

GET THE POWER OF X

YOUR PRIZE MULTIPLIED

This January, the multiplier family is back with a new look. Get the Power of X and multiply your sales!



**Activate
NEW TICKETS
Today**

If you don't activate new instant tickets, your store could **lose up to \$80 per game per day** in ticket sales.

\$1) 5X the Cash #7391

TOP PRIZE: \$10,000

Game Highlights:

- Key number match play style
- Features a Bonus spot
- Win up to \$10,000
- Over \$5,600,000 in total prizes
- 98.6% of prizes to be paid at retail

\$2) 10X the Cash #7392

TOP PRIZE: \$25,000

Game Highlights:

- Key number match play style
- Features a Bonus spot
- Win up to \$25,000
- Over \$9,000,000 in total prizes
- 97.35% of prizes to be paid at retail

\$5) 25X the Cash #7393

TOP PRIZE: \$250,000

Game Highlights:

- Key number match play style
- Features a Bonus spot
- Win up to \$250,000
- Win up to 17 times
- Over \$29,600,000 in total prizes
- 94.48% of prizes to be paid at retail

\$10) 50X the Cash #7394

TOP PRIZE: \$1,000,000

Game Highlights:

- Key number match play style
- Features 3 Bonus spots
- Win up to \$1,000,000
- Over \$49,000,000 in total prizes
- 93.63% of prizes to be paid at retail

\$20) 100X the Cash #7395

TOP PRIZE: \$2,000,000

Game Highlights:

- Key number match play style
- Features 4 Bonus spots
- Win up to \$2,000,000
- Win up to 29 times
- Over \$104,000,000 in total prizes
- 93.14% of prizes to be paid at retail

**OVER
\$198
MILLION
IN TOTAL PRIZES**

Tickets can be ordered through the Retailer Hotline at 1-844-806-8930.

January instants will be supported with campaign point-of-sale. Please reference the Placement Instructions guide for complete list of supporting point-of-sale.



EVERYONE WINS WITH ILLINOIS LOTTERY PROMOTIONS

More promotions are coming to retailers in January 2021!

Illinois Lottery promotions are a fun way to give players the opportunity to earn free tickets or coupons for playing the Illinois Lottery. Promotions are sure to stimulate your sales and drive player awareness too! Qualifying purchases will automatically reward players with free tickets or coupons.

Promotion types

Ticket Promotions: Triggered by a purchased ticket (e.g., Buy X get Y).

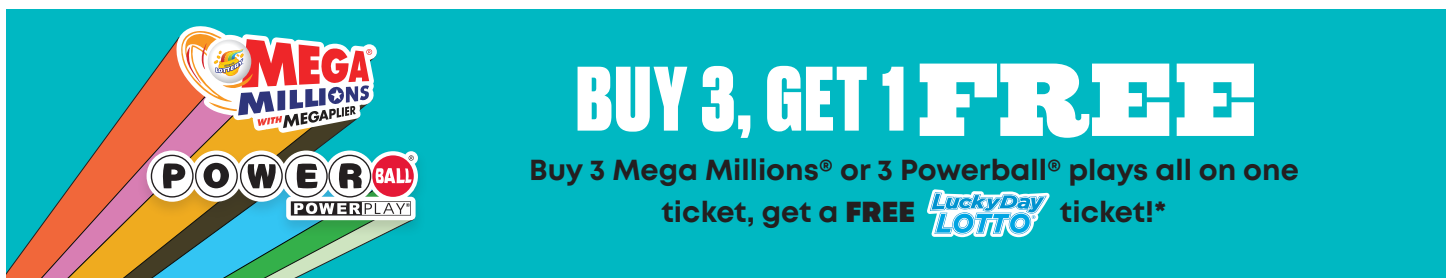
Coupon Promotions: Free tickets offered via a coupon.

Quick facts

- Promotions will be supported by both the Photon and the Win30 in Illinois.
- Qualifying purchases must be made on a single transaction.
- Depending on the promotional offer, the qualifying purchase will print either a free ticket or a coupon that is redeemable only at an Illinois Lottery retailer.
- Qualifying and reward tickets are non-cancellable.

January Mega Millions® and Powerball® Promotion

Promotion start date: January 2, 2021



The banner features a teal background with a colorful diagonal stripe on the left. On the left, the Mega Millions logo (with 'WITH MEGAPLIER') and the Powerball logo (with 'POWERPLAY') are displayed. The central text reads 'BUY 3, GET 1 FREE' in large, bold, white letters. Below this, it says 'Buy 3 Mega Millions® or 3 Powerball® plays all on one ticket, get a FREE Lucky Day LOTTO ticket!*' with the Lucky Day Lotto logo.



Promo support includes table tent, vending machine wobbler & Horizon screen creative.

*Qualifying purchase must be three Mega Millions or Powerball plays (\$6 value) for the current draw on a single ticket to receive the prize of one free (Quick Pick) Lucky Day Lotto play (\$1 value) for the current draw. Offer valid 1/2/21 through 1/31/21. See Official Rules, which govern, for complete details. www.illinoislottery.com/promotions