scratch-tastic tuesday

NEW SCRATCHERS AVAILABLE NOVEMBER 7

PLEASE ACTIVATE AND PUT OUT FOR SALE BY NOVEMBER 9
HOLIDAY CHEER RETAILER INCENTIVE
NOVEMBER 7, 2017 — DECEMBER 31, 2017

EARN EXTRA COMMISSION ON SCRATCHER SALES

Qualifier:
In order to receive an additional 1% commission on the 10 Scratchers launching in November and December, retailers must activate at least 1 pack of every new Scratch game for both the November 7, 2017, and December 5, 2017 launch within the first 3 days of sales.

Steps to Success:
- Activate New Games within first 3 days
- Always keep bins/vending machines full
- DO NOT WAIT UNTIL WEDNESDAY TO ACTIVATE
- Promote new Scratchers to your customers
- Display & promote winners sold in your store
- Cash ALL winning Scratcher tickets up to $600

What’s in it for YOU:
- An additional 1% in Scratch commission on the 10 Scratchers that launch between November 7th - December 31st.
- Keeping bins filled will consistently drive more traffic to your store.

Promoting winners and new games creates excitement that will set your store apart from others.

Retailer Eligibility
Must be in active status throughout the entire promotional period from November 7th, 2017 through December 31st, 2017.
LOTTERY SERVICES PORTAL

Retailers will now have access to their own Lottery Services Portal to find out information including:

- Current Sales and Commissions
- Store Winner Information
- Incentives/Promotions Info
- Licensing Information
- Much, Much More!

SIGN-UP IS SIMPLE!

- Visit: www.retailer.valottery.com, then click "Sign Up."
- Enter required information then click Submit.
- Fill in required information on the registration page.
- Access Lottery Services portal from a Desktop, Tablet or Mobile Device.

What’s New

MENT Lottery incentive begins Sunday. Earn bonus commissions for all your VLOL game sales for six weeks.
Four SUPER new instant games launch Tuesday to attract new players and drive sales.

Become a Lottery Retailer

- Earn commissions on each ticket sold
- Receive bonuses & cashing commissions
- Support good causes in your state

INTERESTED? LEARN MORE

LOOK WHO WON!

A Million Dollar Vacation!

It’s natural for most people to return home from vacation with a bit less money. But not Jonathan Jones. He ended up a million dollars richer.

The Washington, DC man was in Williamsburg with his family, enjoying a Busch Gardens vacation, when he stopped at a nearby convenience store to play Powerball. His ticket ended up matching the first five numbers to win the game’s $1 million second prize.

Mr. Jones bought his winning ticket at Terrace Grocery, 1102 Penniman Road in Williamsburg for the July 22 drawing. He used Easy Pick, allowing the computer to randomly select the numbers on his ticket.

Mr. Jones, who works for a roofing company, said he has no immediate plans for his winnings.

The store receives a $10,000 bonus from the Virginia Lottery for selling the winning ticket.
New Year’s MILLIONAIRE RAFFLE is back!

RAFFLE TICKET SALES START ON NOVEMBER 7, 2017, AND END WHEN ALL 375,000 TICKETS ARE SOLD OUT, OR ON DECEMBER 31, 2017, WHICHEVER OCCURS FIRST.

Limited TICKETS AVAILABLE

<table>
<thead>
<tr>
<th>PRIZE</th>
<th>QUANTITY</th>
<th>ODDS</th>
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</thead>
<tbody>
<tr>
<td>$1,000,000</td>
<td>3</td>
<td>1 in 125,000</td>
</tr>
<tr>
<td>$100,000</td>
<td>5</td>
<td>1 in 75,000</td>
</tr>
<tr>
<td>$500</td>
<td>500</td>
<td>1 in 750</td>
</tr>
</tbody>
</table>

DRAW date: 1.1.18

THREE lucky winners become MILLIONAIRES on 1.1.18

Odds of winning top prize in New Year’s Millionaire Raffle are 1 in 125,000. Odds of winning top prize in each game: Holiday Dreams: 1 in 1,020,000; Peppermint Double Match: 1 in 783,360; Casino Cheer: 1 in 795,600; Winter Winnings: 1 in 1,040,460; Merry Multiplier: 1 in 795,600. Odds of winning any prize in the eXTRA Chances promotion depend on total number of entries received.

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TWENTY-FIVE $500 GIFT CARD WINNERS EVERY TUESDAY IN NOVEMBER!

Get ready! eXTRA Chances is evolving to bring your players new & exciting prizes, ranging from cash to gift cards to once-in-a-lifetime experiences through our new Weekly Prize Drawings.

The first Weekly Prize Drawing will be on 11/14/17 with twenty-five $500 gift cards being given away every Tuesday for the rest of November.

Also with this change, the amount of entries each player receives is based on the price of the Scratcher they enter. So a $1 Scratcher is worth 1 entry all the way up to the $20 Scratcher being worth 20 entries when entered online!

Your players can still enter by mail with each mail entry being worth 1 entry. Visit valottery.com for more details.

We will continue to feature our Daily Cash Prizing until 10/31/17 and the Monthly $100,000 Grand Prize Drawing will still take place on 11/7/17.

DAILY CASH PRIZES (50):
ENTRY PERIOD: 10/1/17 - 10/31/17
10 prizes for each price of Scratchers featuring eXTRA Chances: $1, $2, $3, $5, and $10.

MONTHLY $100,000 GRAND PRIZE DRAWING:
ENTRY PERIOD: 10/1/17 - 10/31/17
DRAWING: 11/7/17

SHOPPING BONANZA! (25):
Every Tuesday we’ll be giving away 25 $500 gift cards.

NOVEMBER WEEKLY PRIZE DRAWING:
Draw Date: 11/14/17 (25 Target gift cards)
Draw Date: 11/21/17 (25 Best Buy gift cards)
Draw Date: 11/28/17 (25 Walmart gift cards)

AUGUST’S WINNER! Gary O of Haysi, VA won the August $100,000 eXTRA Chances Drawing!
AVAILABLE NOVEMBER 7, 2017
PLEASE ACTIVATE AND PUT OUT FOR SALE BY NOVEMBER 9

SCRATCH-TASTIC TUESDAYS ON FACEBOOK
Tell your players to check out our Facebook page every Scratch-tastic Tuesday for a chance to win a prize pack!

HOLIDAY DREAMS
#1842
$1 Game
UPC: 617189 018421
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

PEPPERMINT DOUBLE MATCH
#1843
$2 Game
UPC: 617189 018438
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

CASINO CHEER
#1844
$5 Game
UPC: 617189 018445
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

WINTER WINNINGS
#1845
$5 Game
UPC: 617189 018452
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

MERRY MULTIPLIER
#1846
$10 Game
UPC: 617189 018469
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

Odds of winning top prize in each game: Holiday Dreams: 1 in 1,020,000; Peppermint Double Match: 1 in 783,360; Casino Cheer: 1 in 795,600; Winter Winnings: 1 in 1,040,400; Merry Multiplier: 1 in 795,600.

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Since 1999, all Virginia Lottery profits have been used for K-12 public education in the Commonwealth. The Virginia Lottery funds a wide variety of programs each year based on priorities set by the Governor and General Assembly.