



FUELING WINNING MOMENTS

We know that great retailers do more than sell tickets – they help create excitement, build player loyalty, and bring our games to life in their communities. That’s exactly what the team at Fuel Stop in Rochester has been doing for years.

Fuel Stop is an independent convenience store located just south of Mayo Clinic near Soldiers Field Park – a popular area for community gatherings. As the area surrounding the convenience store rapidly develops with apartments, hotels, and restaurants, Fuel Stop welcomes a variety of customers – from healthcare workers to construction crews, neighborhood residents and travelers catching the Jefferson Bus Line.

Owner Saif Galaria understands that offering lottery products can be a powerful tool for growing business and enhancing the customer experience. He and his team stay informed on the latest games, actively engage customers through suggestive selling, keep indoor and outdoor signage fresh and inviting, and make sure players know when jackpots are soaring. During big jackpot runs and Raffle season, Fuel Stop goes the extra mile by promoting lottery messages on its outdoor digital reader board, which helps generate excitement before customers walk through the door.

This commitment to lottery success has continued with recent investments in the player experience. According to Sales Representative Dan Dunleavy, the store’s new 36-game lighted menu board has expanded game

visibility and selection, helping players find the games they’re looking for while driving additional sales in an increasingly competitive market.

Saif has been hoping for a big winner over the years, and it finally happened last December. They sold a \$200,000 Powerball ticket that was won by one of their regular players!

Stories like Fuel Stop’s are a reminder of the important role our retailers play every day. Through your enthusiasm, creativity, and dedication, you help connect players with our games and create the winning moments that make the Minnesota Lottery special.

Thank you Saif and the rest of the Fuel Stop team for being great lottery partners!



Owner Saif Galaria of Fuel Stop in Rochester



Minnesota Lottery
2645 Long Lake Road
Roseville, Minnesota 55113
mnlottery.com
Liz Smith, Managing Editor
Megan Kleinschmidt, Graphic Designer

GET READY TO KICK OFF A NEW GAME

A brand-new lotto game is about to enter the lineup. Beginning September 8, Powerball® Xs and Os™ teams up with the NFL to bring players a whole new way to play.

Get ahead of the competition and huddle up with this month's newsletter to learn the basics about this new game and to set yourself up to score big.

We'll share more details in the coming months, but for now, consider this your two-minute warning. Powerball Xs and Os is ready to make its game-day debut!





GAME PLAN

MINNESOTA LOTTERY

POWERBALL Xs AND Os™

A NEW LOTTO GAME IS COMING SOON!

On Tuesday, September 8, Powerball® is partnering with the National Football League to launch Powerball Xs and Os. Here are all the details you need to know about the new year-round lotto game:

- **Ticket Cost:** The cost is \$5 per ticket, per draw.
- **How to Play:** Players will select 8 NFL teams from a field of 32. Or they can choose a quick pick and have their teams picked for them.
- **How to Win:** Match at least 4 team logos to win a cash prize. To win the jackpot, a player must match all 8 teams' logos.
- **Jackpot:** The starting jackpot will be estimated based on projected sales and will roll each time the jackpot isn't won. The estimated current starting jackpot is \$1 million and all prizes are cash prizes.
- **Sales Cut-off:** The cut-off for sales will be no later than 7:58:50 P.M. on Sundays.
- **Drawing:** Drawings will be held on Sunday nights at approximately 9:00 P.M.
- **Play Slips:** Play slips will be delivered between 8/24 - 9/4. Boxes will be clearly marked: "NEW GAME – DO NOT USE UNTIL 09/08/26."
- **Promotional Prizing:** Promotional drawings will be held for exciting prizes like NFL game tickets and Super Bowl trip packages, cash and more.

- **Multi-state Lottery:** The NFL Powerball Xs and Os is a multi-state lotto game and is NOT a Minnesota-only game.
- **Odds:** Overall odds are 12:16. Full odds to come in next month's retailer flyer.

Let your players and football fans know about this new game by placing the poster included in the August point-of-purchase kit in a visible area in your store. Build awareness now to kick off strong sales in September!



BOYD GOOD TIME DAYS

On June 13, the Minnesota Lottery headed to Boyd, MN for the Boyd Good Time Days celebration, where we joined the community for a day full of fun, smiles, and lottery excitement!

Thanks to Katie Sunflower, a passionate supporter of both her hometown and the Minnesota Lottery, we were able to partner with the only lottery retailer in town – Boyd Liquor Store. They have become a go-to hangout in town where patrons stop in to relax, connect with neighbors, and play the lottery. We joined the festivities and set up a booth to sell tickets and hand out our new Jumani scratch game to the first 100 people who stopped by. Attendees could also spin the wheel for a chance to win Minnesota Lottery swag and other fun scratch games!

Events like this aren't just fun for the players – they're a great way to support your business! When the lottery shows up in a community, it helps drive engagement and encourages players to stop in to buy tickets. That means more foot traffic, increased commissions on ticket sales, and added visibility for your business. Plus, we always promote our events on our website and social channels – giving your store statewide exposure.

If you want to partner with the lottery for an upcoming event, reach out to your sales representative or our customer support team. While we can't attend every event, we're always looking for opportunities to partner with you and your communities to create memorable experiences and drive traffic to your business.



NEW WEBSITE COMING SOON!

A fresh look is just around the corner! This September, we will be launching a brand-new website that will make it easier than ever to find the information you're looking for.

Our goal is to create a more user-friendly experience for both you and your players. The new website will have a simple but robust redesign that improves navigation and provides more resources at your fingertips. Whether you're looking for the latest game information, promotional materials, or helpful tools, our goal is to make everything easy to access and all in one place.

Stay tuned for more details as we get closer to launch. We can't wait to share what's in store!

WWW.MNLOTTERY.COM

AUGUST GAMES

NEW GAMES LAUNCHING AUGUST 4

Get ready! August brings four new reasons for players to stop, scratch, and play.

\$5

GHOSTBUSTERS

This ghoulishly fun \$5 scratch game has four iconic scenes and a chance to win \$100,000. Charge up the proton pack and get ready for some supernatural sales!



TM and © 2026 CPLI. All Rights Reserved.

\$2

LIVING LARGE

An affordable \$2 scratch ticket with big-win potential, Living Large packs in a jumbo-sized top prize of \$10,000!



\$3

SAPPHIRE 7S SLINGO®

Add a little sparkle to your sales! Slingo is back with a \$3 game and a chance to score up to \$30,000.



Slingo® 2021 - 2026 GAMING REALMS, PLC
www.gamingrealms.com

\$10

MONEY BAG MULTIPLIER

With 33 chances to win and a top prize of \$200,000, this game multiplies opportunities to cash in on big wins!



BRING THE STATE FAIR EXCITEMENT TO YOUR COUNTER!

\$3

STATE FAIR CROSSWORD

As anticipation builds for one of Minnesota's favorite traditions, State Fair Crossword is the perfect way to tap into the buzz. Encourage customers to get a head start on the fun with a chance to win up to \$30,000. From butter sculptures to sweet treats and everything in between, this game is easy to promote and a great conversation starter that can help drive impulse sales all season long.



COMING SOON

UPCOMING GAMES LAUNCHING IN SEPTEMBER

See what's coming up next! Games below launch September 1.

\$3

TREASURE HUNT

X marks the spot! Your store is the place for players to find a treasure of up to \$30,000.



\$5

\$500 CASH CROSSWORD

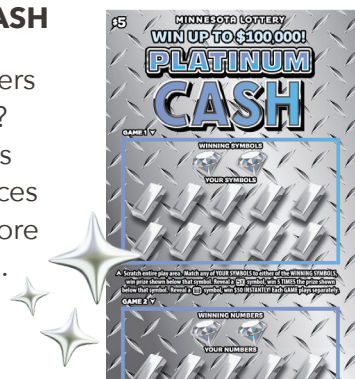
Get ready for a game with multiple prize puzzles, a bonus word box, and a game packed with \$500 prizes!



\$5

PLATINUM CASH

Want your players to go platinum? This game gives them two chances to shine and score up to \$100,000.



\$20

\$500,000 MULTIPLIER

Think big. Multiply bigger. One scratch could turn into \$500,000 and a whole lot of fun!



HAVE A QUESTION? WE'RE HERE TO HELP.

For help with accounting services, ticket status inquiries, ticket orders, point-of-purchase materials, lost or stolen tickets, mobile app, Retailer Service Portal and lottery equipment relocation/removals contact:

Lottery Customer Support

651-635-8273

1-888-568-8379

Follow prompts.

Customer support staff are available Monday – Friday 8 a.m. – 4:30 p.m. Please leave a message during non-business hours. Calls regarding stolen tickets are answered 24/7/365 and handled quickly.

For help with lottery equipment issues and lottery equipment communication issues contact:

Brightstar Hotline

1-888-487-9200

24 hours a day; 7 days a week

Misprinted Ticket Reminder

If you need to report a misprinted lotto ticket, call Customer Support at 651-635-8273 and follow prompts. If you leave a message, your call will be returned as soon as possible.

Problem Gambling Helpline

1-800-333-HOPE

Text HOPE to 53342

GetGamblingHelp.com

Alternative Formats

This publication is available in alternative formats to individuals with disabilities by calling 651-635-8273 or 888-568-8379.

Everyone deserves a 2nd Chance

If a player doesn't win on their scratch game, it doesn't mean the game is over! Many of our scratch games have a second chance opportunity. Players can take their non-winning tickets and enter them into a 2nd Chance drawing at mnlottery.com or on the Minnesota Lottery mobile app.

**2ND
CHANCE**

When you're scanning tickets to see if it's a winner, or helping players pick out a game, don't forget to mention this added benefit. It's an easy way to create excitement, enhance the player experience, and remind customers there's even more fun waiting for them. One quick reminder can go a long way – and your players will thank you!