

\$100 ULTIMATE IS BACK

FROM OCTOBER 2, 2023
UNTIL JANUARY 4, 2024

\$100
YOUR BEST ODDS TO WIN \$1 MILLION*
VOS MEILLEURES PROBABILITÉS
DE GAGNER 1 MILLION \$*

ULTIMATE

EACH TICKET CONSISTS OF TWO PORTIONS:

- INSTANT**
- 10 INSTANT top prizes of \$100,000
 - 7 INSTANT play areas
- DRAW**
- 40 prizes of \$1 Million available to be won from the draw on January 4, 2024
 - Odds of winning \$1 Million – 1 in 25,000
 - Each ticket has a 7-digit Draw number, which must exactly match a winning number to win

ULTIMATE REMINDERS

- Each pack contains five (5) ULTIMATE tickets, each in a mylar pouch. Please remove tickets from the pack before selling.
- We cannot guarantee all 40 \$1 Million prizes will be won. All winning numbers will be drawn from the range of Draw numbers printed on the tickets available for sale, but it doesn't guarantee all tickets will be sold and all prizes claimed.
- You cannot sell ULTIMATE tickets after the January 4, 2024, draw. We will be setting an immediate Pack Activation End Date for ULTIMATE to coincide with the draw day. We ask you to remove all tickets from your Silent Sellers after the draw takes place and prepare for return.

GO FOR THE SELL OUT

In 2022, OLG
retailers shared
\$5 Million in sales
commissions from
ULTIMATE.

This ticket offers
OLG's best odds
to win \$1 Million
at 1 in 25,000 with
a 70% prize payout.

This Ontario-only
game will have
40 prizes of
\$1 Million drawn on
January 4, 2024.

\$100 ULTIMATE will be supported with full in-store POS
at retail, as well as TV, social, digital video, and an out-of-home
advertising campaign. Ticket scratchers will be distributed
by Sales Specialists. Be sure to keep your Silent Sellers fully
stocked as your customers will be looking for ULTIMATE!



INSTANT LAUNCHES
TO LOOK OUT FOR
HOLIDAY INSTANT
LINE-UP

RECENT INSTANT
ONTARIO **WINNERS**
PROLINE POINTS:
BOOST FOOTBALL SALES

DAILY GRAND:
OCTOBER DRAWS
LOTTO 6/49:
WINNERS UPDATE

UPCOMING
KEY DATES
CREDIT CARD FRAUD:
KNOW COMMON SIGNS

BEST IN CLASS RETAILER:
CNIB KIOSK, MISSISSAUGA

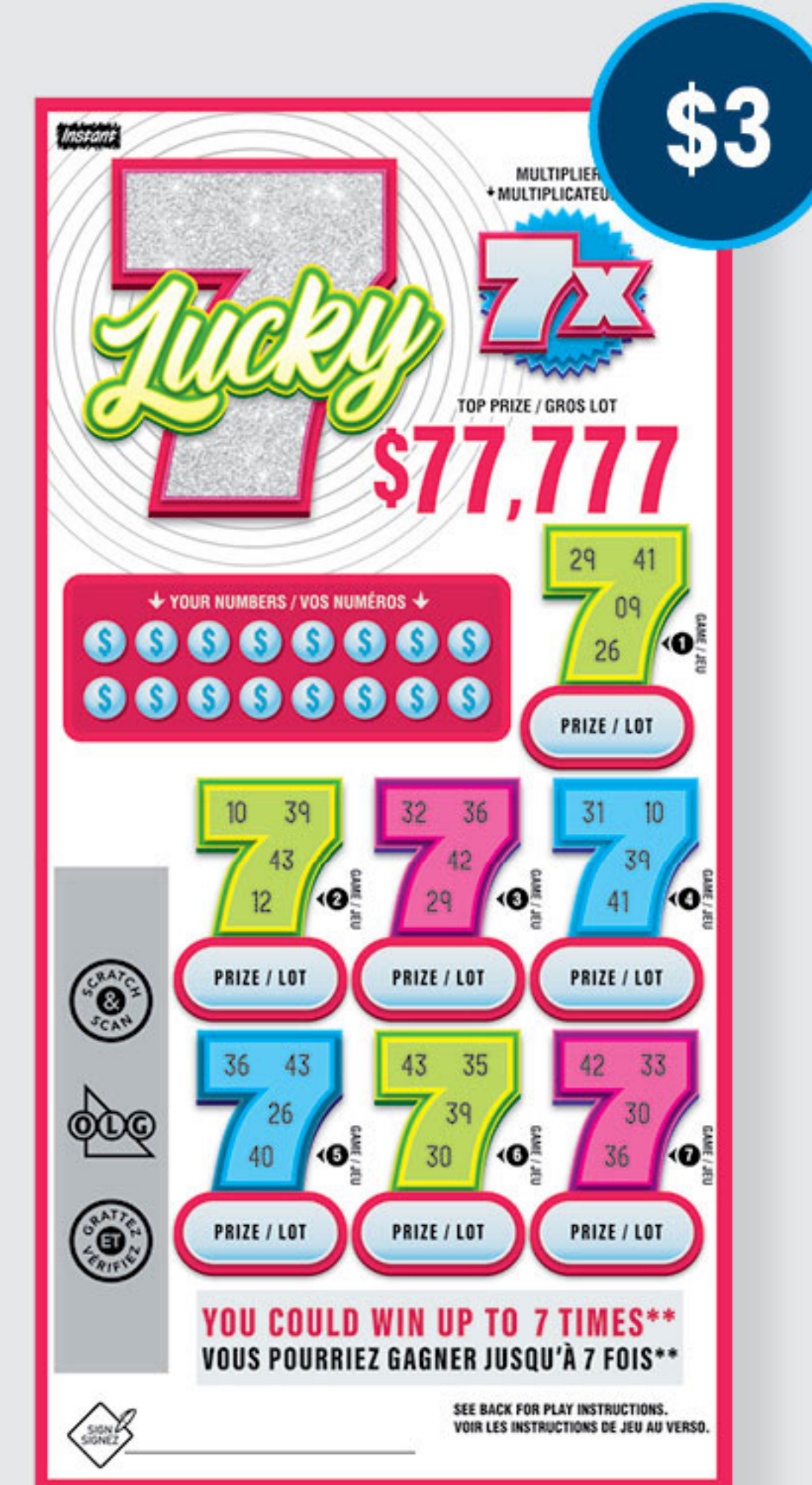


Play. Smart



LAUNCHES TO LOOK OUT FOR

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)



OCTOBER 2

LUCKY 7

65%
PAYOUT

1 IN 3.98
OVERALL ODDS

3 TOP PRIZES OF
\$77,777



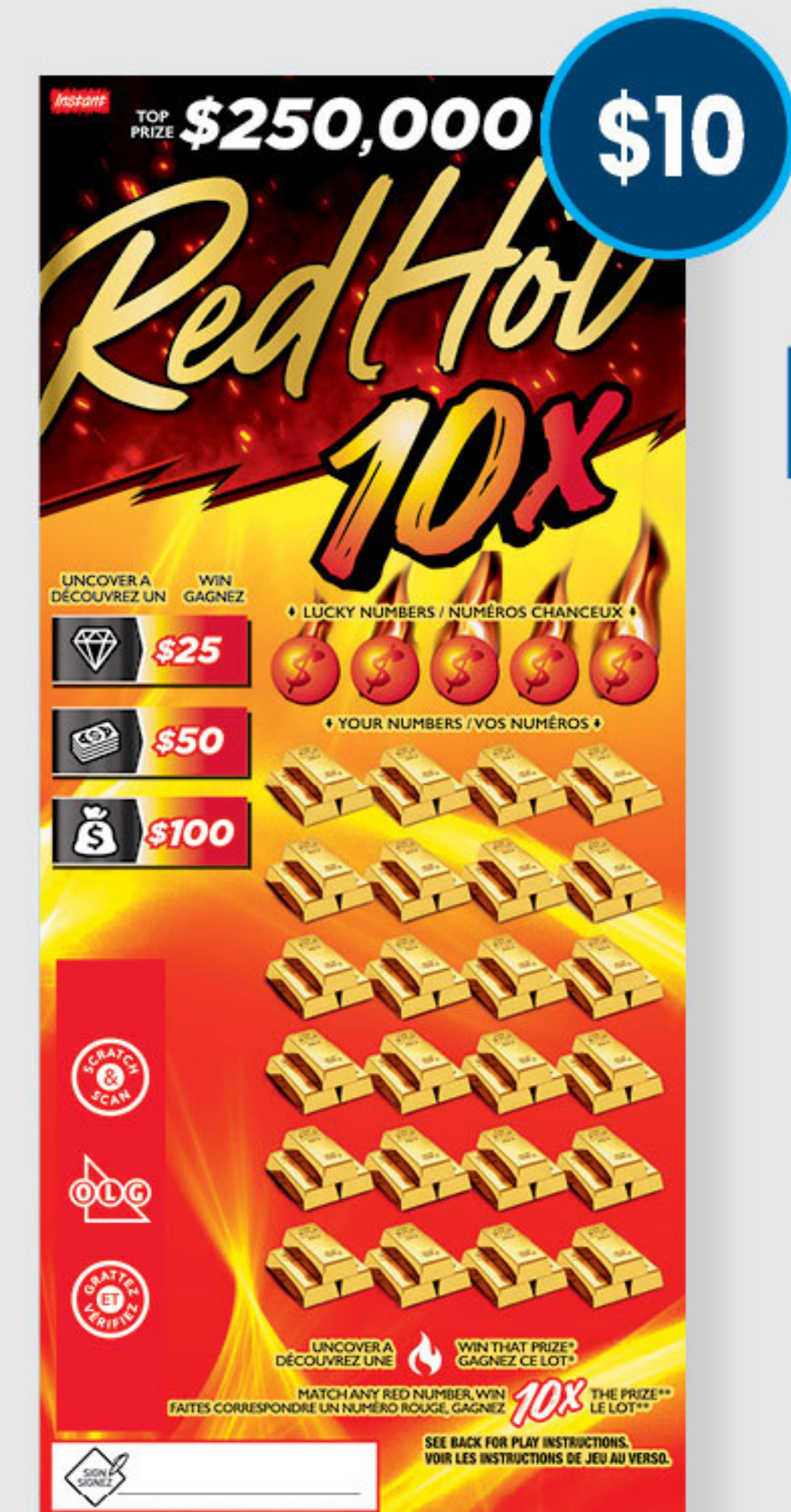
OCTOBER 2

MOO LA LA

67%
PAYOUT

1 IN 3.88
OVERALL ODDS

7 TOP PRIZES OF
\$100,000



OCTOBER 9

RED HOT 10X

70%
PAYOUT

1 IN 3.69
OVERALL ODDS

5 TOP PRIZES OF
\$250,000



OCTOBER 2

SUPER MASSIVE MULTIPLIER

70%
PAYOUT

1 IN 3.55
OVERALL ODDS

4 TOP PRIZES OF
\$250,000

Holiday INSTANT Line-Up



OCTOBER 30

PEPPERMINT CASH

67%
PAYOUT

1 IN 3.88
OVERALL ODDS

3 TOP PRIZES OF
\$35,000



OCTOBER 23

WINTER TRIPLER

65%
PAYOUT

1 IN 3.65
OVERALL ODDS

3 TOP PRIZES OF
\$75,000



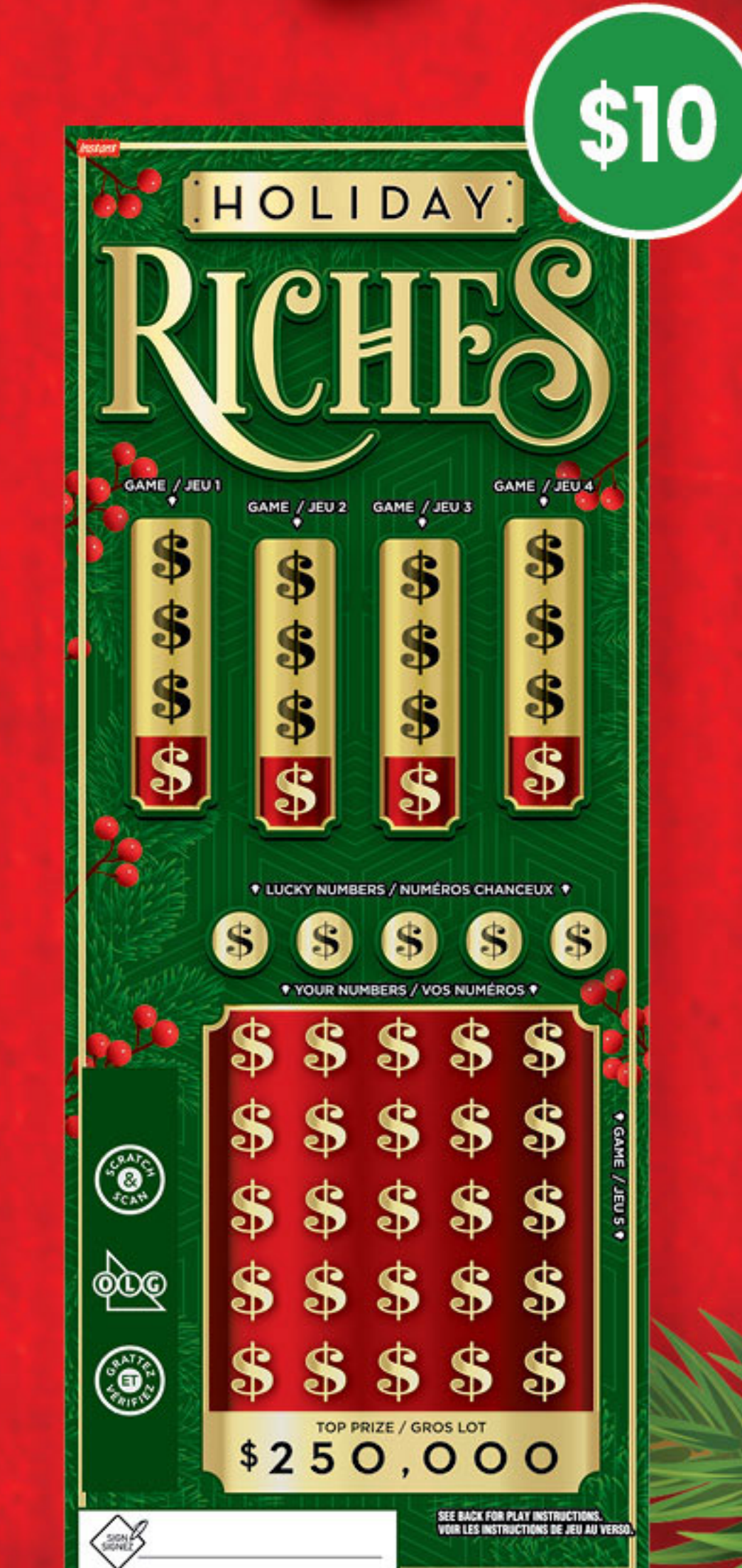
OCTOBER 23

ARCTIC BLAST

67%
PAYOUT

1 IN 3.98
OVERALL ODDS

OVER 5,000 PRIZES OF
\$500



OCTOBER 9

HOLIDAY RICHES

70%
PAYOUT

1 IN 3.07
OVERALL ODDS

6 TOP PRIZES OF
\$250,000

RECENT INSTANT WINNERS FROM ACROSS ONTARIO!



Tristan of Brampton is **\$100,000** richer after winning the top prize with **INSTANT \$100,000 MONEY MATCH** (Game #2358). "Winning has been a surreal experience. It still hasn't sunk in yet," he shared. The winning ticket was purchased at George's Convenience on Mississauga Road in Brampton.



Tanya of Port Colborne is **\$250,000** richer after winning with **INSTANT BONUS MONEY** (Game #2355). Tanya was at home when she checked her ticket on the OLG App and discovered she'd won big. "At first, I thought I'd won \$250," she recalled. "When I realized it was \$250,000, I was in shock!" The winning ticket was purchased at Sobeys on West Side Road in Port Colborne.

BOOST FOOTBALL SALES WITH

PROLINE POINTS

LAST YEAR, RETAILERS
SAW APPROXIMATELY
\$2.46 MILLION
IN COMMISSIONS
FROM FOOTBALL.

Bring football customers back
to in-store wagering this season
by telling them about our expanded
football offering and the new PROLINE
Points program.

Remind customers they can now
earn points on eligible PROLINE and
POOLS tickets purchased in-store
and can redeem those points for
entries into monthly draws or for
exciting prizes.

Tell them to visit
prolinepoints.olg.ca
to start earning today!



LOTTO GAME

Daily
GRAND

\$3 PER
PLAY!

Bonus Draws on
Thursday, October 26th
& Monday, October 30th

3 BONUS | \$25,000
3 PRIZES | *a* YEAR *for* LIFE

THE TOP PRIZE OF
\$1,000 *a* DAY *for* LIFE

Let your customers know that they can purchase
tickets early with Advance Play, so they don't
miss out on these additional chances to win!

Create awareness by printing and posting terminal
banners around your store in high-traffic areas and
by pointing out the easel card to your customers.



Clayton and Josephine of Georgetown
can “find their possible” after winning
a LOTTO 6/49 prize worth **\$1 Million** in
the Gold Ball Draw on June 28. Clayton
and Josephine, both 58, have been
married for 33 years. “It’s a feeling
you never expect to experience,” said
Josephine. “This win also gives us
a sense of security for our retirement,”
added Clayton. “It’s life changing.”

LOTTO
649

HAS MADE **59 MILLIONAIRES**
IN ONTARIO SINCE THE LAUNCH
OF GOLD BALL DRAW!*

*September 14, 2022 – August 19, 2023

UPCOMING KEY DATES

OCTOBER 2

\$100 ULTIMATE
Launches

OCTOBER 2, 9, 23 & 30

New INSTANT
Game Launches

OCTOBER 10 – 16

October
POS Swap

OCTOBER 26 & 30

DAILY GRAND
Bonus Draws

KNOW THE COMMON SIGNS OF CREDIT CARD FRAUD

Fraudulent activity can happen at your retail location in an instant, with very few signs or indicators to detect the fraud at the time of purchase. In fact, fraudulent credit card purchases are usually discovered several days later. OLG has identified credit card fraud where offenders use false or stolen credit cards and prepaid Visa cards to purchase lottery products. It's important to be aware of the red flags to avoid these issues.

CREDIT CARD FRAUD RED FLAGS

- Customers who purchase an **excessive** number of lottery products, including gift cards, with credit cards and/or prepaid Visa cards
- Customers who ask to purchase full **unopened packs** of INSTANT tickets and pay with credit cards and/or **prepaid Visa cards**
- Customers who make payments with **multiple** credit cards or prepaid Visa cards
- Credit cards that do not have a **chip and PIN**
- Customers who **manually enter** their credit card information into the payment terminal. This is known as manual entry, and if you process a manual entry credit card transaction, you may be liable for the chargeback.



For more information on INSTANT ticket security best practices and credit card fraud prevention, including **manual entry indicators**, visit olgretailerhub.ca.

READ MORE

A KIOSK THAT'S WORTH THE WAIT

Square One Mall in Mississauga is one of the busiest malls in Canada! It's also home to a CNIB kiosk operated by Janakan. Janakan has been selling lottery at this location for four years. He's dependable, dedicated to his store, and always friendly to every customer. Janakan maintains a positive attitude and goes above and beyond to meet his customers' needs. He also takes every opportunity to educate customers on new lottery products.

Every day, customers patiently wait for him to open the kiosk because they know they will get the best service. Janakan understands the importance of both upselling and cross selling lottery products to customers to grow his business and increase his sales and commissions. Janakan makes sure to take the time to learn about new product launches and OLG promotions so that he can provide his customers with the best service.

Thank you, Janakan, for being a Best in Class Retailer!

