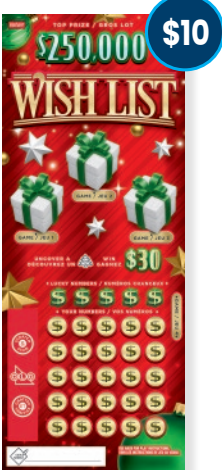


# BOOST

## Holiday Sales

This year's Holiday lineup is huge, featuring a wide variety of games and price points. Launch dates are **October 14 to November 4!**

OCTOBER 14



### WISH LIST

6 TOP PRIZES OF  
**\$250,000**  
**70%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.07**

OCTOBER 21



### MILLIONAIRE MULTIPLIER

25 TOP PRIZES OF  
**\$1 MILLION**  
OVER **\$40 MILLION**  
IN PRIZES RANGING  
FROM \$100 TO \$500  
**40-DAY EXTENDED**  
PAYMENT TERMS  
**20**  
GAMES TO PLAY  
**70%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.71**



### \$NOW DRIFT

25,560 PRIZES OF  
**\$100**  
**67%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.97**



### FROSTY KENO

3 TOP PRIZES OF  
**\$75,000**  
**65%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.77**

OCTOBER 28



### HOLIDAY GOLD

3 TOP PRIZES OF  
**\$35,000**  
**67%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.63**

NOVEMBER 4



### INSTANT GIFT PACK

6 TOP PRIZES OF  
**\$100,000**  
**70%**  
PAYOUT  
OVERALL ODDS  
**1 IN 1**



### VERY MERRY MONEY

7 TOP PRIZES OF  
**\$100,000**  
**67%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.57**

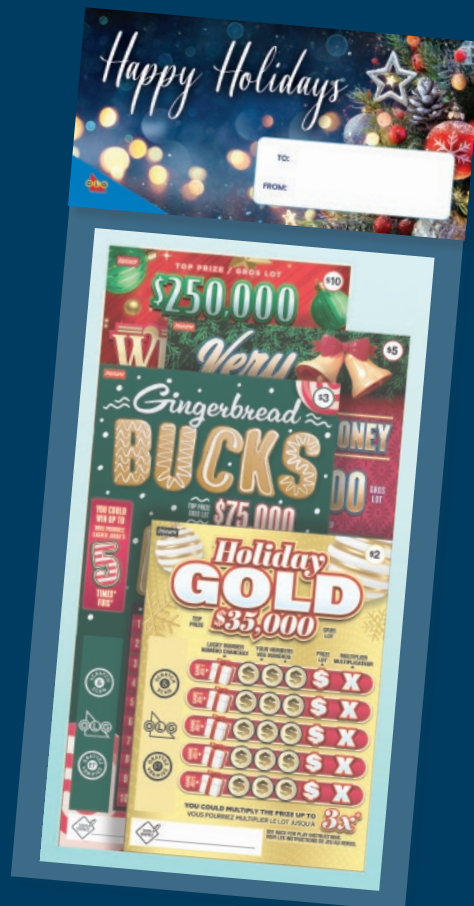


### GINGERBREAD BUCKS

3 TOP PRIZES OF  
**\$75,000**  
**65%**  
PAYOUT  
OVERALL ODDS  
**1 IN 3.73**

# TIPS AND TOOLS TO CASH IN ON COMMISSIONS

- Use the Holiday Gifting Silent Seller burst to call attention to Holiday tickets.
- Planogram all Holiday INSTANT tickets in one tray.
- Give Holiday tickets a front row facing in Silent Sellers.
- Point out the guaranteed win in the Holiday Gift Pack.
- Offer a cello bag to customers who purchase several tickets so they can create their own Holiday gift pack.



## LET THE RECEIVER PICK WITH A LOTTERY GIFT CARD



**Stock up on Gift Cards by ordering them with your supplies on the lottery terminal.** The ORDER SUPPLIES button is found in the INSTANT FUNCTIONS menu on the terminal.

Customers can load \$5 to \$100 – allowing the receivers to pick the games they want to play!

Retailers earn commissions on activations and redemptions. Customers who redeem their Gift Cards provide an incremental business opportunity.