

Welcome to the Georgia Lottery Corporation

As President of the Georgia Lottery Corporation, I welcome your interest in the Georgia Lottery. Our success depends on your success, and that is why we're committed to making the process of becoming a Retailer as convenient as possible. Becoming a Georgia Lottery Retailer will add a new dimension to your business as well as help raise billions of dollars to enhance education in Georgia.

We look forward to a successful and cooperative relationship with you. Thank you for your interest, and good luck as a Georgia Lottery Retailer!

Margaret R. DeFrancisco
President & CEO



Lottery Facts - Did You Know

- ✓ Lotteries are as old as America itself. Universities such as Yale and Harvard were founded with money raised by lotteries. George Washington utilized lottery funds to provide food and clothing for his military troops.
- ✓ Lotteries were present in Georgia in the 1800s.
- ✓ Studies show that approximately 80% of lottery players buy an additional item when making their lottery purchase.
- ✓ Research indicates that the average lottery purchase is \$7.
- ✓ There are currently 43 lotteries in the United States. More than 80% of the U.S. population lives in lottery states.
- ✓ The Georgia Lottery Corporation has experienced unprecedented sales and returns to education in its 14-year operation - with sales totaling \$30 billion.
- ✓ Since inception, the GLC has contributed more than **\$10 billion** to educational programs in Georgia.

Retailer Benefits

- ✓ A 7% commission on every Cash 3 ticket sold
- ✓ A 5% commission on all other Lottery product sales
- ✓ Enhanced profits through our Cashing Bonus Program by earning 2% on all winning ticket prizes paid up to \$600
- ✓ \$25,000 for selling a winning Mega Millions jackpot ticket (Georgia Retailers only - this amount does not roll with the jackpot)
- ✓ \$5,000 for selling a winning Win for Life top prize ticket (Georgia Retailers only)
- ✓ \$2,000 for selling a winning 5 of 5 Fantasy 5 ticket (this amount rolls to the next drawing anytime there is not a 5 of 5 winner)

Note: Mega Millions and Fantasy 5 jackpot bonus payments are shared among retailers selling winning jackpot tickets.

Retailer Benefits

- ✓ Potential to increase customer traffic, creating opportunities to cross – merchandise other products, resulting in overall store profits
- ✓ High rate of return per square inch of counter space in comparison to other products
- ✓ State-of-the-art computerized equipment
- ✓ Attractive point-of-sale materials identifying you as a Georgia Lottery Retailer
- ✓ Marketing assistance provided through your Lottery Sales Representative

Retailer Testimonials

“New customers, people we had never seen before, began coming into the store. These new customers came for the Lottery tickets but started buying other products...now they’re regular customers!”

David Scoggins, Warren’s Beverages, Commerce, Georgia

“The Lottery has given me a chance to be successful in my business. My gas sales have doubled, and the Lottery business is all ‘plus’ sales for me. I’m very happy with the results of the decision I made to become a Lottery Retailer.”

Sam Goswami, B & S Food Shop, Macon, Georgia

“We originally decided to become a part of the Lottery team as something fun to do to increase traffic and business recognition. The Lottery has now become a fun profit center for our business. I would recommend any business to become a Lottery Retailer.”

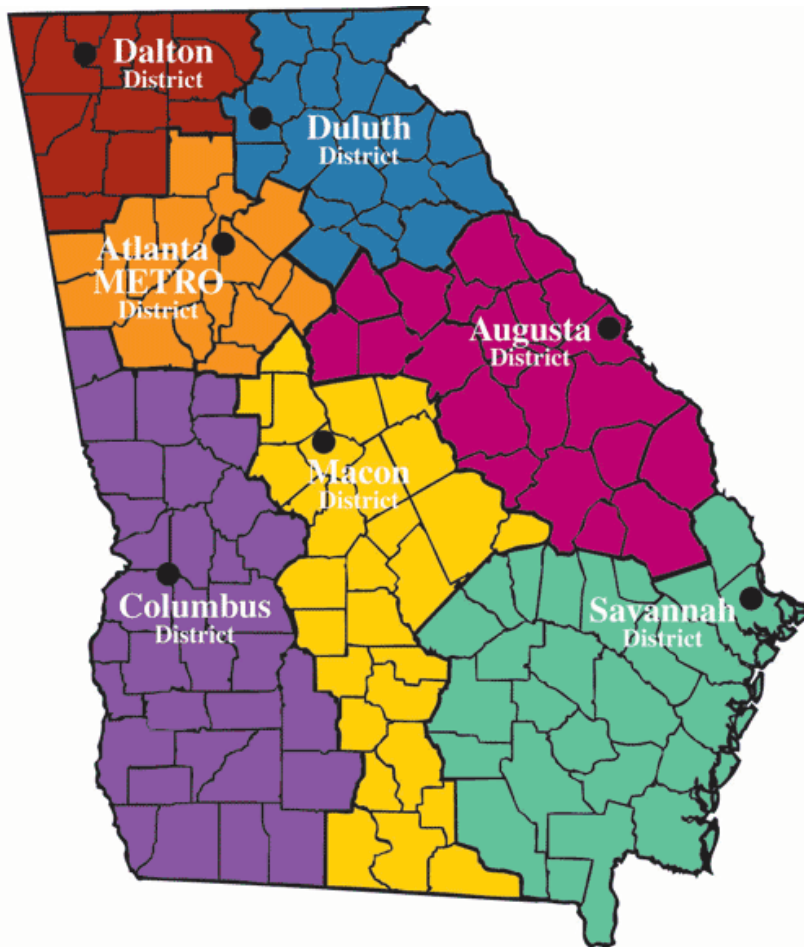
Sarah Frison, Frison Realty, Albany, Georgia

“It comes as a great surprise to me that an organization that is so complex, and does so many millions of dollars each day, is so remarkably well run. My hat’s off to you all for a job well done.”

Tom Damico, MW Liquors, Atlanta, Georgia

How Do I Get Started

For more information on how to become a Georgia Lottery Retailer or to obtain an application, please contact your nearest Georgia Lottery Corporation District Sales Office or call the Georgia Lottery Headquarters in Atlanta.



DALTON

Dalton Shopping Center
1345 West Walnut Avenue
Dalton, GA 30720
(706) 278-3088

ATLANTA

250 Williams Street
Suite 3000
Atlanta, GA 30303
(404) 215-5000

DULUTH

1680 Executive Drive South
Suite 800
Duluth, GA 30096
(770) 923-0220

AUGUSTA

Washington Crossing
Shopping Center
2907 Washington Road
Suites A, B & C
Augusta, GA 30909
(706) 737-1320

MACON

Bloomfield Village
Shopping Center
3740 Eisenhower Parkway
Macon, GA 31206
(478) 784-5420

COLUMBUS

The Lands at Airport Thruway
2517 Airport Thruway
Columbus, GA 31904
(706) 660-2380

SAVANNAH

Lawrel Hill Village
101 Little Neck Road
Savannah, GA 31419
(912) 920-5100