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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

CASH DASH TO RETURN IN NOVEMBER

After a hiatus of nearly three years, Cash Dash is back! Beginning November 3 through November 30, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$11. A qualifying transaction includes:

- Powerball with Power Play (\$3);
- Mega Millions with Megaplier (\$3);
- Lucky for Life (\$2);
- Lotto America with All Star Bonus (\$2) and;
- 2by2 (\$1).



Simply ask players if they would like to play Cash Dash. Touch the Cash Dash icon on the main screen of your terminal, verify the sale and the tickets will print. Randomly selected Cash Dash transactions will win instant cash prizes of \$5, \$20, \$100 or \$500.

If a qualifying Cash Dash sale is a winner, you will hear "Instant Winner!" A Cash Dash coupon will immediately print from the terminal with the prize amount. *In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal* in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Your store will receive credit for all scanned and cashed coupons. The credit will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Cash Dash transactions is strictly prohibited. Please see official rules at LOTTERY.ND.GOV for complete details.

DIRECTOR'S MESSAGE



Fiscal year 2019 recorded the second largest sales year in North Dakota Lottery history with unaudited ticket sales of \$35.3 million. This was a \$4.1 million, or 13%, increase in sales when compared to fiscal year 2018. I will provide more details on ticket sales, prizes won, retailer sales/ bonus commissions, and amount transferred to the State General Fund at a later date when the Lottery's financial audit for fiscal year 2019 is completed.

Region 1 (Williston, Watford City, and Minot area) retained top honors in retailer ticket sales year over year with a 14% increase in sales. Region 3 (Bismarck and Dickinson area) ranked 2nd with a 12% increase and Region 4 (Fargo area) came in a close 3rd with an 11% increase in sales. Region 2 (Grand Forks and Devils Lake area) nearly hit double digits with an 8% increase in sales. Region 1 took the top spot from Region 3 with ticket sales over \$9.8 million. This is the first time Region 1 has led the state in total sales.

In June 2019, the North Dakota Lottery conducted a Lottery Retailer Survey with all North Dakota Lottery retailers. The survey asked for retailer feedback covering a number of lottery topics such as Lottery Terminals, Self-Service Ticket Checkers, and the 24-Hour Hotline.

We received a terrific response from retailers! Of the 446 surveys sent out, over 51% (230 surveys) were returned. Thank you to all retailers who returned the survey and for taking the time out of your busy day to provide us with this valuable feedback!

A large majority of the responses had retailers extremely happy with the ease of use, reliability and transaction speed of the lottery terminals.

We found the use, reliability and transaction speed of the Self Service Tickets Checkers have continued to be areas of concern at many locations. Lottery representatives will be monitoring and addressing these ticket checker issues at specific locations on a case-by-case basis.

A sincere thank you for all your hard work. Another successful year for the North Dakota Lottery would not have been possible without you, our valued partners.

Randy Miller

Total Retailer Sales Compared to Previous Fiscal Year (By Region)					
	July'14-June'15	July'15-June'16	July'16-June'17	July'17-June'18	July'18-June'19
Region 1 (NW)	\$ 7,723,621	\$ 10,079,731	\$7,373,118	\$8,605,823	\$ 9,802,156
Region 2 (NE)	\$ 3,949,800	\$ 5,288,202	\$4,016,069	\$4,543,042	\$ 4,926,157
Region 3 (SW)	\$ 7,781,865	\$ 10,240,275	\$7,976,425	\$8,648,978	\$ 9,691,784
Region 4 (SE)	\$ 6,935,734	\$ 9,268,103	\$7,322,910	\$8,408,240	\$ 9,357,496
Total State	\$ 26,391,020	\$ 34,876,311	\$26,688,522	\$30,206,083	\$ 33,777,593
<i>*NOTE: These totals DO NOT include Pick & Click/Subscription sales*</i>					
% Change Compared to Previous Fiscal Year (By Region)					
	% Change FY 2015	% Change FY 2016	% Change FY 2017	% Change FY 2018	% Change FY 2019
Region 1 (NW)	9%	31%	-27%	17%	14%
Region 2 (NE)	-6%	34%	-24%	13%	8%
Region 3 (SW)	2%	32%	-22%	8%	12%
Region 4 (SE)	-6%	34%	-21%	15%	11%
Total State	0%	32%	-23%	13%	12%

POWERBALL NEW YEAR'S ROCKIN' EVE WINNERS ANNOUNCED!

The highly anticipated Powerball® New Year's Rockin' Eve promotion concluded on August 31, 2019 and players could not wait for the drawing! Over 2,800 individual players entered the promotion, totaling 38,123 entries.

Two lucky winners (and their guests) will be enjoying a VIP Experience on a trip-of-a-lifetime to New York City. The VIP Experience includes a holiday dinner cruise on the Hudson River,

tickets to an iconic Broadway performance and an exclusive New Year's Eve dinner and party (including view of the ball drop) on December 31. The two lucky winners will be entered into a drawing for a chance to win \$1,000,000 and be the First Powerball MILLIONAIRE of the Year™.

We also had 15 lucky First Prize winners, each receiving a \$1,000 prize! Congrats to all the lucky winners! One of the prizes has yet to be claimed.



LOTTERY TIDBITS

- RETURN ALL TICKETS TO PLAYERS: Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- NO CREDIT: Credit cards cannot be used to purchase tickets.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Remember to wear your "JACKPOT ALERT!" stickers when jackpots are big.

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TOP 60 NORTH DAKOTA RETAILERS (FISCAL YEAR 2019 SALES)

 /NDLottery

 @ND_Lottery

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Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	21	M&H Gas #25 (Burdick Expressway) - Minot	41	Superpumper #22 - Belfield
2	Hornbacher's Village West #2693 - Fargo	22	M&H Gas #34 (2nd Ave W.) - Williston	42	Holiday Stationstore #420 (State St.) - Bismarck
3	Dan's SuperMARKET #2 (North) - Bismarck	23	M&H Gas #33 (1st Ave W.) - Williston	43	Dan's SuperMARKET #12 (Turnpike Ave) - Bismarck
4	Simonson Station Store #6 - Williston	24	Superpumper #4 - Williston	44	Holiday Stationstore #433 (Chandler Blvd) - Williston
5	Marketplace Food and Drug - Minot	25	Hugo's #9 - Jamestown	45	Simonson Station Store #3 - Grafton
6	Dan's SuperMARKET #3 (South) - Bismarck	26	Cash Wise Foods #3012 - Fargo	46	Cash Wise Foods #3043 - Minot
7	Hornbacher's Osgood #2689 - Fargo	27	Kum & Go #806 - Williston	47	Arrowhead Market Place Foods - Minot
8	Family Fare Supermarket #103 - West Fargo	28	Cash Wise Foods #3020 - Bismarck	48	Red Carpet Carwash #8 (N. 6th St.) - Bismarck
9	Hornbacher's Southgate #2687 - Fargo	29	Simonson Station Store #8 - Wahpeton	49	Petro Serve USA #077 - Bismarck
10	Cash Wise Foods #3044 - Dickinson	30	Rosie's Food and Gas - Dickinson	50	Hugo's #6 (S. Columbia Rd) - Grand Forks
11	Hugo's #8 - Grand Forks	31	Farmers Union Oil - Watford City	51	Runway Express Mart - Bismarck
12	Superpumper #39 - Bismarck	32	M&H Gas #15 - Jamestown	52	Albertson's #0028 - Williston
13	Simonson Station Store #4 - Minot	33	Holiday Stationstore #431 - Minot	53	Hugo's #2 (S. Washington) - Grand Forks
14	Cash Wise Foods #3042 - Watford City	34	Patriot Fuels - Carrington	54	Kum & Go #804 - Watford City
15	Broadway Market Place Foods - Minot	35	Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck	55	Cash Wise Foods #3045 - West Fargo
16	Hornbacher's Northport #2685 - Fargo	36	Leevers Foods (North) - Devils Lake	56	Simonson Station Store #7 (E. Villard) - Dickinson
17	Pit Stop LLC - Dickinson	37	Pony Express Shell - Bismarck	57	The Corner Post - Watford City
18	Family Fare Supermarket #115 - Fargo	38	Country West MVP Store - Bismarck	58	Holiday Stationstore #435 - Watford City
19	M&H Gas #22 - Dickinson	39	Holiday Stationstore #446 (58th St. W.) - Williston	59	Hugo's #10 - Grafton
20	Hornbacher's Express #2692 - Fargo	40	North Hill Marketplace Foods - Minot	60	Red Carpet Carwash #10 (Trenton Dr.) - Bismarck