

Instant Games That Sell

Make sure these hot-selling games are in stock.

New Games		Game #
\$20	Illinois Millions	260
\$3	Special Olympics	258
\$2	Double Your Luck	257
\$1	Win Pigs Fly	256

Price	Name	Game #
\$30	Million \$\$ Match \$10 Million Cash Bonanza	193 959
\$20	\$1,000 Frenzy Casino Millions 20 X 20	242 227 854
\$10	Break the Bank (Gigantix) Willy Wonka Golden Ticket \$250,000 Crossword \$300,000,000 Cash Spectacular \$1,000,000 Cash \$250,000,000 Cash Spectacular \$5,000 A Week For Life! Money Money Money Diamonds & Gold	251 246 178 967 206 893 114 238 211

\$5	Money Match Big Money \$100,000 Poker Crossword Black Ice 7s Bingo Million Dollar Payday Money Machine \$250 Frenzy	250 245 236 254 222 229 201 210 241
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\$3	Fruity Fortune Red Ribbon Cash Crossword Bingo Yahtzee The MS Project Ticket For The Cure Treasure Hunt	248 249 228 223 221 235 214 237
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\$2	Triple Play \$100 Frenzy \$20,000 Richer	247 240 244
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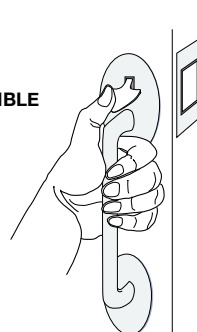
\$1	Red Hot 7s \$50 Frenzy 7-11-21 Loose Change	243 239 160 179
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Helpful ADA Information Doors at Entrances to Businesses

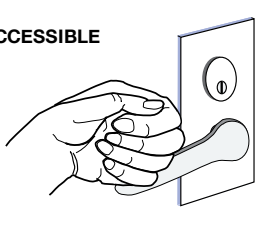
The ADA requires businesses to provide accessible entrances for their customers who have disabilities.

- Those who have mobility disabilities can have trouble using certain kinds of door handles.
- Handles with a thumb latch, panel-type handles and round knobs are not accessible because the customer must grasp, pinch or twist.
- Accessible handles include lever and loop-type handles because they can be operated without grasping, pinching or twisting.
- Changing or adding door hardware to make your door accessible is usually easy and inexpensive.

NOT ACCESSIBLE



ACCESSIBLE



ADA
Americans with Disabilities Act

For more information call (800) 514-0301

Retailer Spotlight

Vietnam Veteran Makes a Mega-Win



Congratulations to the Jewel on 21st St. in Zion, IL for selling a winning "Mega Millions Megaplier" ticket! A Vietnam veteran, Joseph Loney, took home the \$40,000 win. He plans on visiting several Civil War sites in Gettysburg, PA. Help make another well-deserved winner today!
Your store could be featured next!

The Importance of Player Privacy

Winning an Illinois Lottery game is exciting for players and retailers. However, out of respect for your winners' privacy, please refrain from disclosing their identities until you have coordinated with Camelot or the Lottery. Thank you.



The Lottery Lowdown

July 2018

Pick up Sales with Daily Games this Summer



More Ways to Play, Every Day!

Retailer Hotline 1-800-842-3155

Call if you need more inventory.
Have your retailer number available.

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.

Responsible Gaming-DO YOUR PART

Ensuring the Illinois Lottery operates responsibly is crucial to building sustainable growth.

DO YOUR PART to promote responsible play. The Illinois Lottery is set to launch a brand new Responsible Gaming campaign for all retailers across Illinois. The campaign will help you understand how to create a fun and safe environment for players to enjoy Lottery games.

New Instant Tickets

Activate new games on July 3rd

Don't miss any sales. Be sure to activate new games on July 3rd or within 48 hours of launch!

Always keep bins stocked with the latest games and keep them visible to customers. Tell your players about the new July Instant Tickets coming this month!

Win Pigs Fly #256

\$5,000 Top Prize

Players will be flying high with the NEW "Win Pigs Fly"! It's perfect for the occasional player and is a great complement to cross sell with "\$50 Frenzy" or "Red Hot 7s".

Game Highlights:

- Win up to \$5,000!
- Match 3 like PRIZE amounts, win that amount.
- Match 2 like amounts and reveal a "WINGS" symbol, win DOUBLE that amount.



Double Your Luck #257

\$10,000 Top Prize

Players will feel twice as lucky with this NEW \$2 symbol match game! This luck-themed game is perfect for infrequent players who are feeling lucky this summer.

Game Highlights:

- Win up to \$10,000!
- 9 games to win!
- Match 2 symbols in the same game, win the PRIZE shown for that game.
- Reveal a "DOUBLE" symbol, win DOUBLE the PRIZE shown.



The Special Olympics 50th Anniversary Ticket #258

\$50,000 Top Prize

100% of profits benefit Special Olympics programs in Illinois. This ticket is a feel-good way to win up to \$50,000! Players can multiply their prize with 2X, 3X and 4X Multipliers. Encourage players to celebrate the 50th Anniversary of the Special Olympics with this Instant Ticket!

Game Highlights:

- Win up to \$50,000!
- 100% of profits used to fund Special Olympics programs in Illinois.
- Reveal "MEDAL" symbols in a game, win 2X, 3X or 4X the PRIZE shown for that game.
- 8 chances to win!



Illinois Millions #260

\$1,000,000 Top Prize

Players will be filled with Illinois state pride as they play this game loaded with \$100 prizes. Celebrate Illinois turning 200 years old with the brand NEW "ILLINOIS MILLIONS" Instant Ticket.

Game Highlights:

- Win up to \$1,000,000!
- Win 5X the PRIZE shown.
- Win 10X the PRIZE shown.
- Reveal "ILLINOIS STATE OUTLINE" symbol, win ALL 25 PRIZES.
- Play the "BONUS BOX" and match 2 symbols to win \$100 instantly.
- Win up to 26 times!

In The Know

Information is knowledge.
Knowledge is power.



Fact:

In-store POS & signage triggers purchase.

Players are motivated by visual cues such as Jackpot amounts and Instant Tickets on display.

Ask your Lottery Sales Representative for the most current POS.



Fact:

Suggestive selling also triggers purchase.

Simple questions remind people to buy.

- Ex: It's Saturday, Powerball draws tonight – would you like a QuickPick?
- Ex: We have a new \$1 game you might like, "Win Pigs Fly" – can I get you one?

Point of Sale

Daily Draw Games

Get your customers excited about summer with Illinois Daily Draw Games – Lucky Day Lotto, Pick 3 and Pick 4! There's a new game to play, every day.



Technology & A

Transition

Top five questions as we near equipment changeover.

My Lottery Sales Representative has told me that I must have two terminals for some time before the business changeover day. Why do I need this?

The reason you need two terminals for a period of time before business changeover is because it takes about ten weeks to change every terminal, as well as all additional Lottery equipment across the state. To be ready to go in early December, the new terminal will need to be powered on and connected to the network so that all software and applications are downloaded.

When will I know my equipment installation date?

Data from the retail audit is being collected to create an installation schedule. A retail rollout plan will be shared in August.

How long will the installation process take in my store?

The installation process will take up to 90 minutes. We will contact you to let you know when your appointment is scheduled. Please have the space cleared to avoid unnecessary delays and disruption.

Will I need new paper ticket rolls and Draw Game play slips?

Your paper ticket rolls can still be used in the new terminal. However, Draw Game play slips will not work on the new terminal. Two weeks prior to business changeover, you will receive a box of new Draw Game play slips. Details on play slip change out will be communicated in future issues of the Lottery Lowdown. You will be able to order terminal consumables through the retail help desk as normal.

When will my old terminal and equipment be collected from my retail store?

The IGT technicians will follow the same schedule as the Intralot installation rollout. Stores that received the new equipment first will be the first stores to have their old IGT terminals removed. This will begin once the new system is live.

Media Support Plan • July 5th–July 27th



In-market media support will continue to push sales of Instant Tickets through July.



TV/Online Video



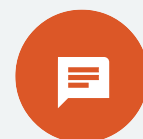
Outdoor



Streaming Audio



Digital Display



Social



Gas Station TV

All of Illinois