is a mantra for Lane Attrash, owner of Skinny's Gas Station and Convenience Store, and the St. Helens gas station is always busy because of it.

"The one thing I would tell other Lottery retailers," Attrash said, "variety allows the players to pick the product they want and keep them coming back." That's true for Ken Wallis, a regular at Skinny's, who walks over nearly every day to get his coffee and, some days, try his hand at Keno or Scratch-itsSM.

"It's comfortable and convenient," Wallis said, "I can come over and, if I feel like it, play a couple of games of Keno, or buy some Scratch-its and even play Powerball[®]." Attrash said his most popular Lottery games are Keno and Scratch-its, however, when the jackpots on draw games like Powerball, Mega Millions[®] or Oregon's Game MegabucksSM are high, he sells a lot of those tickets too. He carries one of the largest selections of Scratch-its in the area, and even has a counter dedicated to Lottery sales. They regularly sell winning tickets, and have even sold a \$1 million winning RaffleSM ticket. Skinny's is more than just your traditional convenience store and gas station. Attrash has made a significant investment to separate his store from other refueling stops along Highway 30. In early 2014 an additional 2,500 square-feet was added to the station, which allows it to carry thousands of additional items.

The new space includes an eating area, where Keno monitors and a Lottery play-station was installed, so customers can relax and play games. It has also allowed him to expand his deli operation and offer

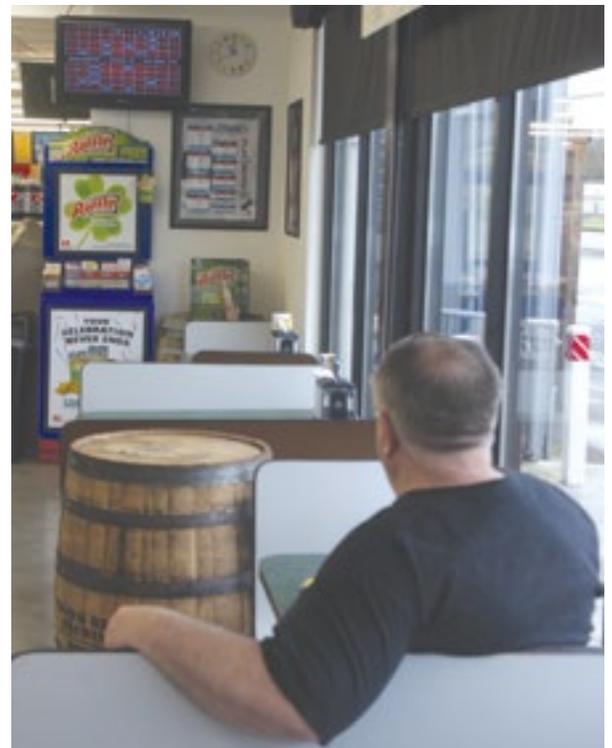
a full Skipper's seafood restaurant menu – which gives people a reason to visit every day. "While people eat their lunch here, we have an area where they can play Keno," Attrash said.

But Skinny's is more than just a Skippers, it also has a growler station, computerized milkshake machine, a large selection of wines and thousands of items throughout the store.

Skinny's hasn't just made a name for itself because of what they sell, but how they sell it. They focus on customer satisfaction in everything they do. When you walk into the store you will find an amazing and friendly staff who seek to help each customer with their needs. A large part of its success is owed to creating relationships with all of their loyal past and current regular customers.

These are the customers that continuously come back each day, week, month or even the yearly traveler to see the friendly staff, to fill up with gas and purchase the goodies that Skinny's has to offer.

"I love playing Lottery here," Wallis said, while scratching a Lucky Life Scratch-it. "Everyone is friendly and I can play any game I want. It's a great set up."



Featured in this photo: Ken Wallis, a player who lives in Scappoose.



Featured in this photo: Karen Vang, a cashier at Skinny's.

Oregon Lottery® to engage increasingly diverse customer base

NEW SCRATCH-ITS™ AND ADVERTISING MATERIALS REFLECT OREGON'S DIVERSE POPULATION

Oregon's population is becoming increasingly diverse. Currently, 12.3% of Oregonians are Hispanics, 4% of Oregonians are Asian American and Pacific Islanders, and 2% of Oregonians are African American. In order to be more inclusive in our communication efforts, the Oregon Lottery® has developed a multicultural plan that encompasses advertising and product development efforts to engage with the many diverse communities in Oregon.

In the past 12 months, the Oregon Lottery has started to include Hispanic radio and multicultural print publications as part of its advertising media mix, to communicate our product launches, our Oregon Wins campaigns and our Responsible Gambling and Problem Gambling outreach programs.

These advertising efforts are not simply translations of its English counterparts, but rather, they are trans-created into Spanish to better relate and communicate with the Hispanic population in Oregon.

In addition, this coming Cinco de Mayo, the Oregon Lottery will be launching its own version of the popular game Loteria. This is a well-known Bingo-style game, played amongst family and friends in the Hispanic community. All of the icons of this new Scratch-it game are Oregon-centric, featuring our state icons, "The Beaver," "The Thunder Egg," or "The Sasquatch." Advertising support for this Scratch-it™ will include specifically created Spanish POP materials, and radio spots that will run on Hispanic radio stations statewide.

The Oregon Lottery also plans to launch a Chinese New Year Scratch-it ticket next year, to commemorate Chinese New Year in 2016.



Taking the guesswork out of Free Play Coupons

COUPONS CAN BE REDEEMED IN A FEW EASY STEPS

Free Play Coupons for draw games provide instant credit through your Lottery Imagine terminal. Free Play Coupons are an excellent way to allow your players to try different draw games they haven't tried or are curious about. These coupons allow players to have a risk-free trial, playing a game on us to see if they like a different product.

JUST A FEW EASY STEPS FOR INSTANT FREE PLAY CREDIT

1. Select on-line validation from the main screen of the Imagine.
2. Select redeem coupon.
3. Scan the coupon or enter the number manually.

FOR POWERBALL® - a Quick Pick ticket will automatically generate when the coupon is scanned.

FOR KENO - you must run the player's game slip or manually enter the player's selections to generate a \$1 ticket from the game screen.

A few easy steps and you will be instantly credited. The credit will appear as "Coupon Redemption" on your Combined Invoice Report. If there are issues, check the expiration date on the coupon. After redeeming the free play through your terminal you must deface the coupon. Credit will not be given for previously scanned coupons. If you attempt to scan a coupon that has already been scanned, your Imagine terminal will display the following: "Coupon Error - Coupon Already Used." Please do not send the Lottery coupons that you have already scanned.

WHAT IF THE COUPON WON'T SCAN?

- Contact Hotline 1-800-766-6789 for a log number the same day as the problem occurs.
- Note the number and complete a Certificate and Coupon Redemption Form.
- Write the log number at the top of the Coupon and Certificate Redemption Form.
- Send in to Lottery within seven days for credit consideration.

Note: Certificate and Coupon Redemption forms submitted for credit without an log number will not be credited after June 28, 2015.



The Retail Contracts Review Process

LOTTERY COMMISSION MAKES FEW CHANGES

Did you know that your Lottery contract will expire this summer? That's right, each of the 4,000 current Lottery retailer contracts has an expiration date of June 28, 2015. The Lottery contract renewal cycle is a regular and normal occurrence which many of you have been through before. The renewal cycle gives an opportunity to the Oregon Lottery® Commission to make adjustments to the contract.

OVERVIEW OF THE 2015 CONTRACT

- **CONTRACT AMENDMENT** – There are so few changes to the 2015 contract that the Lottery is renewing the retailer contract with a short contract amendment, rather than reissuing the full 18-page contract. This should make the review and renewal much easier for you.
- **CONTRACT LENGTH** – The length of the retailer contract is five years, with a new expiration date of June 28, 2020.
- **COMMISSION RATES** – The traditional and video retailer commission rates unchanged from the 2010 rates.
- **EMAIL ADDRESSES NOW REQUIRED** – To help retailers receive helpful information more timely and

conveniently, the 2015 contract requires each retailer to supply the Lottery with a valid email address.

- **RESPONSIBLE GAMBLING** – New contract language reaffirms the importance of following responsible gambling awareness and best practices and just restates what is already in statute and rule.
- **CERTIFICATION OF TAX COMPLIANCE** – New contract language restates what current law is regarding retailers' responsibility to remain in tax compliance. This language will streamline the Lottery's application and audit process by eliminating the need for a separate tax certification form.

The 2015 contract amendments have been mailed. If you haven't already, you should be receiving yours soon. It is very important that you review, sign and return your 2015 contract amendment quickly to avoid any disruption of your Lottery sales. Signed contracts not received by June 28 could result in the disabling of Lottery equipment. If you have not received your 2015 contract amendment, or have questions, please contact Farshad Allahdadi, Retail Contract Manager, (503)540-1024 or farshad.f.allahdadi@state.or.us.

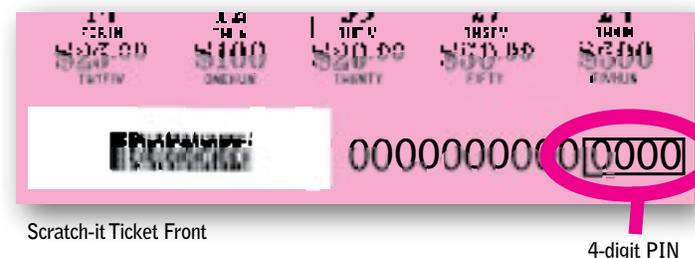
Single Scan Ticket Validation coming soon

CHANGES SLATED FOR JUNE 2015

Beginning in June 2015, the Oregon Lottery will introduce a new, labor saving Scratch-it™ validation technology. Starting with the new "X Game" family of games, you will only need to scan the validation barcode on the front of the ticket to validate Scratch-its. Players can also scan this barcode on ticket checkers and self-service machines to see if their tickets are winners.

Although this new validation technology will work on new Scratch-its introduced in June, you will still need to use the current validation process on games introduced prior to June. To identify which tickets are eligible for Single Scan, a red "1 SCAN" logo will be printed just below the price point on the ticket back.

It will take approximately 10 months to phase two-scan games out of the market so both old and new validation methods will be supported. If a Single Scan barcode is damaged, you may still use the 4-digit PIN to validate Scratch-its.



New games coming for the SPIELO™ Oxygen™ and IGT E20 terminals

NEW VIDEO LOTTERY® GAMES CREATE EXCITEMENT

The Oregon Lottery® is constantly striving to deliver fresh, appealing products to your customers. This spring, new games will be added to the SPIELO™ Oxygen™ and IGT E20 Video Lottery™ terminals (VLT). The new Oxygen™ games are Sphinx Wild™ and How The Bonus Was Won™. The E20 games are Prince of Thieves™ and Turquoise Princess™. We will align timing for both game installs together or as close as we possibly can.

When the new games arrive, let your customers know they will have more variety, more fun and new features waiting for them to take a spin and try them out.



UNCOVER THE MYSTERIES OF THE NILE WITH SPHINX WILD™!

Your players will love the new surrounding wild feature in this 5 reel and 40 payline penny game, where the mask of Tutankhamun turns all surrounding symbols (except the pyramid) into top symbols creating the potential for a full screen of wilds. The majestic graphics and free games bonus, where players choose the number of free games and multiplier are sure to appeal to new and existing players in your establishment.



EXPLORE THE WILD WEST WITH HOW THE BONUS WAS WON™!

This 5 reel and 15 payline nickel game will make your players say "Yee-haw!" How The Bonus Was Won™ features an exciting bonus round where players get to choose the character they think will appear most often during the free games bonus. If they choose the character who finishes the bonus with a greater score, the bonus is retriggered, and the player wins six more free games!



ENTER A WORLD OF ADVENTURE WITH PRINCE OF THIEVES™!

Robin Hood and his Merry Men are in this 5 reel and 1024 Ways penny game that features wild symbols and a free games bonus. During the free games bonus, players have the chance to initiate the crossbow multiplier feature that offers the chance to win up to a 40x multiplier!



ENJOY A DAY IN THE SOUTHWEST WITH TURQUOISE PRINCESS™!

This 5 reel and 10 payline nickel game takes you on a journey filled with beautiful scenery. This game features scatter pays, wild symbols and a free games bonus. Players will love the free games bonus, as they have a chance to retrigger additional free spins. New players will appreciate the serene and tranquil graphics of this game, as well as the free spins!

More information on these games is included in updated terminal information sheets for both VLTs that will be provided to you from your Field Sales Representative (FSR).

For the game launches, the Oregon Lottery will be sending out support products to help market the new games to your customers. There will be new coasters and play slip holders as well as napkin holder inserts with new game graphics. Your FSR will bring these marketing materials to you.

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RECENT BIG WINNERS AROUND THE STATE

\$10,000
Scratch-its™

SUPER 7s BINGO
WINNER!

Dari-Mart #23
ALBANY

\$12.6 million
OREGON'S GAME MEGABUCKS™

WINNER!

7-Eleven #23153
BEAVERTON

\$1 million

POWER BALL™

WINNER!

Maddy's
PORTLAND

\$5,000

VIDEO LOTTERY™

WINNER!

Deli Store
RAINIER