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# Retailer MONTHLY

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Your Rhode Island Lottery

1425 Pontiac Avenue  
Cranston, Rhode Island 02920  
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[www.RILOT.com](http://www.RILOT.com)

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## SUDOKU ONLINE...

For the very first time, The Rhode Island Lottery is offering an interactive game on its website. Players who are eighteen and older will be able to access a free online version of Sudoku, similar to the Instant Game now onsale at Retailers. It will allow players the opportunity to better familiarize themselves with a new game and hopefully attract new customers that already enjoy the game.

Sudoku is a mind game and a puzzle that players solve using reasoning and logic. A player must fill in the grid with digits in such a manner that every row, every column and every 3x3 box accommodates the digits 1-9, without repeating any.

Sudoku has become the craze across the country. So why isn't this enthusiasm transferring over to your Instant Ticket sales? There are always hurdles to overcome when introducing a new game. In this case, it is finding and reaching an existing market of Sudoku and puzzle players. The Lottery suggests letting any potentially interested customers know that free Sudoku puzzles are available at [www.RILOT.com](http://www.RILOT.com). With your assistance, the interactive

Sudoku game will help to introduce and familiarize this already popular game to the Rhode Island Lottery players.



From Lottery Headquarters ...

... to you.



Dear Retailers:

We can all breathe a sigh of relief now that the busy holiday season is behind us. I hope that it was a happy, healthy and successful time for you all. December was chock full of excitement with the launch of our Rhody Poker "December Doubler" Promotion and the "Stuff It" campaign in full force. Hopefully, we were successful in getting these messages out to the public and your Lottery sales increased accordingly.

The Rhode Island Lottery is always looking for ways to better serve our Retailers and customers. One way we are currently doing this is by expanding the capabilities of our website. There is a lot of planning and technical labor that is required for this type of development; which is why we are excited to announce that for the very first time, the Rhode Island Lottery is offering an interactive game on its website. A free Sudoku puzzle modeled after our Instant Game is now available at [www.RILOT.com](http://www.RILOT.com). Please make your customers aware of this new feature. The interactive game should help inexperienced and veteran players alike familiarize themselves with the new game.

We would appreciate whatever feedback you may have on our "December Doubler" promotion, "Stuff It" campaign, online Sudoku puzzle or any other issues that cause you concern. All comments and questions should be directed to [jrampone@riлот.ri.gov](mailto:jrampone@riлот.ri.gov).

*Gerald S. Aubin*

Gerald S. Aubin

Rhody Poker sales saw a boost from last month's "December Doubler" promotion. All Rhody Poker payouts were doubled between the hours of 6pm and 8pm for the entire month of December. The promotion was a huge hit, and sales were very strong during those times. There was no advertising done other than some point of sale materials on display at Retailer locations. However, be on the look out in January for a teaser billboard campaign and an ad insert in the Providence Phoenix introducing Rhode Islanders to Rhody Poker. Increased advertising and word of mouth should help Rhody Poker gain momentum and become a huge hit with Lottery cus-

### Last Day To Cash These Instant Tickets

Game	Name	Last Day To Redeem Tickets
252	Find Andy	Jan 09, 2007
460	Holiday Homecomings	Jan 17, 2007
446	Crossword 17	Feb 06, 2007
245	Baseball	Feb 13, 2007
457	Pink Panther	Feb 13, 2007
246	Take 5	Feb 14, 2007
458	Silver & Gold Slots	Feb 16, 2007
208	Triple Action	Feb 24, 2007
248	Pass the Buck	Mar 15, 2007
465	Christmas Surprises	Mar 15, 2007
469	Vegas Nights	Mar 15, 2007
479	Tickled Pink Tripler	Mar 23, 2007

Games end at 11:59 p.m. on posted date. The list of Instant Ticket game end dates is available on-line at [www.RILOT.com](http://www.RILOT.com).

Your Rhode Island Lottery



YOUR RHODE ISLAND LOTTERY: Benefiting All Rhode Islanders Since 1974

# Retailer Highlight

## State Line Tobacco



State Line Tobacco, located at 29 Stafford Road in Tiverton, recently sold a \$200,000 winning ticket for the November 29, 2006 PowerBall® drawing. Although the \$74.5 million PowerBall® jackpot was hit that night in North Carolina, Rhode Island came up far from empty handed. State Line Tobacco was one of two Rhode Island Lottery retailers to sell a \$200,000 PowerBall ticket. There were also five additional \$10,000 winning tickets purchased in Rhode Island, totaling \$450,000 worth of high tier prizes in just one drawing.

State Line Tobacco's \$200,000 winning PowerBall ticket matched all five numbers, but not the PowerBall number. However, if the player had opted to purchase the Power Play® feature for an additional dollar on the wager, the \$200,000 prize would have been multiplied by 3, that night's Power Play® number, to equal \$600,000.

State Line Tobacco is currently ranked as the Rhode Island Lottery's top combined sales Retailer. Dany Hachem (seen in photo), attributes its high sales to its location, right on the Fall River / Tiverton line. Dany commented that many of his customers come from Massachusetts to play since PowerBall is not available there. Dany and his family have owned State Line Tobacco for five years. During this time they have acquired many loyal customers who sing their praises.



# Upcoming Retailer Events

## Keno Nights

January 12  
7:00 - 9:00 pm  
**JK Club**  
520 Central Ave  
Pawtucket

January 18  
7:00 - 9:00 pm  
**RI Billiards**  
2026 Smith St  
North Providence

January 25  
6:00 - 8:00 pm  
**Jefferson Grille**  
137 Kilvert St  
Warwick

## There's A Whole Lot Of **WINNING** Going On!



Barry Kay, a URI student originally from Plainsboro New Jersey, won tickets to see New England's favorite football team play on December 17, 2006. The Rhode Island Lottery awarded Barry the tickets for winning the on court shootout competition at the Providence College basketball game against URI on December 2, 2006.



Nancy Finn and her fiancé, Joe Perron, claimed a \$5,416 winning Daily Numbers ticket for the December 1st drawing. The couple had purchased the ticket from Champs Discount Liquors on South Main Street in Pascoag.



Jerry and Terri Grande won a pair of tickets to see New England's favorite football team play on December 3, 2006. The tickets were given away courtesy of the Rhode Island Lottery at a live broadcast of the PC Coach's Show held at McFadden's.



### Attention Retailers: Share the winning feeling!

Submit photos of your winning Lottery customers to the Rhode Island Lottery, Attn: Retailer Editor, 1425 Pontiac Ave., Cranston, RI 02920 or send digital images via e-mail to [jrampone@rilot.ri.gov](mailto:jrampone@rilot.ri.gov). Include names of individuals pictured, Retailer business name and ID number, amount won and game played. Retailers whose photos are published will be entered into a drawing for prizes each month!