

YOUR CUSTOMER COULD WIN IN AN INSTANT

Introducing the 20 Years of Cash Instant Tickets! Each with its own 20 year payment ranging from \$2,500 to \$50K a month! Over \$281 Million in available prizes to be claimed at retail!

OVER \$325 MILLION IN PRIZES!

Available February 25th

- **\$20) 20 Years of Cash #7352**
Top Prize: \$25,000/month
- **\$10) 20 Years of Cash #7356**
Top Prize: \$50,000/month
- **\$5) 20 Years of Cash #7355**
Top Prize: \$12,500/month
- **\$2) 20 Years of Cash #7354**
Top Prize: \$5,000/month
- **\$1) 20 Years of Cash #7353**
Top Prize: \$2,500/month

The new March Instant Ticket family is **20 Years of Cash**—where you can win cash every month for 20 years.

Activate NEW TICKETS Today

Each day without activating new tickets your store could lose up to \$80 per game per day in ticket sales.



GAME ON!



- **\$3) The MS Project #7357**
Top Prize: \$50,000

100% of profits help fight multiple sclerosis. Nearly \$10 million raised to help fight multiple sclerosis in Illinois #DoingGood

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

March instants will be supported with a new game counter decal.



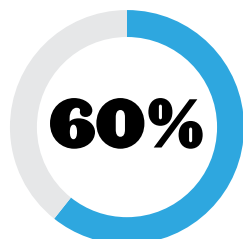
Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.



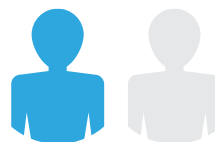


THE VALUE OF THE LOTTERY

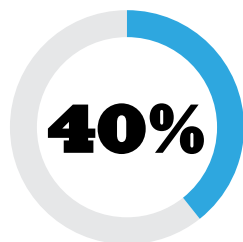
Lottery is the biggest foot traffic driver in the CPG market with more sales than soft drinks, candy & snacks combined. Lottery is the most profitable 2-feet of space in your store!



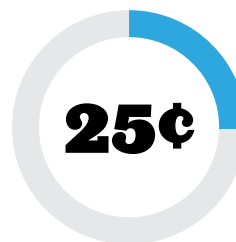
60% of Illinois adults claim to play the Lottery regularly.



1 in every 2 Lottery purchases are made impulsively at the counter.



Lottery players have a bigger basket spend than non-Lottery customers by **as much as 40%**.



25 cents of every dollar spent goes to good causes in education and infrastructural projects.

\$21,000

On average, **retailers earn over \$21,000** in retail commissions and bonuses.

With the launch of this month's new instant games, we suggest removing the following games from your instant ticket assortment:



These are suggestions based on overall performance. Please refer to the monthly Planogram Flowchart for the optimal assortment that works for your store.