

The Lottery

LOWDOWN

January - February 2021



YOUR PRIZE MULTIPLIED

The fan-favorite Multiplier family is BACK with a new look this January



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KICK OFF THE NEW YEAR WITH **JANUARY** INSTANTS

Top selling multiplier games are back!

GET THE POWER OF

X

YOUR PRIZE MULTIPLIED



\$1) 5X the Cash #7391

Top Prize: \$10,000

Game Highlights:

- Play style: key number match
- 5X multiplier
- Single bonus spot
- Total prize fund: over \$5,600,000
- % of prizes paid at retail: 98.60%



\$2) 10X the Cash #7392

Top Prize: \$25,000

Game Highlights:

- Play style: key number match
- 5X and 10X multipliers
- Single bonus spot
- Total prize fund: over \$9,000,000
- % of prizes paid at retail: 97.35%



\$5) 25X the Cash #7393

Top Prize: \$250,000

Game Highlights:

- Play style: key number match
- 5X, 10X, and 25X multipliers
- Two bonus spots
- Total prize fund: over \$29,600,000
- % of prizes paid at retail: 94.48%



\$10) 50X the Cash #7394

Top Prize: \$1,000,000

Game Highlights:

- Play style: key number match
- 5X, 10X, 25X, and 50X multipliers
- Three bonus spots
- Total prize fund: over \$49,000,000
- % of prizes paid at retail: 93.63%



\$20) 100X the Cash #7395

Top Prize: \$2,000,000

Game Highlights:

- Play style: key number match
- 5X, 10X, 25X, 50X, and 100X multipliers
- Four bonus spots
- Total prize fund: over \$104,000,000
- % of prizes paid at retail: 93.14%

THE POWER OF X

CAMPAIGN SUPPORT

“The Power of X” is going to have players chomping at the bit to get in on the fun! We’re going to make selling these tickets even easier by backing up this campaign with a wide variety of support pieces around Illinois. From digital signage and social media to ATM topper screens and more, you’ll be able to see these enticing ads nearly everywhere you look. Here’s a sneak peek at what’s to come!



Digital



Social



POS



OOH



Radio

\$1 5X the Cash #7391
TOP PRIZE: \$10,000

\$2 10X the Cash #7392
TOP PRIZE: \$25,000

\$5 25X the Cash #7393
TOP PRIZE: \$250,000

\$10 50X the Cash #7394
TOP PRIZE: \$1,000,000

\$20 100X the Cash #7395
TOP PRIZE: \$2,000,000



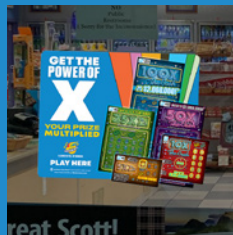
MULTIPLIER POINT-OF-SALE



Floor Decal



Mini Standee



Door Decal



Windmaster



Win30 Dress-Up

Please reference Placement Instructions for full list of POS Support.

FEBRUARY INSTANT TICKETS

February might be a short month, but it's still big on fun! Here's a sneak peek at what's coming up next.



It Takes 2 #7397

TOP PRIZE: \$20,000

Game Highlights:

- A fan favorite makes its return!
- Two tic-tac-toe games on one ticket with a chance to DOUBLE your prize
- 100% of profits benefit Special Olympics sports training programs in Illinois
- Win up to \$20,000

#DoingGOOD



**NEW
PLAY
STYLE**

Path to Riches #7398

TOP PRIZE: \$50,000

Game Highlights:

- New play style for Illinois - complete a trail to win a prize
- A fun game for extended play enthusiasts
- Win up to \$50,000



Win Big #7370

TOP PRIZE: \$2,000,000

Game Highlights:

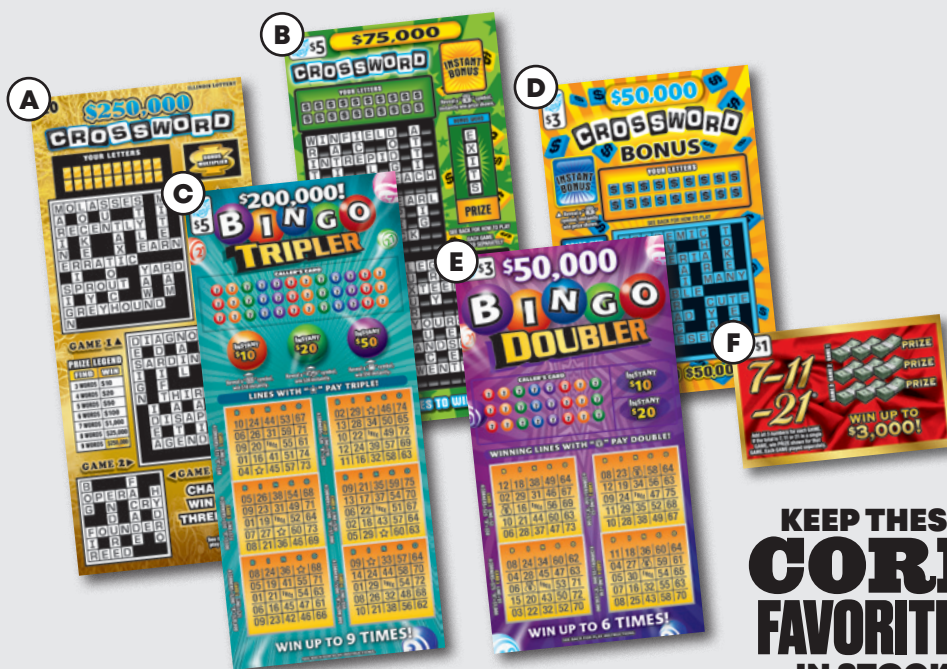
- Features five instant-win FAST SPOTS
- With DOUBLER, 10X Multiplier, and win-all symbols in the number match game
- Over 350,000 prizes between \$100 and \$1,000
- Win up to \$2,000,000

MUST HAVE INSTANT TICKETS

Keep these core games stocked to maximize sales.

Core Instant Tickets

- A** \$10 #7324
\$250,000 Crossword
- B** \$5 #7328
\$75,000 Crossword
- C** \$5 #7349
\$200,000 Bingo Tripler
- D** \$3 #7327
\$50,000 Crossword Bonus
- E** \$3 #7326
\$50,000 Bingo Doubler
- F** \$1 #7350
7-11-21



**KEEP THESE
CORE
FAVORITES
IN STOCK**

LOTTO IS GETTING AN **UPGRADE**

Same game. More chances. More Millions.

Coming March 21, Lotto will have overall better odds and give more chances for Illinoisans to become millionaires. We're doing that by adding two additional drawings, each for a million dollars! Players' six numbers will be entered into all three drawings. That means, every time Lotto is played, there are three chances to win. The two additional drawings will take place immediately following the main draw. The results of all three drawings will be published together.

STARTS MARCH 21 • NOW \$2



QR codes make playing even simpler!

Produce the same plays as a previous purchase with a simple scan of a QR code.

What is it?

A new functionality, launching in December, that provides players the chance to get a Customer Session Report that captures and stores a player transaction in a single receipt with a QR Code.

How do I print a Customer Session Report?

Once a player's purchase is complete, all you have to do is produce the Customer Session Report by pressing the PRINT SESSION button under the Customer Session Menu.

How will this help?

This new functionality will save you and your players time by providing a better player experience and allowing the retailer to sell other lottery and non-lottery items! All a player has to do is hand you the Customer Session Report from their previous purchase and with one scan, it will produce the same plays, except Fast Play® and Quick Picks.* Additionally, it will minimize the chance for player selection errors and allow you to produce transactions for your frequent players faster and easier!

For example, if a player plays Pick 3 with a 1-2-3 Straight, 4-5-6 Box and 7-8-9 Combo on Monday, receives a Customer Session Report and wants to play the same game with the same numbers and play style on Tuesday, the player could hand the Customer Session Report to the retailer. The retailer could then repeat the player's purchase with one scan.

* For Quick Pick, the player will receive the numbers that were originally provided via Quick Pick.

Only available for use on the Photon terminal, cannot be used on the vending machine. The transaction will generate in the Photon shopping cart, allowing the retailer to modify if needed (e.g., remove a play). To complete the transaction, the retailer must select BUY ALL to purchase and produce the player's tickets.



WINNER SPOTLIGHT

Helping Illinois Win in the Fast Lane

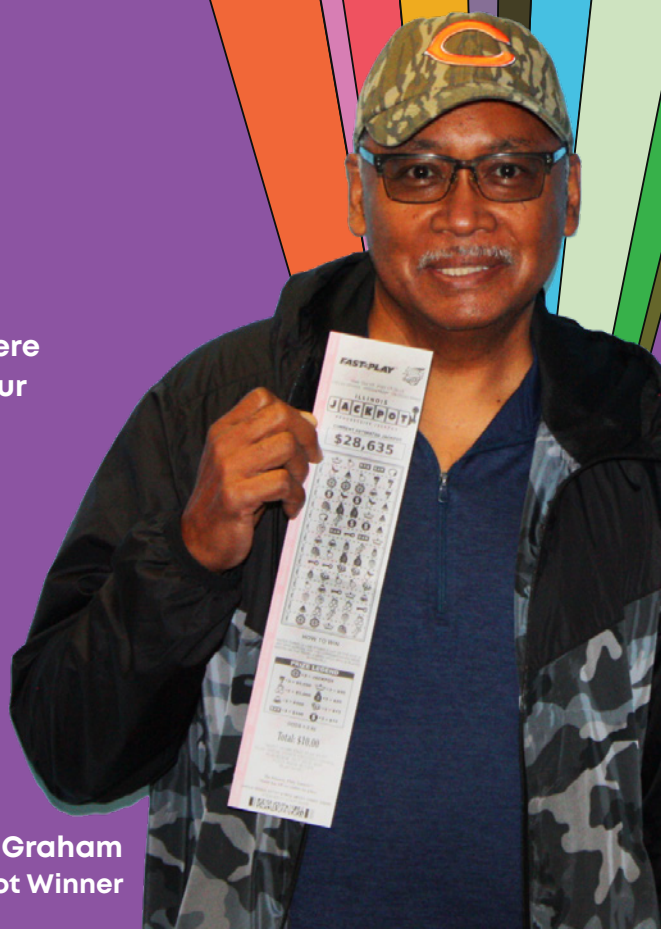


Fast Play® has been a massive success since it launched here in Illinois. That success is all thanks to you, our retailers! Your hard work has helped make hundreds of winners all across the state. Many of our winners have expressed that they tried the games on a whim after talking about them at the checkout counter. Those wins, smiles, and all of that joy, belong to you.

Here's to you for helping make so many winners last year and to all the wins to come in 2021!

Fastplay® AGS LLC.

Joseph Graham
Illinois Jackpot Winner



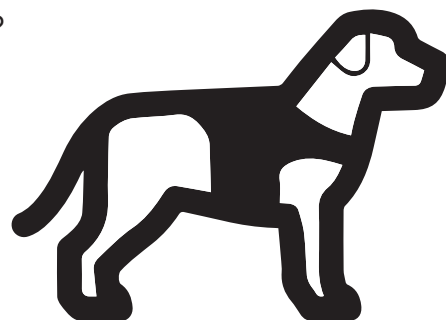
SERVICE ANIMAL INFORMATION

Under the Americans with Disabilities Act, businesses that serve the public generally must allow service animals to accompany people with disabilities in all areas of the stores where the public is allowed to go. Service animals provide many types of assistance for people with disabilities. Service animals must be tethered, leashed, or harnessed while in public places, unless it interferes with the animal's work, or the individual's disability prevents the use of these devices.

If it is not obvious what service an animal provides, staff may only ask two questions:

1. Is the service animal required because of a disability?
2. What work or task has the service animal been trained to perform?

For more information, call (800) 514-0301.



RESPONSIBLE GAMING

Problem gambling can affect anyone, regardless of age, gender, or ethnicity. It is estimated that 2 million U.S. adults (1%) meet the criteria for severe gambling problems in a given year. Another 4-6 million (2-3%) would be considered to have mild or moderate gambling problems. You must know how to support a player that expresses concerns about their gambling behavior.

Illinois has options for counseling, treatment, self-help, and support groups to address problem gambling. If a player expresses concerns over his or her gambling behavior, advise the player to call 1-800-GAMBLER for free advice and direct them to the Be Smart, Play Smart® Responsible Gaming Guides in your store, for additional options on where to seek help.

The Illinois Lottery is committed to engaging with the community and keeping the lottery fun for all players. Retailers play a key role in supporting this mission by knowing how to guide players who are seeking support for their gambling behavior. **Be Smart, Sell Smart.**

The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries

 **Be Smart, Play Smart®** Must be 18 or older to play.

If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

Game odds available at IllinoisLottery.com.



ILLINOIS IS FULL OF WINNERS™