



TICKET TALK

Supporting Delaware Lottery Retailers



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Instant Game prizes awarded totaled over \$20 million
from April 1, 2026 to June 30, 2026

NEW INSTANT GAMES



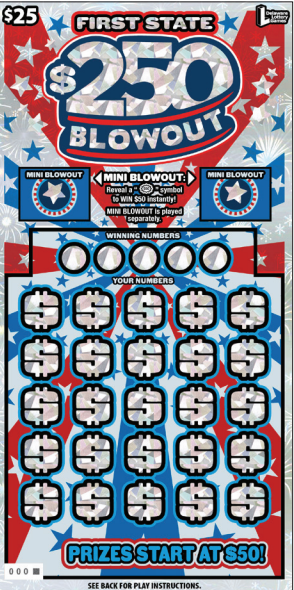
\$24K Gold Rush (502)



Casino Nights (511)



Crossword X-TRA 7s (518)



First State \$250 Blowout (522)

INSTANT GAMES COMING SOON



Cash Smash (507)



777 (517)



DeLuxe Bucks (531)



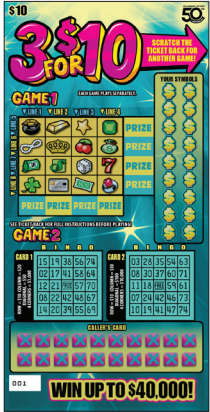
Game Show Experience (528)



Game Show Experience (528)



Game Show Experience (528)



3 for \$10 (504)



7 (519)



7 (519)



7 (519)

For more information about the closeout schedule, please visit: <https://www.delottery.com/Instant-Games/Close-Out-Schedule>

INSTANT GAMES EXPIRING SOON

Expiring July 27, 2026

PLU\$ MONEY (430) \$300,000 PAYOUT (426) DIAMOND BINGO (417)
777 (428) FIRE7/ICE7 (418)

Expiring August 31, 2026

10X THE CASH (459) 7-11-21 (435) GET \$1,000 (415)
GAME OF THRONES (441) ACES & 8S (427)

Expiring September 28, 2026

50X THE CASH (461) HIT IT BIG! (434)
POWER 3S CASHWORD (457) WIN IT ALL (431)

STEVE HAS BEEN SET FREE



The warden was forced to release Steve for good behavior, which we are sure was due to a mix-up in paperwork. We believe that while out in the world as a free man, Steve will still be able to cause trouble. The facts from his time behind bars prove that. The “X” family of games with the higher payouts to players has outperformed all other families of games to date. The Jurassic Park ticket sold out well before the August second chance entry deadline. The \$25 price point ticket was rereleased in celebration of the 250th Anniversary of the United States. Those are just some of the results from what he accomplished while in the big house. The warden did say that sketches of a single ticket with multiple games on it were found in his cell. So, we shall see just what kind of trouble he stirs up on the outside.

THE PROFESSOR AT WORK



Amy has wrapped up her latest experiment with two fan-favorite brands, and the results are sure to score big with players!

Launching **September 8**, the new **Powerball Xs & Os** game brings the excitement of the NFL to players all year long. In addition to the chance to win cash prizes, players can compete for exclusive promotional rewards, including official team merchandise and unforgettable NFL experiences.

Another successful combination fueled the **NASCAR® Powerball®** promotion, giving players the chance to win exclusive NASCAR experiences while launching **The Chase to \$1 Million**, where they could compete for exciting prizes and the opportunity to pursue the \$1 million grand prize.

But Amy’s work in the lab is far from over. She’s continuing to experiment with new combinations every day, searching for the next great player experience. You’ve already seen winning formulas like **Mega Millions® + KENO®** and **PLAY 4 Fridays**, both of which brought fresh excitement and new opportunities for players.

More innovative promotions are on the horizon, designed to create even more fun for players while driving additional traffic to your stores. Stay tuned to see what Amy dreams up next—and with any luck, this experiment will be explosion-free!

TECH SHOUT OUT



The Delaware Lottery wants to give a shout out to one of the techs from our vendor partner, Scientific Games. Nathan Hinkle has been with Scientific Games for about a year and a half servicing locations mostly in the southern part of the state. Recently, during a service call at one of our long time retail partner locations, Nathan made enough of an impression that the retailer reached out with a compliment. The manager at Atlantic Liquors reached out to the Field Services Supervisor, Jenny Carter, to let her know that Nathan was patient and made sure she knew exactly what was going on. There have been many techs in that store over the years, but Nathan made an impression. Way to go Nathan, this is exactly what we want to hear. Keep up the good work.

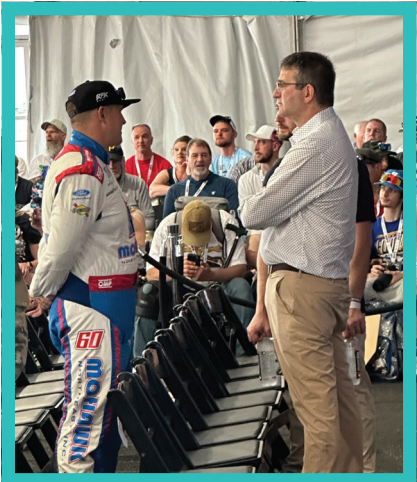
NASCAR VIP EXPERIENCE

This year’s **NASCAR Powerball VIP Experience** promotion reached a new milestone with a record-breaking **4,355 entries** from Delaware Lottery Players Club members!

Four lucky winners scored the ultimate race weekend experience, including two VIP infield weekend passes, an exclusive meet-and-greet with NASCAR driver Noah Gragson, access to the pre-race drivers meeting, and two grandstand tickets—offering a behind-the-scenes experience that few fans ever get to enjoy. Winners were randomly selected through the Players Club Points for Drawings.

The excitement doesn’t stop there! Next up is **The Chase to \$1 Million**. Delaware Lottery Players Club members also had the opportunity to enter a separate drawing for the chance to represent Delaware as a national semifinalist. The selected player will receive **\$2,000** and begin their journey through **The Chase to \$1 Million**, with opportunities to win additional cash prizes as they advance. If they make it to the final stage, they’ll win a VIP trip for two to **NASCAR Championship Weekend™** in Miami, where they’ll compete for the **\$1 million grand prize**.

The race to the finish isn’t over yet. Stay tuned as we announce Delaware’s semifinalist and cheer them on in their pursuit of \$1 million!



DELAWARE iLOTTERY RETAILER AFFILIATES

Get ready to elevate your earnings each month with the **Summer Lift-Off Incentive**, an exclusive month long bonus opportunity for Delaware iLottery affiliates. There's nothing extra to join, nothing new to set up — just keep doing what you already do: promoting your affiliate bonus codes and driving players to iLottery.

YOUR BONUS CODES

- **SAMPLE — for new online customers (entered at registration)**
- **SAMPLE2 — for existing customers (entered at deposit)**

Every new depositor you refer brings you closer to **extra cash payouts** on top of your regular commissions:

- **5 new depositors → \$300 bonus**
- **10 new depositors → \$600 bonus**
- **15 new depositors → \$900 bonus**

FUEL YOUR RESULTS THIS SUMMER

- Remind customers to use your bonus code.
- Promote the special offer: **Deposit \$10, Play \$10, Get a \$50 Bonus.**
- Encourage both new and returning players to participate.
- Share your code across social media, email newsletters and digital channels to reach more players.

With customer engagement on the rise this season, now is the perfect time to maximize referrals and boost your earnings.

For questions or marketing materials, contact your Delaware Lottery representative or email affiliates@delottery.com.

Attention Retailers

If you would like to take part and maximize your earnings with the iLottery Program, join the Retailer Affiliate Program. Register a promotional code to start earning either \$50 for each eligible player sign-up or a 10% net revenue share from eligible players over their first two years.

To get started, visit delottery.com and navigate to the Retailer Tools section for step-by-step instructions on how to sign up.

REMINDERS OF THINGS TO DO AND NOT TO DO!!



REACHING NEW HEIGHTS

Calendar year 2025 was a slower year for Lotteries across the country than expected. This was mostly due to lower and fewer jackpots as well as the increase in the price of Mega Millions tickets. But the important measurements are those that affect Delaware and our retail partners.

Interestingly enough, the Lottery retailer's bottom line was not affected by the decrease in sales. Delaware had less than a 3% decrease overall, yet our retail partners had an over 5% increase in commissions. This is a direct result of the change in commission structure that started on January 1st of 2025. So far for the fiscal year, which ends in June, the Delaware Lottery is already up over 8%, with the Instant Tickets being a heavy driver of sales. Retailers can help themselves in that aspect by keeping their Instant Ticket bins and dispensers full at all times.

Another very interesting statistic is the increase in cashless sales. Since the introduction of debit sales in Delaware, not only has the average percentage of sales through this mechanism continued to increase, but the average per transaction has also increased. Currently, the average per transaction at the self-service terminals is almost \$22, and the over-the-counter average per transaction is just shy of \$30. During the higher jackpots with the national games, the use of debit shows a significant increase. These numbers are only expected to increase over time.

The Delaware Lottery not only shines across the industry, thanks in large part to our retail partners, but also continues to help provide funds for good causes throughout the state.

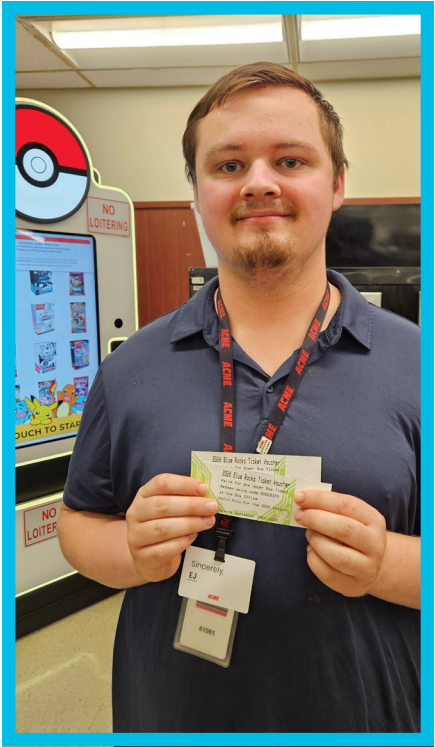


WINNERS

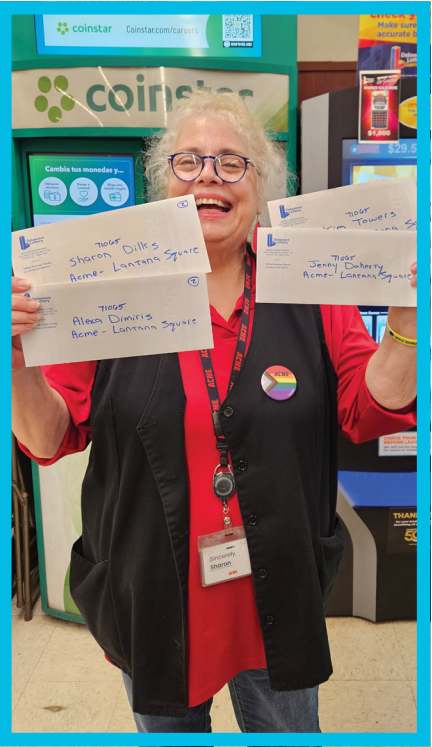
Pair of Blue Rocks General Admission Tickets

Name	Store
KATHERINE MOORE	SAFEWAY
BRODY BELL	ACME
ALEXA DIMIRIS	ACME
KAITLYN DIFRANCESCO	ACME
JENA HALEY	ACME
MASON FINK	ACME
NAVAYE SADLER	ACME
AMANDA DUNCAN	ACME
JENNY DOHERTY	ACME
APRIL JOHNSON	GOOSE CREEK
LINDA FAVRE	GOOSE CREEK
E.J.R. ROSSILLO	ACME
KIM TOWERS	ACME
GERALD BLACKETT	GOOSE CREEK
KAREN SHERWOOD	GOOSE CREEK
NATHAN GENTSCH	HARRINGTON CASINO
GLENN CHASE	GOOSE CREEK
SHARON DILKS	ACME
FRAN LEARY	ACME
DEBRA LASSITER	ACME
MORGAN VANHEKLE	GOOSE CREEK
BEAU EDWARDS	JACK'S COUNTRY MAID
LINDA PAINTER	HARRINGTON CASINO
SHARON PROSCENO-DEMPSEY	ACME
MARY HALL	GOOSE CREEK

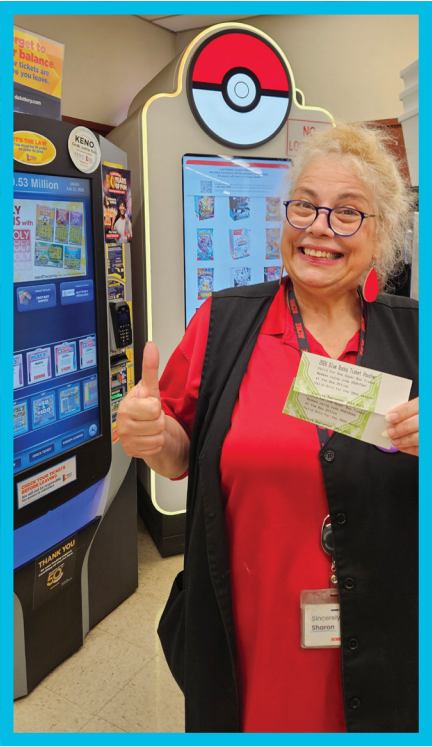
WINNERS



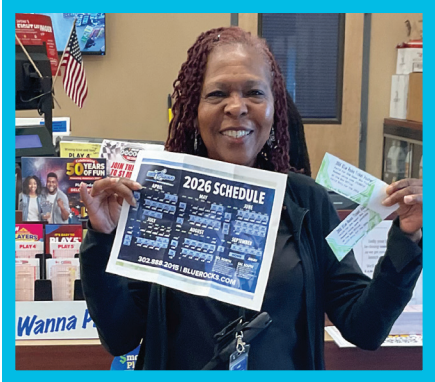
Blue Rocks Tickets - Acme #828



Blue Rocks Tickets - Acme #828



Blue Rocks Tickets - Acme #828



Blue Rocks Tickets - Safeway #4030



Blue Rocks Tickets - Jack's Country Maid



Blue Rocks Tickets - Goose Creek

KEEP YOUR SALES GROWING WITH IN-STORE PARTIES

In-store parties featuring KENO®, Powerball® and Scrabble continue to be a big hit with players. Retailers love them too, seeing how a single event can attract brand-new customers and encourage them to keep coming back. Our promotion teams recently held parties at Acme and Royal Farms!



Acme #871



Acme #871



Acme #871



Acme #871



Acme #871



Acme #2680



Acme #2680



Acme #2680



Royal Farms #99



Royal Farms #99



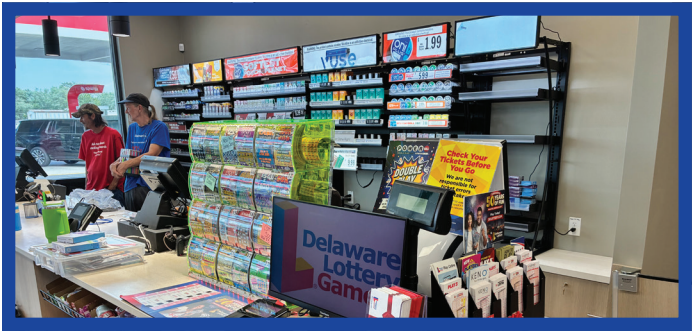
Royal Farms #99



Royal Farms #99

IN-STORE MAKEOVERS

These retailers refreshed their sales area with the help of their Lottery field rep. Sometimes, all it takes is a few adjustments to create a more enjoyable space for players that keeps them coming back. Contact your field rep to rebrand your sales space this spring.



N. Dover Tiger Mart



N. Dover Tiger Mart



Milford Shell



Buy Rite Liquors



Uncle Willie's - Lewes

RESPONSIBLE GAMBLING.... TEST YOUR KNOWLEDGE

WHAT IS PROBLEM GAMBLING?

Problem gambling is gambling behavior that is damaging to a person or their family, often disrupting their daily life and career.

WHAT IS RESPONSIBLE GAMBLING?

Responsible gambling means helping customers only spend what they can afford to lose. It also means no selling to minors. Always remember to check those IDs!

Go ahead and test your knowledge, are you a Responsible Gambling Retailer? Take the quiz to find out and be entered to win a 250th Anniversary prize pack.

How to enter- Scan the QR code and you'll be directed to the quiz. Entries must be received by Sunday, August 30, 2026. Drawing will take place on Wednesday, September 2, 2026. Winners will be announced in the next edition of Ticket Talk.



1. WHAT ARE SIGNS OF PROBLEM GAMBLING?

2. DO YOU KNOW THE PROBLEM GAMBLING HOTLINE NUMBER HERE IN DELAWARE?

3. WHAT ARE HELPFUL TIPS YOU CAN GIVE TO CUSTOMERS TO HELP THEM PLAY RESPONSIBLY?

4. YOU DO NOT HAVE TO BE A COUNSELOR TO GIVE A STRUGGLING CUSTOMER THE PHONE NUMBER TO THE GAMBLING HOTLINE?

6. HERE'S AN EASY QUESTION. DO YOU FEEL LIKE YOU LEARNED ANYTHING NEW BY TAKING THIS QUIZ?



EVENTS

Highlights from our last public events. Join in on the fun!



DE Turf



DE Turf



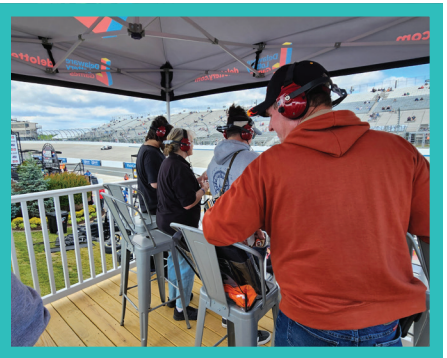
DE Turf



NASCAR



NASCAR



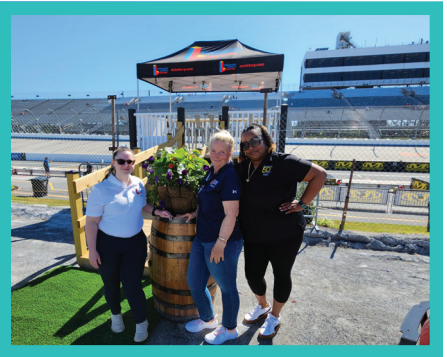
NASCAR Infield



NASCAR Infield



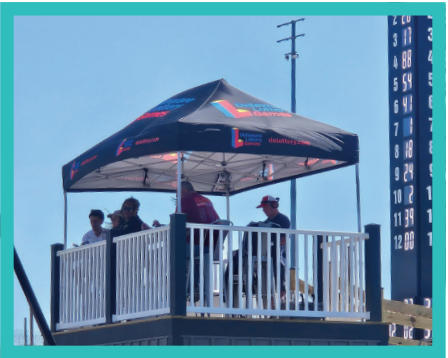
NASCAR Infield



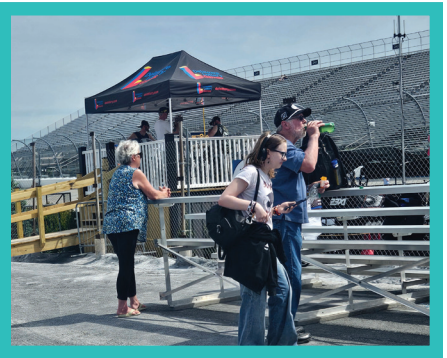
NASCAR Infield



NASCAR Infield



NASCAR Infield



NASCAR Infield

EVENTS

Highlights from our last public events. Join in on the fun!



NASCAR Infield



St. Anthony's



St. Anthony's



St. Anthony's



Bug & Bud



Bug & Bud



Bug & Bud



Bug & Bud



June Jam



Women's Expo - Newark



Women's Expo - Lewes

SPEEDWAY TICKETS

Congrats to our winners of Delaware International Speedway tickets! Hope you enjoyed the races!



Ama - Acme #2680



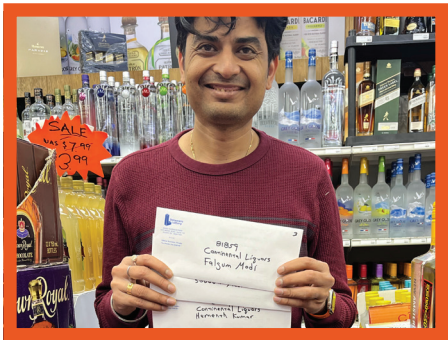
Charles - Acme #2680



Dharmesh - Liquor Stop



Falgani - Elite Liquors



Falgun for self, Sobodh and Hementh - Continental Liquors



Hallie and Nancy - Shore Stop #231



Ismail - 7-11 #41516



Jerry - Goose Creek



Jerry for Glenn - Goose Creek



Jon for Anthony - Royal Farms #349



Kevin - Malin's Deli



Linda for self and Mary Ellen - Goose Creek

SPEEDWAY TICKETS

Congrats to our winners of Delaware International Speedway tickets! Hope you enjoyed the races!



Morgan - Goose Creek



Nancy - Acme #806



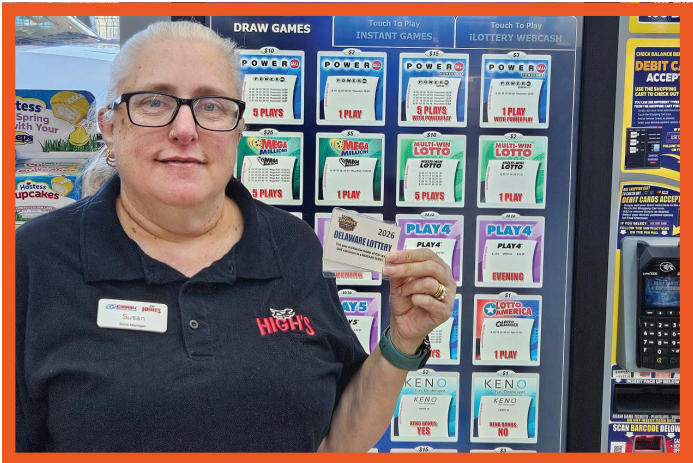
Nancy - Shore Stop #231



Nancy for Alma - Shore Stop #231



Sabrina - Shore Stop #231



Susan - Highs #160



Stephan for Sharita Jones - Safeway #4030

PUTTING BIG WINS FRONT AND CENTER

Showcasing the prize amounts from big wins in your store is a wonderful way to celebrate winning players. Plus it highlights the fun and excitement that potential players are missing out on. Remember to display what your lucky players have won. These retailers know how it's done.



INTO THE SUNSET – ONE OF THE LAST THREE

In issue #81 of Ticket Talk we kicked off our 50th Anniversary with the three longest licensed retailers in the Lottery network, one of which was **Steve’s Discount Liquors**. Steve’s Discount Liquors owners, **Bob Nedwick and his daughter Yvette**, will be riding off into the sunset after **50 years as a Delaware Lottery Retailer**.

Steve’s was originally started by Bob’s father, Steve Nedwick. The location originally started as a junk yard on what used to be a two-lane road, now called Kirkwood Highway. Over time the business changed with added improvements such as the addition of gas pumps, check cashing (which Bob remembers only costing 10 cents each) and later a Tavern that sold seafood, beef and beer. Then a package store was also added.

Steve started his adventures in 1955 cleaning bottles for his dad during holidays. Bob officially took over the business in 1964 after graduating college. Yvette, started at 16 years old working in the kitchen; that was 47 years ago!

When asked what their experience has been like with the Lottery over the last 50 plus years, they said the wonderful people they have met over the years and friends made during that time; they are really going to miss that part. They also noted how much the Lottery and the games have changed over that time. They find it fascinating to see how far everything has come.

When we inquired about some of their favorite memories, there were just too many to count. Some topics that were pointed out were all the different customers they had over the years. The folks from General Motors and now the folks from Amazon that come in. The winners getting excited when they hit on a Lottery ticket. They even remember their first Lottery terminal known as “Big Blue”.

Things change, but some of those changes do make us sad. We will miss both Bob and Yvette. They were truly the heart and soul of Steve’s Discount Liquors.



Bob & Yvette



UPCOMING EVENTS

See where we will be next and join us for some fun and prizes!

ROCKING THE DOCK

Does the view get any better? Rocking the Dock, a live waterfront concert experience at the Lewes Ferry Terminal grounds. Stop by our trailer during one of the concerts this summer and say hello. Rocking the Dock Lottery Dates:

TUESDAY	WEDNESDAY	THURSDAY	THURSDAY
AUG 4	AUG 12	AUG 13	AUG 20



JUL 23 DELAWARE STATE FAIR
TO AUG 1 Delaware State Fair Grounds

AUG 7 & 8 BALLOON SHOWS USA HOT
AIR BALLOON FESTIVAL
Dover, DE

AUG 15 MIDDLETOWN PEACH
FESTIVAL
Middletown, DE

SEPT 20 FESTIVAL HISPANO
Georgetown, DE

OCT 9 & 10 APPLE SCRAPPLE
Bridgeville, DE

RETAILER EVENTS

(KEEP YOUR EYES OUT FOR ENTRY FORMS)

JULY
DELAWARE STATE
FAIR CONCERT SERIES

BLUE ROCKS
DIAMOND SUITE

SEPTEMBER
PHILADELPHIA UNION

Draw Game payouts exceeded over **\$230 million**
from April 1, 2026 to June 30, 2026

Players awarded more than **\$1.2 million** in KENO®
payouts from April 1, 2026 to June 30, 2026

TOP 10 TRADITIONAL RETAILERS

Instant Games

New Castle County

Tobacco Time

Fairfax News

Books & News

Boxwood Books, News & Tobacco

New Castle Shell

Sunoco A-Plus - Claymont

Shiva Grocery

Ho Ho Mart - Market St.

Airport News

State Line Cigarette Outlet-NC

Bear

Wilmington

Newark

Wilmington

New Castle

Claymont

Wilmington

Wilmington

New Castle

New Castle

Kent County

Mike's Food Mart

One Stop - Dover

Food Lion #1426 - Smyrna

Milford Plaza Cigarette Outlet

Hylton's Market

Mike's Food Market

Bally's Dover Casino Resort*

Eastside Package

Wawa #853-Smyrna (S)

Magic 7 Convenience Store

Dover

Dover

Smyrna

Milford

Camden

Milford

Dover

Dover

Smyrna

Dover

Sussex County

Super Soda Center II-Stein Hwy.

Milton De-Lux

Sweet Mart

Uncle Willie's - Lewes

Super G #389 - Millville

General Store

Redner's Market #91-Lewes

Super G #387 - Rehoboth

Back Bay Tobacco

Royal Farms #295 * Millsboro

Seaford

Milton

Milford

Lewes

Millville

Lewes

Lewes

Rehoboth

Millsboro

Millsboro

Draw Games

New Castle County

Tobacco Time

Books & News

Fairfax News

Boxwood Books, News & Tobacco

New Castle Shell

Sunoco A-Plus - Claymont

Airport News

Ho Ho Mart - Market St.

Shiva Grocery

Boyd's Corner Liquors

Newark

Bear

Wilmington

Wilmington

Wilmington

Elsmere

New Castle

Newark

Claymont

Middletown

Kent County

Wawa #853-Smyrna (S)

Mike's Food Mart

Royal Farms #139 * S. Dover

Bally's Dover Casino Resort*

Wawa #876-Camden

Hylton's Market

Shore Stop #231 - Rising Sun

Royal Farms #117 * Hartly

Wawa #848-Dover (N)

Wawa #855-Dover Rt. 8

Smyrna

Dover

Dover

Dover

Camden

Camden

Dover

Hartly

Dover

Dover

Sussex County

Royal Farms #123 * Oak Orchard

Royal Farms #295 * Millsboro

Georgetown Quick Stop

Wawa #834-Lewes

Uncle Willie's - Lewes

Royal Farms #114 * Laurel

Wawa #837-Millsboro Rt. 113

Wawa #871-Rehoboth (S)

Wawa #865-Long Neck

Super G #389 - Millville

Millsboro

Millsboro

Georgetown

Lewes

Lewes

Laurel

Millsboro

Rehoboth

Millsboro

Millville

KENO®
TOP TEN KENO® RETAILERS

New Castle County

Books & News

Stanley's Tavern

Books & Tobacco

McGlynns-People's Plaza-KENO

Tobacco Time

Boyd's Corner Liquors

Snack and Tobacco Bazaar - Newark

Airport News

Sunoco A-Plus - Elsmere

McGlynns-Polly Drummond-KENO

Newark

Wilmington

Wilmington

Newark

Bear

Middletown

Newark

New Castle

Elsmere

Newark

Kent County

Milford Plaza Cigarette Outlet

Mike's Food Mart

Cigar Cigarette & More

Touchdown Restaurant

Smyrna News & Tobacco

Hylton's Market

Harrington Raceway and Casino

Royal Farms #51 * Milford

Market Place

The Greene Turtle - Dover

Milford

Dover

Smyrna

Dover

Smyrna

Camden

Harrington

Milford

Milford

Dover

Sussex County

Nicola Pizza

Crab Barn Restaurant

Fox's Pizza Den-KENO

Fox's Pizza Restaurant and Bar

Milton De-Lux

Stockley Tavern

Uncle Willie's - Lewes

R & R Grill

Jeff's Tap Room

CGO-American Legion Post 28

Lewes

Millsboro

Millville

Selbyville

Milton

Georgetown

Lewes

Laurel

Bridgeville

Millsboro

NEW TRADITIONAL AND KENO RETAILERS

JJ's Fine Wine and Spirits - Georgetown

Golden Deli & Groceries - Wilmington

Valero-W. Main - Middletown

Valero-E. Main - Middletown

Valero - Wilmington

Valero - Newark

Bacalao Super Market - Wilmington

Teller Wines & Spirits - Lewes

Steve's Liquors - Wilmington

Weis Market #130 - Millsboro

TICKET TALK RETAILER TRIVIA WINNERS



We have a few more winners this month than usual. Why, you say?

These are the only ones who had the correct answer to this question:

“What is the name of your Lottery Field Rep?”

Next time your rep is in the store, take a moment and get to know them. They can be a huge resource for your Lottery sales and needs. They want to know you too, so don't shy.

Name	Store
DRU F.	JACK'S COUNTRY MAID
RICK P.	CHRISTIANA BP
JEANNE J.	ACME #813
CYNTHIA M.	ACME #813
ABIGAIL O.	REDNER'S #57
DIMPLE S.	SHIVA GROCERY
NICK R.	SPEEDY MART
MELISSA D.	MILFORD SHELL
MARISSA P.	TOBACCO FIELD II

SCAN. PLAY. WIN.

Put your Delaware Lottery knowledge to the test for a chance to win a prize.

How it works:

1. Scan the QR code

Use your smartphone to scan the QR code and you'll be directed to a Delaware Lottery trivia question.

2. Answer the trivia question

Test your knowledge with our Delaware Lottery trivia question, fill out the form, and submit your answer.

3. Win a prize

If you answer correctly, you'll be automatically entered to win a prize. Winners will be announced in the next issue of Ticket Talk.

Good luck!



Scan this code to answer trivia question.

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