

# THE

Spring 2011

# WINNING TICKET



## LUCKY 7 RAFFLE™

The Florida Lottery's new \$10 limited-time game, LUCKY 7 RAFFLE™, is on sale now! Only one million tickets are available for purchase through Wednesday, May 4, or until the 1,000,000th ticket is sold, whichever occurs first.

The tickets will include a unique number that will be entered in a random computerized drawing from among all LUCKY 7 RAFFLE ticket numbers issued during the sales period. The drawing will be held on Thursday, May 5, 2011. The drawing will award seven top prizes of \$700,000, and 777 prizes ranging from \$70 to \$70,000!

Retailer Benefits:

• **\$.50 Selling Commission on Every Ticket You Sell**

You'll receive your standard 5% selling commission on every \$10 LUCKY 7 RAFFLE ticket sold in your store. Tickets are limited, so get your commissions while they last!

• **\$4,000 Bonus Commission for Selling Top-Prize-Winning Tickets**

If you sell one of the \$700,000 winning tickets in the LUCKY 7 RAFFLE drawing on Thursday, May 5, you'll receive a \$4,000 bonus commission.

• **\$7,000 Prize for LUCKY 7 RAFFLE Retailer Drawings**

For every 7th LUCKY 7 RAFFLE ticket sold in your store, you will receive an entry for a chance to win \$7,000. The Lottery will conduct a separate drawing for each of the Lottery's nine sales districts, so that one retailer in each district will win \$7,000.

PRIZE	WINNERS	ODDS
\$700,000	7	1:142,857
\$70,000	7	1:142,857
\$700	70	1:14,286
\$70	700	1:1,429
Overall	784	1:1,276

Best Odds Ever to Win \$700,000!



### IN THIS ISSUE

2

- Secretary's Message
- Security Message

3

- Retailer Surveys
- Retailer Reminder

4

- \$22 Billion to Education
- Top Retailers





# MESSAGE FROM THE SECRETARY

Dear Florida Lottery Retailers,

I am honored to be appointed Secretary of the Florida Lottery by Governor Rick Scott. I was fortunate enough to be a part of the Florida Lottery family in the agency's early years. Since then, the Lottery has seen many changes, and I'm delighted to find that 20 years later the agency has remained an industry leader.

One of Governor Scott's top priorities is to make Florida's state government the most efficient and accountable in the nation. To that end, as an executive agency of the Governor, we have been tasked with making our lottery the very best in the country.

As we move forward under the new administration, our goal is to improve efficiencies and elevate our overall service, both to you, our retailers, and the public at large. By offering the best games available in the industry we can strengthen our diverse player base, allowing you to increase your Lottery sales and commissions to help you grow your business while increasing contributions to education. Additionally, we plan to continue streamlining processes, such as utilizing Menu Boards and Instant Ticket Vending Machines (ITVMs) to reduce the amount of labor and time used to complete sales transactions. We have many other ideas on the drawing board, including a corporate reporting system for chain retailer accounts, which we look forward to sharing with you in the future.

It is my hope that through the cooperative efforts of Lottery retailers, vendors, and our employees, the Florida Lottery can make a positive contribution to strengthening our state's economy and remain a dependable contributor to education.

Sincerely,

Cynthia O'Connell  
Florida Lottery Secretary

## SECURITY MESSAGE

On occasion, a Florida Lottery terminal will scan a winning ticket twice. This is a very rare event, considering the millions of transactions that take place daily. However, if it happens to you or one of your clerks, it's very important to know what to do.

If you scan a ticket and receive either message pictured here, please complete the following steps:

1. **Contact the Lottery's Games Administration Office via the Retailer Hotline at 1-800-226-3344, and select option 2.**
2. **Provide your Retailer ID number to the analyst.**
3. **Ask the analyst if Lottery records show that the ticket was just validated at your store.**
  - a. **If you are told that our records indicate the ticket was validated at your store, you are to pay the player.**
  - b. **If you are told the ticket was not validated at your store, you should have the player contact the Lottery Security Office at (850) 487-7730.**



Scratch-Off tickets will produce a "Previously Paid By You" message.

# RESULTS FROM THE LATEST RETAILER SATISFACTION SURVEY

Each year, a random survey is conducted amongst Lottery retailers to measure satisfaction levels related to the Lottery, and to offer an opportunity for providing input on areas where the Lottery can improve. The pool of retailers surveyed reflects a mix of independent and corporate retailers in different retail trade styles to accurately represent the proportional breakdown of the Lottery's retailer network.

The Florida Lottery would like to thank the retailers who were contacted and took the time to participate in the recent Retailer Satisfaction Survey. The Lottery's goal is to ensure the services provided are in line with retailers' needs; and, based on the results, it looks like we are on the right track.



- **Satisfaction with Lottery sales representatives remains high at 93% overall, echoing levels from both 2008 and 2009.**
- **71% of those surveyed rated their Lottery representative's overall professionalism and service either much better or better when compared with other sales reps servicing their stores.**
- **73% of Lottery retailers felt the Lottery's current product mix was just right.**
- **84% of Lottery retailers responded that they are satisfied with their volume of Lottery sales.**

The results from the Retailer Satisfaction Surveys enable the Lottery to improve overall services and better ensure our retailer business partners are successful in selling all our gaming products.

As with any successful business enterprise, meeting the needs of our current customers while striving to attract new ones, keeping a fresh mix of products and satisfying our retailers are challenges that must be met in order to uphold the Florida Lottery's reputation as an industry leader. Therefore, the Lottery will continue to utilize retailer satisfaction surveys to continue to serve the needs of retailers in order to improve Lottery sales for the benefit of Florida's students and schools.

## RETAILER REMINDER

If you are presented with a Scratch-Off ticket for validation, and the PIN number is not readable, please provide the player with a Winner Claim Form. Instruct the player to complete the form, sign the back of the original ticket and mail both the form and the original ticket to Florida Lottery headquarters in Tallahassee. The mailing address is located on the back of the ticket and on the Winner Claim Form. If the Lottery's Claims Processing Office in Tallahassee is able to validate the ticket, a check for the prize amount will be mailed to the winner.

**Please note: Lottery district offices are no longer able to validate tickets without PIN numbers.**



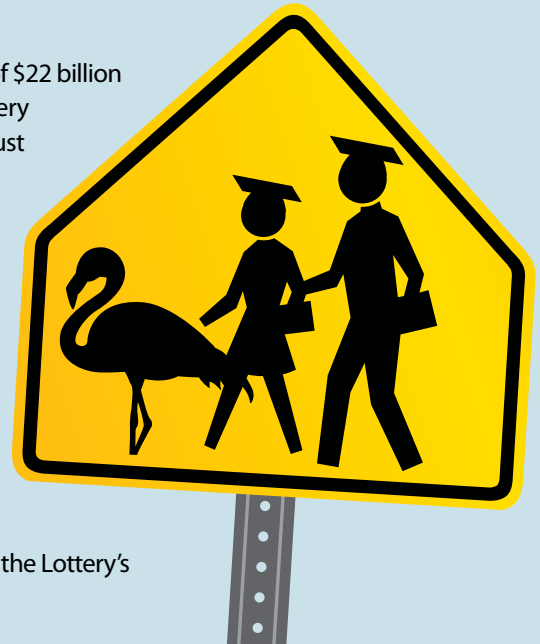
# FLORIDA LOTTERY REVENUES TO EDUCATION SURPASS \$22 BILLION!

We are proud to announce that the Florida Lottery has reached a new milestone of \$22 billion in contributions to education in our state since 1988. As you know, a portion of every Florida Lottery ticket sold is transferred to the state's Educational Enhancement Trust Fund (EETF). With your help, the Florida Lottery continues to generate funds for public education and make Florida students' futures brighter.

How is the money used? Lottery funds contribute to K-12 programs in Florida's 67 school districts, the building and renovation of schools throughout the state, funding for state universities and community colleges, and assisting more than 500,000 students statewide to attend college through the Bright Futures Scholarship Program and other state financial aid.

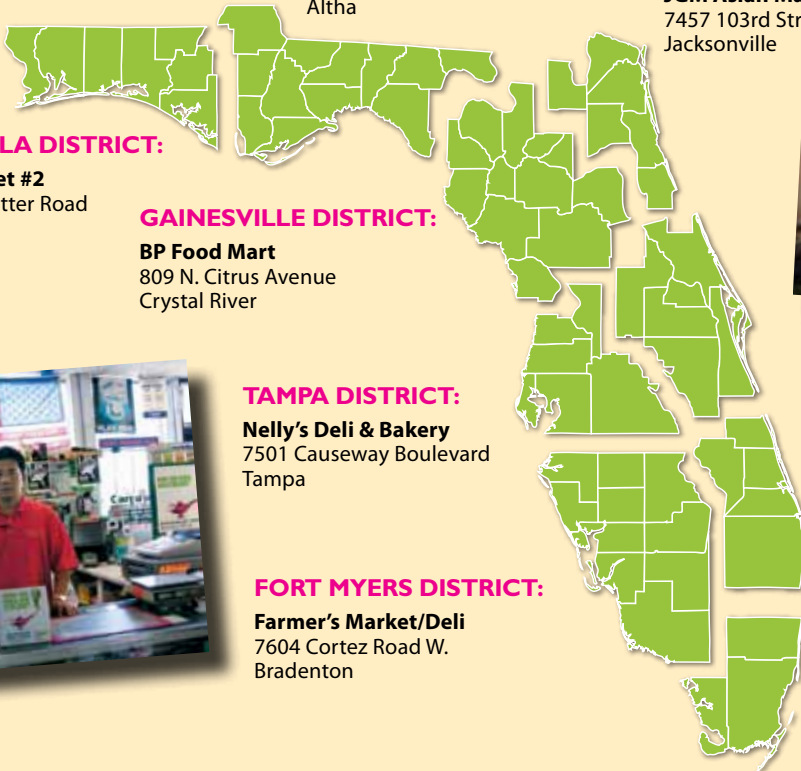
Who decides how the money is spent? The funds are appropriated by the Florida Legislature and administered by the Florida Department of Education.

For more information about the Lottery's contributions to education, including a breakdown of funding by county, please visit the Education section of the Lottery's Web site at [www.flalottery.com](http://www.flalottery.com).



## TOP FLORIDA RETAILERS

**Highest Percentage Play Through on FANTASY 5<sup>®</sup> with EZmatch<sup>™</sup>**  
From February 7- March 6, 2011



### TALLAHASSEE DISTRICT:

**Southern Express #6**  
25552 N. Main Street  
Altha

### JACKSONVILLE DISTRICT:

**JGM Asian Market**  
7457 103rd Street  
Jacksonville

### PENSACOLA DISTRICT:

**M & M Market #2**  
3210 Transmitter Road  
Panama City

### GAINESVILLE DISTRICT:

**BP Food Mart**  
809 N. Citrus Avenue  
Crystal River

### TAMPA DISTRICT:

**Nelly's Deli & Bakery**  
7501 Causeway Boulevard  
Tampa

### FORT MYERS DISTRICT:

**Farmer's Market/Deli**  
7604 Cortez Road W.  
Bradenton



### ORLANDO DISTRICT:

**Orena Sports Bar**  
6159 Westwood Boulevard  
Orlando

### WEST PALM BEACH DISTRICT:

**Max Food Mart**  
3621 S.E. 34th Avenue  
Okeechobee

### MIAMI DISTRICT:

**Brown Sugar**  
3140 N.W. 12th Place  
Fort Lauderdale

