

Instant Games

You Should Sell

Don't miss any sales - activate these Instant Tickets! Order these hot-sellers if they're not already in stock.

New Games	Game #
\$10 Break the Bank	251
\$5 Money Match	250
\$3 Fruity Fortune	248
\$3 Red Ribbon Cash	249
\$2 Triple Play	247

Price	Name	Game #
\$30	Million \$\$ Match	193
	\$10 Million Cash Bonanza	959

\$20	\$1,000 Frenzy	242
	Casino Millions	227
	Multi-Millionaire	202
	20 X 20	854

\$10	Willy Wonka Golden Ticket	246
	\$250,000 Crossword	178
	\$300,000,000 Cash Spectacular	967
	Diamonds & Gold	211
	\$1,000,000 Cash	206
	\$250,000,000 Cash Spectacular	893
	\$5,000 A Week For Life!	114
	Money Money Money	238
	\$500,000 Taxes Paid	226

\$5	Big Money	245
	\$250 Frenzy	241
	\$100,000 Poker	236
	Crossword	254
	Full Of \$500s	198
	Black Ice 7s	222
	Bingo	229
	Million Dollar Payday	201
	Money Machine	210
	Quick \$500	232

\$5	Crossword	228
	Bingo	223
	Yahtzee	221
	The MS Project	235
	Ticket For The Cure	214
	Treasure Hunt	237

\$2	\$20,000 Richer	244
	\$100 Frenzy	240
	\$20 Grand	204

\$1	Red Hot 7s	243
	\$50 Frenzy	239
	7-11-21	160
	Loose Change	179

Play WITH PURPOSE

Red Ribbon Cash Specialty Ticket #249 \$3

The "Red Ribbon Cash" Instant Ticket is a feel-good way for players to win up to \$50,000. 100% of profits help prevent HIV/AIDS in Illinois and support those affected. Talk up the cause so your customers know to "Play with Purpose."

Game Highlights:

- Win up to \$50,000!
- Reveal a "MONEY STACK" symbol, win 2 TIMES the PRIZE shown for that symbol.
- Get a "MONEY BAG" symbol, win that PRIZE automatically.
- 12 chances to win!

Media Support



Retailer Spotlight



Congratulations to the Manary's on 41st St. in Moline, IL! The retailer sold a winning "\$250,000 Crossword" Instant Ticket to lucky player, Angela Stottler. The retailer also received a bonus check of \$2,500. Talk about a win-win!

Your store could be featured next!

Helpful ADA Information

Accessible Parking

The ADA requires businesses to take steps necessary to effectively communicate with customers who have vision, hearing and speech disabilities.

- Designated accessible parking spaces must be provided if readily achievable
- Accessible parking spaces must have space for the vehicle and an additional space located to the right or left of the space that serves as an access aisle
- Accessible parking spaces should be the spaces closest to the entrance and should be located on the ground level.

ADA

Americans with Disabilities Act

For more information call (800) 514-0301



The Lottery Lowdown

June 2018

MAKE BANK

With These New Instant Tickets



Don't forget!

The **WILLY WONKA GOLDEN TICKET™** is a great way to boost your sales.



Play responsibly. Must be 18 or older to play. Gambling problem? Crisis counseling and referral services can be accessed at 1-800-GAMBLER. For more info or to exclude yourself call 1-800-252-1775 or visit illinoislottery.com.

New Instant Tickets Launching June 5th

Be sure to activate new games by June 7th or within 48 hours of launch!
Always keep bins stocked with the latest games and keep them visible to your customers.



Break The Bank #251 \$500,000 Top Prize

The NEW GIGANTIX Instant Ticket is here! Offering 3 different games to play and a chance to win up to 40 times, "Break the Bank" is an EXTRA-LARGE ticket that offers extra-large prizes!

- Win up to \$500,000!
- 3 separate games in one ticket.
- Game 1: Get a "GOLD BAR" symbol, win the corresponding prize.
- Games 2 & 3: Reveal a "5X" symbol, win 5 TIMES the prize shown.
- Game 3: Get a "MONEY STACK" symbol, win 10 TIMES the prize shown.
- Find the "VAULT" symbol, WIN ALL 25 PRIZES.
- Win up to 40 times!



Triple Play #247 \$20,000 Top Prize

Players will have three times the fun with "Triple Play"! It has three ways to play and three ways to win. At just \$2, "Triple Play" is great for the occasional player.

- Win up to \$20,000!
- Match 3 like PRIZE amounts, win that amount.
- Reveal a "MONEY BAG" symbol, win \$20 automatically.
- 10 chances to win!



Fruity Fortune #248 \$50,000 Top Prize

Get lucky with this new symbol match game! At just \$3, "Fruity Fortune" is perfect for less frequent players. Scratch YOUR SYMBOLS to reveal 18 total play symbols. Then, scratch the matching symbols on the two grids. Match 4 symbols in any complete horizontal or vertical line to win the prize shown.

- Win up to \$50,000!
- 16 chances to win!



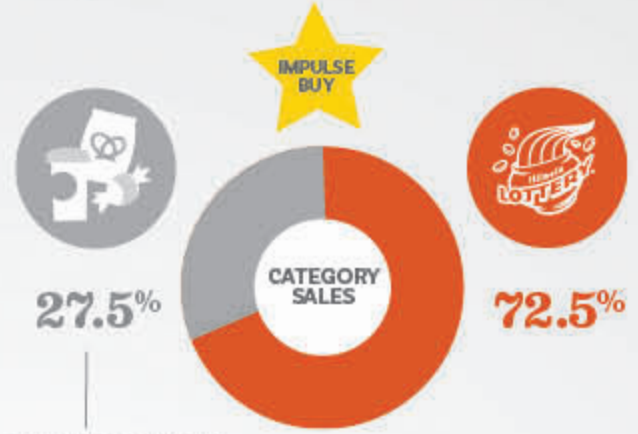
Money Match #250 \$250,000 Top Prize

With a top prize of \$250,000, players are going to love the new "Money Match." Match YOUR NUMBERS to any of the WINNING NUMBERS to win the prize shown for that number.

- Win up to \$250,000!
- Reveal a "MONEY ROLL" symbol, win the PRIZE shown automatically.
- Scratch the "BONUS MULTIPLIER BOX" for a chance to multiply the total PRIZE won.
- Win up to 15 times!

In The Know

Lottery Sales Lead Red Zone in Convenience Stores



- New Age Beverage (8.4%)
- Candy (3%)
- Salty Snacks (4.7%)
- Soft Drinks (4%)
- Water (1.6%)
- Gum (0.7%)
- Nuts (0.8%)
- Snack Cake (0.9%)
- Other (3.6%)

Did You Know?

Lottery represents 72.5% of the Fast Moving Consumer Goods sales in convenience stores.
That's a lot of impulse buys!
Try selling Instant Tickets as an add-on to other items.

Point of Sale



Break The Bank

Break the Bank is a new GIGANTIX Instant Ticket that can offer you extra-large sales. If you don't have a Gigantix Bin contact your lottery sales rep to order one today!

Red Ribbon Cash Wobbler

Sell for a good cause with Red Ribbon Cash.



Wonka Power Tower

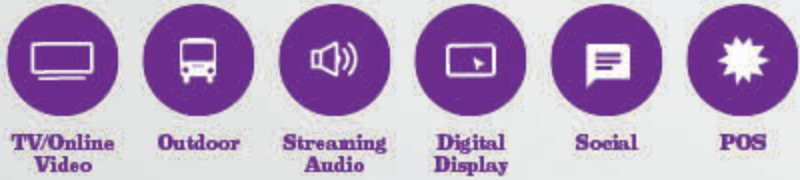
Place a Wonka Power Tower at the counter, and watch sales grow instantly. On average, a 30% increase in ticket sales over stores without the Power Tower. Call the Retail Hotline if you would like one.

Wonka POS

Make sure you keep Willy Wonka Golden Ticket POS up!



Media Support Plan



All of Illinois • May 3 - June 21



Countdown to Technology Transition

We're at an exciting stage in preparing for the rollout of new technology to every Lottery retailer in Illinois! In order to have a seamless transition, your full cooperation and support is greatly appreciated.

Key Months:

APRIL & MAY:

Retail Transition Audit

Each store has already been evaluated on its ability to house the new equipment. This is necessary so we can adequately test the new terminal, and to ensure every store is prepared for business changeover.

SEPTEMBER:

Installation of Equipment

Intralot will begin the installation, which will include placement of the new terminal, monitor and ticket checker on the main counter. It will take ten weeks to install the equipment throughout the state.

OCTOBER & NOVEMBER:

Training

Being familiar with this new technology is important for making sales. Intralot will provide mandatory retailer training sessions on the new terminals and other equipment. We want to make sure you're fully prepared for business changeover day!

DECEMBER 4, 2018:

BUSINESS CHANGEOVER DAY

Get excited! On December 4th the IGT Terminal will no longer be used and shortly after the go-live date, all IGT equipment will be picked up from your store. Two weeks prior to changeover, you will receive new play slips for all Draw-based games. All Instant Ticket stock and terminal ticket rolls can still be used.

The Lottery and Camelot teams will continue to inform you of important dates and the latest news on this exciting technology.