

eXTRA chances | Spring Getaway Prize Pack

Every Tuesday in April, five winners each will win a spring getaway prize pack valued at \$2,100 that includes a hotel gift card, a gas gift card and more!

DRAWING
4-5

DRAWING
4-12

DRAWING
4-19

DRAWING
4-26

**Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received.*

SELLING TIPS

- Activating new games on launch day means a chance to earn 10% commission!
- The sooner tickets are available in your store location, the more likely players will visit. Our loyal players search for new games on launch day.
- Reduce out-of-stocks in your location. More available tickets can lead to an increase in sales in your store.

New Print'n Play Games!

LAUNCHING APRIL 3

NEW GAME	REPLACES	PRICE	TOP PRIZE	OVERALL ODDS	TOP-PRIZE ODDS
		\$2	\$10,000	1 in 4.41	1 in 240,000
		\$3	\$20,000	1 in 3.77	1 in 280,000
		\$5	\$40,000	1 in 3.19	1 in 340,000
		\$10	\$75,000	1 in 2.99	1 in 480,000
		\$2	\$10,000	1 in 4.60	1 in 240,000
		\$3	\$20,000	1 in 3.77	1 in 280,000
		\$5	\$40,000	1 in 3.21	1 in 340,000
		\$10	\$75,000	1 in 2.97	1 in 480,000
		\$2	\$30,000	1 in 4.61	1 in 240,000
		\$5	\$50,000	1 in 4.23	1 in 480,000



Retailers can earn **10% COMMISSION** on each pack of **NEW** Scratchers activated on the qualifying dates listed below! The activated packs must be from the current launch. Each month is independent of the others, which allows you to qualify for all, some or none of the months. Incentive funds will be paid via EFT.

QUALIFYING DATES

4/5

5/3

6/7

TO QUALIFY IN A GIVEN MONTH, RETAILERS MUST:

- Activate and put out for sale at least one pack of each new Scratcher launched on the qualifying date.
- Carry at least one (1) unique facing of \$1, \$2, \$3, \$5 & \$10 Scratchers.
- Be in Active status on the date of payout listed in the official rules.

X MARKS THE MONEY PROMOTION!

STARTS ON APRIL 26

On April 25, the Lottery is launching a new family of Print 'n Play games called X The Money. The X the Money Scratchers have been **A HUGE HIT WITH PLAYERS**, so we decided to bring the theme to Print 'n Play too! The Print 'n Play X The Money family also features a new \$20 ticket.

On April 26, the X Marks The Money Promotion starts, and it features 105 total winners and \$102,000 in total prizes! The grand prize is \$20,000!

If a player purchases a Print 'n Play X The Money game from April 26 through the end of May 31, the player gets a trailing entry form with an entry code. The value of the entry code is equal to the price of the ticket purchased. For example, a \$10 Print 'n Play X The Money ticket will generate an entry code worth 10 entries.

There will be five drawings over the course of the promotion. For the first four drawings, the entries will be valid only for the drawing in which they are entered. For the final drawing, new entries and any entries that have not previously won in one of the first four drawings will be eligible to win.

DRAWING - 1
One \$2,000 winner;
20 \$500 winners

DRAWING - 2
One \$5,000 winner;
20 \$500 winners

DRAWING - 3
One \$10,000 winner;
20 \$500 winners

DRAWING - 4
One \$15,000 winner;
20 \$500 winners

DRAWING - 5
One \$20,000 grand-prize winner;
20 \$500 winners

Encourage players to try the Print 'n Play X The Money games, and remind them that there's another chance to win with the X Marks The Money Promotion! Visit valottery.com/xthemoney for promotion details.

** Odds of winning top prize in a Print 'n Play X The Money game: 1 in 480,000.
Odds of winning a prize in the X Marks The Money Promotion depend on the total number of entries received.*

SCRATCHERS LAUNCHING APRIL 5

NEW SCRATCHER TUESDAYS ON FACEBOOK

Tell your players to check out our Facebook page the first Tuesday of each month for a chance to win a prize pack!

**DON'T FORGET:
YOU CAN EARN
10% COMMISSION
ON NEW GAMES
ACTIVATED ON
LAUNCH TUESDAY!**



\$1

**#2155
Baseball
Loot**

Hit the diamond with Baseball Loot! A player could win up to \$3,000!

TOP PRIZE ODDS:
1 in 1,224,000

UPC: 617189021551

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$5

**#2156
10 Years
of Ca\$h**

This game features the chance to win up to \$600,000 (\$5,000 a month for 10 years)*!

TOP PRIZE ODDS:
1 in 2,856,000

UPC: 617189021568

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$10

**#2142
\$55,000,000
Cash Blowout**

This Scratcher is loaded exclusively with \$50, \$100 and \$500 prizes, which means all prizes can be cashed at retail!

TOP PRIZE ODDS:
1 in 1,530

UPC: 617189021421

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$30

**#2143
\$173,000,000
Extravaganza**

This game is packed with prizes ranging from \$100 to \$500! A player could win up to \$5,000,000** playing this game!

TOP PRIZE ODDS:
1 in 2,529,600

UPC: 617189021438

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

*\$5,000 a month for 10 years (\$600,000) prizes will be paid in annual installments for 10 years. Cash value = \$566,044.

**All \$5,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$3,125,000.

SELLING LOTTERY DRIVES ADDITIONAL SALES & PROFITS TO CONVENIENCE STORES



**AN AVERAGE
RETAILER MAKES
\$24,146
IN ANNUAL GROSS
REVENUE ON LOTTERY.**

In comparison, lighters made \$5,746,
and energy shots made \$6,692.

On average,
**LOTTERY PLAYERS
SPEND 65% MORE**
than Non-Lottery
players in a C-Store.

**63% of U.S.
LOTTERY
SALES**
come from
C-Stores.

Lottery products
account for
**16% OF GROSS
INSIDE RETAIL
SALES.**

LOTTERY PLAYERS ARE:

70% more likely to buy cigarettes

62% more likely to buy beer

57% more likely to buy candy

56% more likely to buy soda

than non-Lottery players.

TOP THREE PRODUCTS SOLD IN C-STORES*

Cigarettes – \$545,447
Food Service – \$462,801
Lottery – \$423,529

**In terms of annual
gross inside sales.*

95%
of LOTTERY
BUYERS purchase
at least one extra
item inside the
C-Store.

89%
of the U.S.
population will
purchase a
LOTTERY TICKET
in their lifetime.

20%
of customers
enter the C-Store
after pumping
gas because
of LOTTERY.

Sources: MRI-Simmons,
NACS SOI, LaFleur's,
NACS Magazine