

Holiday INSTANTS Launching
October 9 - November 6

'TIS THE SEASON TO UPSELL LOTTERY!

LAST HOLIDAY SEASON RETAILERS SHARED
\$6.3 MILLION IN COMMISSIONS!



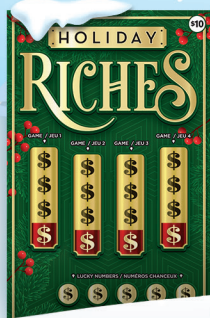
Cello Bags are Back

Crafty customers and retailers can use cello bags and toppers to make their own pack of tickets!

Offer a cello bag to customers purchasing several tickets.



Play Smart



\$10 HOLIDAY RICHES

- TOP PRIZE OF \$250,000
- 70% PAYOUT
- OVERALL ODDS 1 IN 3.07

LAUNCHING OCTOBER 9



\$5 ARCTIC BLAST

- OVER 5,000 PRIZES OF \$500
- 67% PAYOUT
- OVERALL ODDS 1 IN 3.98

LAUNCHING OCTOBER 23



\$3 WINTER TRIPLER

- 3 TOP PRIZES OF \$75,000
- 65% PAYOUT
- OVERALL ODDS 1 IN 3.65

LAUNCHING OCTOBER 23



\$2 PEPPERMINT CASH

- 3 TOP PRIZES OF \$35,000
- 67% PAYOUT
- OVERALL ODDS 1 IN 3.88

LAUNCHING OCTOBER 30



\$3 SILVER BELLS

- 3 TOP PRIZES OF \$75,000
- 65% PAYOUT
- OVERALL ODDS 1 IN 3.64

LAUNCHING NOVEMBER 6



\$5 FESTIVE 5X

- 7 TOP PRIZES OF \$100,000
- 67% PAYOUT
- OVERALL ODD 1 IN 3.71

LAUNCHING NOVEMBER 6



\$20 HOLIDAY GIFT PACK

- GUARANTEED MINIMUM WIN OF \$5 PER PACK
- 6 TOP PRIZES OF \$100,000
- 70% PAYOUT
- OVERALL ODDS 1 IN 1
- CONTAINS 5 TICKETS IN EACH POUCH

LAUNCHING NOVEMBER 6

Make Holiday Sales Brighter

Use these tips and tools to cash in on commissions!

- Highlight Holiday Offerings
- Use the Holiday Gifting Silent Seller burst to call attention to holiday tickets
- Planogram all holiday INSTANT tickets in one tray or give them a front row facing
- Point out the guaranteed win in the holiday Gift Pack



Give the Gift of Possibilities

A Lottery Gift Card is the perfect gift to tuck into a holiday greeting card. Customers can load \$5 to \$100 – allowing the receiver to pick the games they want to play!

- Retailers who upsell gift cards earn commissions on activations and redemptions.
- Redeeming customers also provides an incremental business opportunity.

Tip! Fill up your gift card holder to be prepared for this holiday season and tell your customers they can give the gift of possibilities with a Lottery Gift Card.

Reminder: Lottery gift cards can be ordered through your Lottery Terminal!



How to Activate & Redeem Gift Cards



► ACTIVATION

- From the Main Menu select **Gift Cards**, then **Activate**.
- Scan the gift card in the Optical Reader.
- On the Retailer Display enter the gift card amount and select **OK** when complete.
- Provide the customer with the gift card and receipt.

► REDEMPTION

- From the Main Menu select **Gift Cards**, then **Redeem**.
- Scan the gift card in the Optical Reader.
- On the Retailer Display enter the dollar amount to redeem and the PIN from the back of the card.
- Then select **Redeem** and **OK** when complete.