A Sales Guide for Virginia Lottery Retailers

PLEASE ACTIVATE AND PUT OUT FOR SALE BY SEPTEMBER 7

NEW SCRATCHERS AVAILABLE

SEPTEMBER 5

scratch-tastic tuesday

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Sales Representative Nick Eads has been working with Meena of Quick Mart in Newport News to maximize Lottery sales. This location has changed owners several times over the years, but I think it’s safe to say Meena has found the formula for success. Working with Nick, he has installed a Scratcher Display that is in the perfect location for customers to see, a Winner Awareness board to highlight the winning tickets sold, always activating and putting out new games for sale as soon as he receives them, and he always keeps his bins filled. As a result, he took a location that in the past sold $2,500 per week where now he’s selling over $6,000 per week in Lottery tickets. Great Job Nick & Meena!!

Nick & Meena ARE GAME, ARE YOU?

Rose Ditano has a routine. The Penhook woman stops twice a week on her way to go grocery shopping to play Mega Millions. Her favorite store to buy a couple of tickets is Whistle Stop, 11729 Old Franklin Turnpike in Union Hall. That routine was disrupted when she and her husband Roland checked the winning numbers in the May 19 drawing. He read off the numbers printed in the newspaper while she looked at her ticket. “Each time he read a number I said, ‘Yeah,’” she recalled. “By the time we got to the fifth number we were kind of in shock.” The ticket matched the first five numbers, missing only the Mega Ball number, to win the $1 million prize. On May 23, she returned to the store to receive the check from the Virginia Lottery. The store received a $10,000 bonus from the Lottery for selling the winning ticket. Ms. Ditano, who is retired, said she has no immediate plans for her winnings except to pay off the mortgage. “I’m not the type who goes nuts,” she said. Rose is pictured holding her $1,000,000 check with her husband Roland.

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

Odds of winning top prize in each game: Loose Change: 1 in 612,000; Spooky Cash: 1 in 734,400; Fast Cash Crossword: 1 in 1,162,800; In The Money: 1 in 1,060,800; $250,000 Money Mania: 1 in 367,200.

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HERE’S WHAT’S CHANGING

- $2 Game.
- Jackpots will start at $40 Million.
- Match 5 Numbers 1-70 & 1 Number 1-25. (Old was 1-75 & 1-15).
- New Wager style called “Just the Jackpot.”

JUST THE JACKPOT

- “Just the Jackpot” is a new wager type.
- For a $3.00 wager, a player will receive two easy pick plays (number sets) eligible only for the jackpot prize.
- “Just the Jackpot” is easy pick only – players cannot pick their own numbers.
- Plays are eligible for Multi-Draw, Future Play and Repeat Play.
- Plays print separately.

CUSTOMER BENEFITS

- Starting jackpot more than doubles, $15 to $40 Million.
- Substantially better odds to win $1 Million Prize.
- New Tier 3 prize is $10,000. (Previous was $5,000)
- “Just the Jackpot” feature allowing customers to play specifically for the Jackpot only.
- Designed to bring more value to players.

RETAILER BENEFITS

- Higher revenues with $2 starting price point.
- Larger starting jackpot will drive greater play frequency and sales.
- Bigger average jackpots, more frequently.
- Jackpot’s will roll much faster, creating more excitement for players.

NEW MEGA MILLIONS MATRIX

<table>
<thead>
<tr>
<th>TIER</th>
<th>MATCH</th>
<th>ODDS 1 IN</th>
<th>PRIZE</th>
<th>PAYOUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 + 1</td>
<td>302,575,350</td>
<td>Jackpot</td>
<td>37.6%</td>
</tr>
<tr>
<td>2</td>
<td>5 + 0</td>
<td>12,607,306</td>
<td>$1 Mil</td>
<td>4.0%</td>
</tr>
<tr>
<td>3</td>
<td>4 + 1</td>
<td>931,001</td>
<td>$10,000</td>
<td>0.5%</td>
</tr>
<tr>
<td>4</td>
<td>4 + 0</td>
<td>38,792</td>
<td>$500</td>
<td>0.6%</td>
</tr>
<tr>
<td>5</td>
<td>3 + 1</td>
<td>14,547</td>
<td>$200</td>
<td>0.7%</td>
</tr>
<tr>
<td>6</td>
<td>3 + 0</td>
<td>606</td>
<td>$10</td>
<td>0.8%</td>
</tr>
<tr>
<td>7</td>
<td>2 + 1</td>
<td>693</td>
<td>$10</td>
<td>0.7%</td>
</tr>
<tr>
<td>8</td>
<td>1 + 1</td>
<td>89</td>
<td>$4</td>
<td>2.2%</td>
</tr>
<tr>
<td>9</td>
<td>0 + 1</td>
<td>37</td>
<td>$2</td>
<td>2.7%</td>
</tr>
<tr>
<td>OVERALL</td>
<td></td>
<td>24.0</td>
<td>—</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

CURRENT MEGA MILLIONS MATRIX

<table>
<thead>
<tr>
<th>TIER</th>
<th>MATCH</th>
<th>ODDS 1 IN</th>
<th>PRIZE</th>
<th>PAYOUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 + 1</td>
<td>258,890,850</td>
<td>Jackpot</td>
<td>32.6%</td>
</tr>
<tr>
<td>2</td>
<td>5 + 0</td>
<td>18,492,204</td>
<td>$1 Mil</td>
<td>5.4%</td>
</tr>
<tr>
<td>3</td>
<td>4 + 1</td>
<td>739,688</td>
<td>$5,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>4</td>
<td>4 + 0</td>
<td>52,835</td>
<td>$500</td>
<td>0.9%</td>
</tr>
<tr>
<td>5</td>
<td>3 + 1</td>
<td>10,720</td>
<td>$50</td>
<td>0.5%</td>
</tr>
<tr>
<td>6</td>
<td>3 + 0</td>
<td>766</td>
<td>$5</td>
<td>0.7%</td>
</tr>
<tr>
<td>7</td>
<td>2 + 1</td>
<td>473</td>
<td>$5</td>
<td>1.1%</td>
</tr>
<tr>
<td>8</td>
<td>1 + 1</td>
<td>56</td>
<td>$2</td>
<td>3.5%</td>
</tr>
<tr>
<td>9</td>
<td>0 + 1</td>
<td>21</td>
<td>$1</td>
<td>4.7%</td>
</tr>
<tr>
<td>OVERALL</td>
<td></td>
<td>14.7</td>
<td>—</td>
<td>50.0%</td>
</tr>
</tbody>
</table>
JUNE’S WINNER! Travis R of Christiansburg won the JUNE $100,000 eXTRA Chances Drawing!

The Lottery will continue to offer the monthly $100,000 Grand Prize drawings, but in preparation for the next step in the eXTRA Chances program, there will be 50 Daily Cash Prizes offered based on the price of the Scratcher entered starting in July.

<table>
<thead>
<tr>
<th>Price of Scratcher</th>
<th>Daily Cash Prizes Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 Scratcher</td>
<td>10 Daily Cash Prizes</td>
</tr>
<tr>
<td>$2 Scratcher</td>
<td>10 Daily Cash Prizes</td>
</tr>
<tr>
<td>$3 Scratcher</td>
<td>10 Daily Cash Prizes</td>
</tr>
<tr>
<td>$5 Scratcher</td>
<td>10 Daily Cash Prizes</td>
</tr>
<tr>
<td>$10 Scratcher</td>
<td>10 Daily Cash Prizes</td>
</tr>
</tbody>
</table>

UPDATES
Your players can still enter online or by mail.
Visit valottery.com for more entry details!

RETAILER SUCCESS STORY

Sales Representative Lori Hitt and Manager of Bo’s Belly Barn Melissa Jones saw an opportunity to grow Scratcher sales and they ran with it. Lori and Melissa decided it was time to add four more Scratcher bins to increase sales and offer customers a better selection. As a result, sales are up 12% and Melissa wants to continue that upward growth. Melissa & Paul (pictured here) are great with their Lottery customers, ensuring every player knows that they added four more games. Keeping bins full with the best-selling games and putting new games out upon arrival is a priority for this enthusiastic retailer, and store sales are proof they take every opportunity to maximize sales.

Lori, Melissa and Paul ARE GAME, ARE YOU?
LOOSE CHANGE
#1830
$1 Game
UPC: 617189 018308
Pull Game: ________________________________________
BIN #: ____________________________________________
2nd Display: _______________________________________
Vending: ___________________________________________
Notes: _____________________________________________

FAST CASH CROSSWORD
#1787
$3 Game
UPC: 617189 017875
Pull Game: ________________________________________
BIN #: ____________________________________________
2nd Display: _______________________________________
Vending: ___________________________________________
Notes: _____________________________________________

IN THE MONEY
#1696
$5 Game
UPC: 617189 016960
Pull Game: ________________________________________
BIN #: ____________________________________________
2nd Display: _______________________________________
Vending: ___________________________________________
Notes: _____________________________________________

$250,000 MONEY MANIA
#1837
$20 Game
UPC: 617189 018377
Pull Game: ________________________________________
BIN #: ____________________________________________
2nd Display: _______________________________________
Vending: ___________________________________________
Notes: _____________________________________________

LOADED WITH $1,000 PRIZES

NEW SCRATCHERS AVAILABLE SEPTEMBER 5

PLEASE ACTIVATE AND PUT OUT FOR SALE BY SEPTEMBER 7

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

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Odds of winning top prize in each game: Loose Change: 1 in 612,000; Spooky Cash: 1 in 734,400; Fast Cash Crossword: 1 in 1,162,800; In The Money: 1 in 1,060,800; $250,000 Money Mania: 1 in 367,200.

We’re game
play responsibly
SELL MORE EARN MORE

RETAILER INCENTIVE PROGRAM

EARN UP TO AN ADDITIONAL $1,000

For a chance to earn Scratcher Sales Bonus, you must activate at least 1 pack of every new game within 1st three days of New Game Launch.

HOW IT WORKS

Each retailer will have a quarterly goal based on prior year’s Scratcher sales. Increase Scratcher sales by 5% and see how much you can earn below!

<table>
<thead>
<tr>
<th>RETAILER SCRATCHER SALES LEVEL</th>
<th>RETAILER GOAL FROM</th>
<th>RETAILER GOAL TO</th>
<th>BONUS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$0</td>
<td>$32,500</td>
<td>$100</td>
</tr>
<tr>
<td>2</td>
<td>$32,501</td>
<td>$65,000</td>
<td>$150</td>
</tr>
<tr>
<td>3</td>
<td>$65,001</td>
<td>$97,500</td>
<td>$200</td>
</tr>
<tr>
<td>4</td>
<td>$97,501</td>
<td>$130,000</td>
<td>$250</td>
</tr>
<tr>
<td>5</td>
<td>$130,001</td>
<td>$162,500</td>
<td>$350</td>
</tr>
<tr>
<td>6</td>
<td>$162,501</td>
<td>$195,000</td>
<td>$450</td>
</tr>
<tr>
<td>7</td>
<td>$195,001</td>
<td>$221,500</td>
<td>$550</td>
</tr>
<tr>
<td>8</td>
<td>$221,501</td>
<td>$260,000</td>
<td>$650</td>
</tr>
<tr>
<td>9</td>
<td>$260,001</td>
<td>$292,500</td>
<td>$750</td>
</tr>
<tr>
<td>10</td>
<td>$292,501</td>
<td>--</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

STEPS TO SUCCESS

• Activate New Games within 1st three days.
• Always keep your bins/vending machines full.
• DO NOT WAIT UNTIL WEDNESDAY TO ACTIVATE.
• Talk up and promote the new Scratchers with your customers.
• Promote winners that you’ve sold in your store.
• Cash ALL Winning Scratcher Tickets up to $600.

WHAT’S IN IT FOR YOU

• New Game Sales are highest in 1st week, activating these right away will maximize your sales.
• Keeping bins filled will consistently drive more traffic to your store while providing a pleasant customer experience.
• Promoting winners and New Games creates excitement that can set your store apart from others, customers will want to come back to your store!
• Putting cash in your customers’ hands helps ensure they will spend more money in your store.

ELIGIBILITY REQUIREMENTS

• Retailers must activate at least 1 pack of every new game within 1st three days of New Game Launch.
• Retailers must have at least 5% increase in Scratcher Sales during July, August, September 2017 over the same time last year.
• Retailers that have changed ownership can participate using Scratcher sales from the previous retailer as their goal.

NEW RETAILER?

• New retailers that became active after 6/30/16 can earn a $50 bonus if they activate at least 1 pack within the 1st three days of every game launch during the promotional period.