

RETAILER OF THE YEAR — FY23

Congratulations to Good 2 Go 515!

Good 2 Go 515 is located on Hwy 60 and Western Avenue in Superior, Arizona. This location was honored to receive the nomination and win Retailer of the Quarter for Q3 FY23. That win has been followed by even more success at this location.

Taritha and her team are very lottery-minded, and as the lottery continued to grow, so did their facings. They believe it is important to keep their customers happy, and giving them more options and getting the new games out right away definitely helped increase their sales and ended the year up by over 12% in Scratchers alone. This team didn't stop at Scratchers. They ensured the players knew when the Jackpots were getting bigger and didn't let them forget to buy their tickets for their chance to win. The extra attention to understanding what drives their customer base led them to a 64.65% increase in Draw games.



Overall, Taritha and her dedicated staff maintain an immaculately clean and well-organized store. They take pride in knowing their customers and understanding their needs. We are proud to partner with such a great retailer and look forward to seeing their continued growth. Congratulations again, and thank you for all that you do!

RETAILER OF THE QUARTER — FY24 QUARTER 1

Congratulations to Thunderbird Chevron Extramile!

Located on the border of Glendale and Peoria, owners Jamie & Jeremy have done an outstanding job transforming this store since purchasing it in 2019. The convenience store has had a complete facelift the last couple of years and is one of the friendliest and cleanest gas stations in the Valley. They have built a loyal customer following for fresh sandwiches, cold drinks, and, of course, Arizona Lottery.

This year, sales reached nearly \$1.8M thanks to Jamie's (and staff's) dedicated efforts to keep dispensers full with all our Scratcher options. New games are always displayed on the first Tuesday of the month, and returns are neatly bundled in a "secret location." Thunderbird Chevron is now the 11th-ranked independent Lottery retailer in the state. We are fortunate to have them in our network of retailers.



Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance with ADA, these materials may be made available in an alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly™.

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THE REGISTER

- News For Retailers From The Arizona Lottery -

October—December 2023

\$103 MILLION IN RETAILER COMMISSIONS AND \$300+ MILLION GIVEN BACK*

What an amazing year it's been for our Arizona Lottery Retailers! In fiscal year 2023 (FY23), we hit a milestone that stands out in the 42-year history of the Arizona Lottery. Our sales exceeded an incredible \$1.5 billion, with players winning nearly \$1.03 billion, and retailers earning over \$103 million in commissions. This success is a true testament to the dedication and teamwork of our fantastic retail partners.

The impact of Arizona Lottery's retailer network is much bigger than sales figures, player winnings, and your hard-earned commissions; record sales translate to a direct impact for a stronger, more resilient Arizona for everyone. Arizona Lottery sales in FY23 provided record beneficiary transfers of over \$300 million for distribution to programs and services that support a better quality of life in our state.

We have achieved these results together; from our beneficiary transfers to retailer commissions and player winnings, our impact for Arizona is real. We're grateful for the commitment of all of our retailers to promote a diverse offering of instant-win and draw game products.

Your customers won nearly \$950 million in prizes, supporting strong enthusiasm and engagement among both casual and regular players, helping drive sales and retailer revenues. We are grateful to you all for bringing these life-changing moments to our players across Arizona.

Thanks to every Arizona Lottery retailer for making this year a huge success!



With gratitude,
Alec Esteban Thomson
Executive Director, Arizona Lottery

*All data is unaudited. Figures may change as audited numbers are finalized.

PHOENIX OFFICE

4740 E University Dr.
Phoenix, AZ 85034
480-921-4400

TUCSON OFFICE

2955 E Grant Rd.
Tucson, AZ 85716
520-628-5107

PHOENIX SKY HARBOR OFFICE

Terminal 4 Baggage Claim
480-921-4424

KINGMAN OFFICE

3396 Stockton Hill Rd.
Kingman, AZ 86409
928-753-8808

REPORT STOLEN TICKETS

877-731-3920

SCRATCHERS® HOTLINE

877-483-2445

TECHNICAL PROBLEMS AND SUPPLIES

877-896-5250

OTHER RESOURCES

ArizonaLottery.com/Retailers
Send suggestions and feedback to
GrowYourSales@AZLottery.gov

 Arizona Lottery

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 Arizona Lottery

ARIZONA WINS BIG IN RECENT BILLION-DOLLAR-PLUS JACKPOT RUNS

Retailers Earn \$6.4 Million In Commissions From Sales of Two Games

From April 19 through August 8, the Arizona Lottery saw two massive billion-dollar-plus jackpots which made a significant impact on our state.

Retailers sold \$99.7 million in Powerball and Mega Millions tickets over the course of each jackpot run, resulting in \$6.4 million in retailer commissions, \$29.9 million back to our beneficiaries, and \$8.8 million in prizes claimed by Arizonans. Everyone plays an important role when it comes to jackpots and we thank you for all your hard work during these historic runs!

Congratulations to Circle K 1995, 3101 Willow Creek Rd, Prescott, AZ who sold a \$1,000,000 winning ticket for the July 28, 2023 Mega Millions® drawing and earned an additional selling incentive of \$7,500! To learn more about selling incentives, go to ArizonaLottery.com/Retailers.

ARIZONA LOTTERY GIVES BACK TO ARIZONA'S FOSTER CHILDREN

1,000 Bikes Collected At "Recycle Your Bicycle" Event

As a kid, receiving a bike during the holidays is a memory you never forget. To further support foster children, the Arizona Lottery has partnered with the Arizona Association for Foster and Adoptive Parents for the third time to host Recycle Your Bicycle events. Arizona Lottery has provided \$50,000 to fund the purchase, repair, and delivery of bicycles to children within the foster system during the holiday season. The Arizona Lottery has a long history of supporting Arizona's foster children by generating funding through ticket sales. Every ticket you sell makes a difference.



SNOW MUCH COMMISSION

Holiday Games Launch Tuesday, October 3

With eight new holiday games, there's something for everyone. Your shoppers will love this year's selection of Scratchers and Fast Play games, with whimsical designs and serious prizes - up to half a million dollars!

Make sure to keep these games stocked to maximize your sales, and your commissions. The Arizona Lottery Holiday line will receive full marketing support with a TV commercial, radio ad, digital and mobile marketing, and outdoor billboard support, so players will be searching for them!

- \$1 1426 Holiday Cash
- \$2 1427 Snow Much Fun
- \$3 1428 Naughty or Nice Crossword
- \$5 1429 Snowglobe Cash
- \$10 1430 25 Days of Winning
- \$20 1436 100X
- \$2 159 Reindeer Riches Fast Play
- \$5 160 Christmas Cactus Cash Fast Play

To get players in the holiday winning spirit, there will also be a Winning Wonderland Players Club Promotion. From October 3, 2023 to January 12, 2024, players can enter Holiday Scratchers and Fast Play tickets for a chance to win monthly prizes up to \$50,000 and a Grand Prize of \$250,000.



INFORMATION IN A SNAP

New Arizona Lottery QR Codes

Scratchers Plan-o-Grams: QR codes are now available to help you easily load dispensers with the newest Scratchers each month. Simply locate the QR code on your Wave terminal, inside your vending machine or on the back of the Lottery LIM POS topper. Scan the QR code with your phone and the latest plan-o-gram will appear for 24-bin vending machines and 32 game in-counter dispensers. Plan-o-grams will be updated on the 1st Tuesday of each month when new games launch.



Vending Machine Training Videos: QR codes are also available to help you get answers to common questions about operating vending machines by viewing mini training videos. Locate the QR code inside your vending machine. Scan the QR code with your phone and you'll have access to 21 mini videos. Scroll thru the playlist to find the topic you need and tap the topic to watch the video on your phone.