

SEPTEMBER - OCTOBER 2026

THE Lottery

LOWDOWN

A MILLION
REASONS
to play



HOLIDAY
INSTANT
TICKETS

CASH POP™
OVERVIEW

HOTWINS®
OVERVIEW



JOSEPH RODRIGUEZ
SUPPLY CHAIN
MANAGER

MAXIMIZING MOMENTUM: NEW GAMES, STRONG INVENTORY, STRONGER SALES

Fall is your opportunity to build momentum and drive sales! As we transition from summer into the busy fall and winter seasons, new scratch-off tickets bring fresh excitement and new opportunities to engage customers. Remember, the universe rewards action—so now is the time to take action and make every customer interaction count.

Keep your inventory strong by monitoring sales trends, staying stocked on popular games, and leveraging our online resources and plan-o-grams to maximize product visibility and performance. The right games, in the right place, at the right time can turn interest into sales.

An informed team is a successful team. Make sure your employees know the latest games, features, and promotions so they can confidently connect with customers and create excitement at the counter.

Thank you for your continued partnership. Together, we can make this season our strongest yet!

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DATES YOU SHOULD KNOW



September 1, 2026

Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

September 7, 2026

Labor Day

SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		● INSTANT TICKETS LAUNCH DAY 1	2	3	4	● TASTE OF POLONIA ACTIVATION 5
● TASTE OF POLONIA ACTIVATION 6	LABOR DAY 7	8	9	10	11	● ENGLEWOOD MUSIC FESTIVAL + NASCAR RACE WEEKEND ACTIVATION 12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

September 5-6, 2026

Illinois Lottery activation at Taste of Polonia

September 12, 2026

Illinois Lottery activation at Englewood Music Festival

September 12-13, 2026

Illinois Lottery activation at Enjoy Illinois NASCAR Cup Race Weekend



October 6, 2026

Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

October 12, 2026

Indigenous Peoples' Day

October 27, 2026

Drawing 1 for 12 Weeks of Winning 2nd Chance Promotion

OCTOBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	● 12 WEEKS OF WINNING 2ND CHANCE PROMOTION BEGINS 2	● EMMA FEST ACTIVATION 3
4	5	● INSTANT TICKETS LAUNCH DAY 6	7	8	9	10
	● INDIGENOUS PEOPLES' DAY 11	12	● FASTPLAY™ SNOW MUCH MONEY AND HOLIDAY HITS LAUNCH 14	15	16	17
18	19	20	21	22	23	24
25	26	● DRAWING 1: 12 WEEKS OF WINNING 2ND CHANCE PROMOTION 27	28	29	30	HALLOWEEN 31

October 2, 2026

12 Weeks of Winning 2nd Chance Promotion Begins

October 3, 2026

Illinois Lottery activation at Emma Fest

October 14, 2026

FastPlay™ Snow Much Money and Holiday Hits Launch





ARISTON MOSS

LOTTERY SALES REPRESENTATIVE IN CHICAGO'S SOUTH SIDE/ SOUTH SUBURBS

How long have you been with the Illinois Lottery, and what roles have you held?

I have been a Lottery Sales Representative for two years.

What does a typical day at the Illinois Lottery look like for you?

I start my day by getting my assignments. I spend up to half the day driving to different locations, and the rest of the time is spent servicing retailers.

Do you have any memorable moments connecting with retailers?

Finding out that one of my retailers is from my hometown in Ohio.

Favorite place in Illinois?

Chicago—by far. Summertime Chi!

What's the craziest lottery-related story you've experienced during your career?

A customer bought a ticket from a retailer, and when the cashier went to separate the ticket, she accidentally ripped the bottom. The customer didn't want it and asked for a new one. The cashier gave the customer another ticket and purchased the ripped one for herself—and won \$500.

If you were to win a big Illinois Lottery jackpot, what would you do with the winnings?

I'd pay off my house and then buy my two dream cars: a late '70s Firebird WS6 and a '70s Charger, but "restomodded" with a current Hemi engine.

Favorite food?

I love Chicago classics, but nothing beats a good Chicago hot dog.

Any advice, tips, or tricks for retailers to help maximize sales?

One thing retailers rarely do—but I think would make a big difference—is suggestive selling. When you hand a customer their change, ask if they'd like to buy a lottery ticket, and maybe even suggest which one.

What do you enjoy most about your job?

"I LOVE TWO THINGS: CONNECTING WITH RETAILERS AND DELIVERING WINNERS."





\$5 In The Green

#7671 TOP PRIZE: \$500,000

- Key number match play style
- Win up to \$500,000
- Multiply prizes up to 25 times
- Win up to 15 times
- A chance to multiply all prizes won by up to 25 times
- With 2X, 3X, 5X, 10X and 25X multipliers
- Over \$16.5M in total prizes
- 90.74% of prizes paid in retail

This September, we're giving players a chance to win BIG with THREE new Instant Tickets that are packed with millions in total prizes! What a way to kick off the Fall season.

NEW SEPTEMBER GAMES



\$20 \$2,000,000 Multiplier Bonanza

#7673 TOP PRIZE: \$2,000,000

- Key number match play style
- Win up to 28 times
- \$50, \$100, and \$500 Fast Cash spots
- Over \$20,000,000 prizes from \$100 through \$20,000
- Win 2X, 5X, 10X, 20X, and 50X multipliers
- Over \$54M in total prizes
- 89.52% of prizes paid in retail



\$10 Liquid Assets

#7672 TOP PRIZE: \$1,000,000

- Key number match play style
- Win up to \$1,000,000
- Win up to 24 times
- \$20, \$50, \$100, and \$500 Instant Bonus Spots
- With 5X and 10X multipliers
- Win all prizes with a Win-all symbol
- Over \$29M in total prizes
- 92.64% of prizes paid in retail

NEW OCTOBER *games*

This October, we're kicking off holiday fun with FIVE new holiday Instant Tickets that feature our **12 Weeks of Winning 2nd Chance**. Be on the lookout for holiday point-of-sale and campaign support for these new games!



\$20 Snowfall Mega Multiplier

#7679 | Top Prize: \$1,000,000

- Key number match play style
- 12 Weeks of Winning 2nd Chance Promotion
- Win up to 25 times
- With 5X, 10X, 20X, 50X and 100X multipliers
- \$100 instant bonus box
- Over \$30M in total prizes
- 91.74% of prizes paid in retail



\$5 Winter Winnings

#7677
Top Prize: \$250,000

- Key number match play style
- "To/From" included to use as a gift tag
- 12 Weeks of Winning 2nd Chance Promotion
- \$25, \$50, and \$100 bonus spots
- Over \$6.5M in prizes from \$25 through \$500
- Win up to 18 times
- Over \$16.5M in total prizes
- 93.86% of prizes paid in retail



\$10 Treemendous Cash

#7678
Top Prize: \$500,000

- Key number match play style
- "To/From" included to use as a gift tag
- 12 Weeks of Winning 2nd Chance Promotion
- Win up to 23 times
- Two instant-win symbols
- 3 bonus spots
- Over \$20.5M in total prizes
- 90.57% of prizes paid in retail



\$2 Reindeer Riches

#7676 | Top Prize: \$50,000

- Key number match play style
- "To/From" included to use as a gift tag
- 12 Weeks of Winning 2nd Chance Promotion
- Double the prize with the Present symbol
- Over \$7.8M in total prizes
- 97.32% of prizes paid in retail



\$1 Holiday Ca\$h

#7675 | Top Prize: \$500

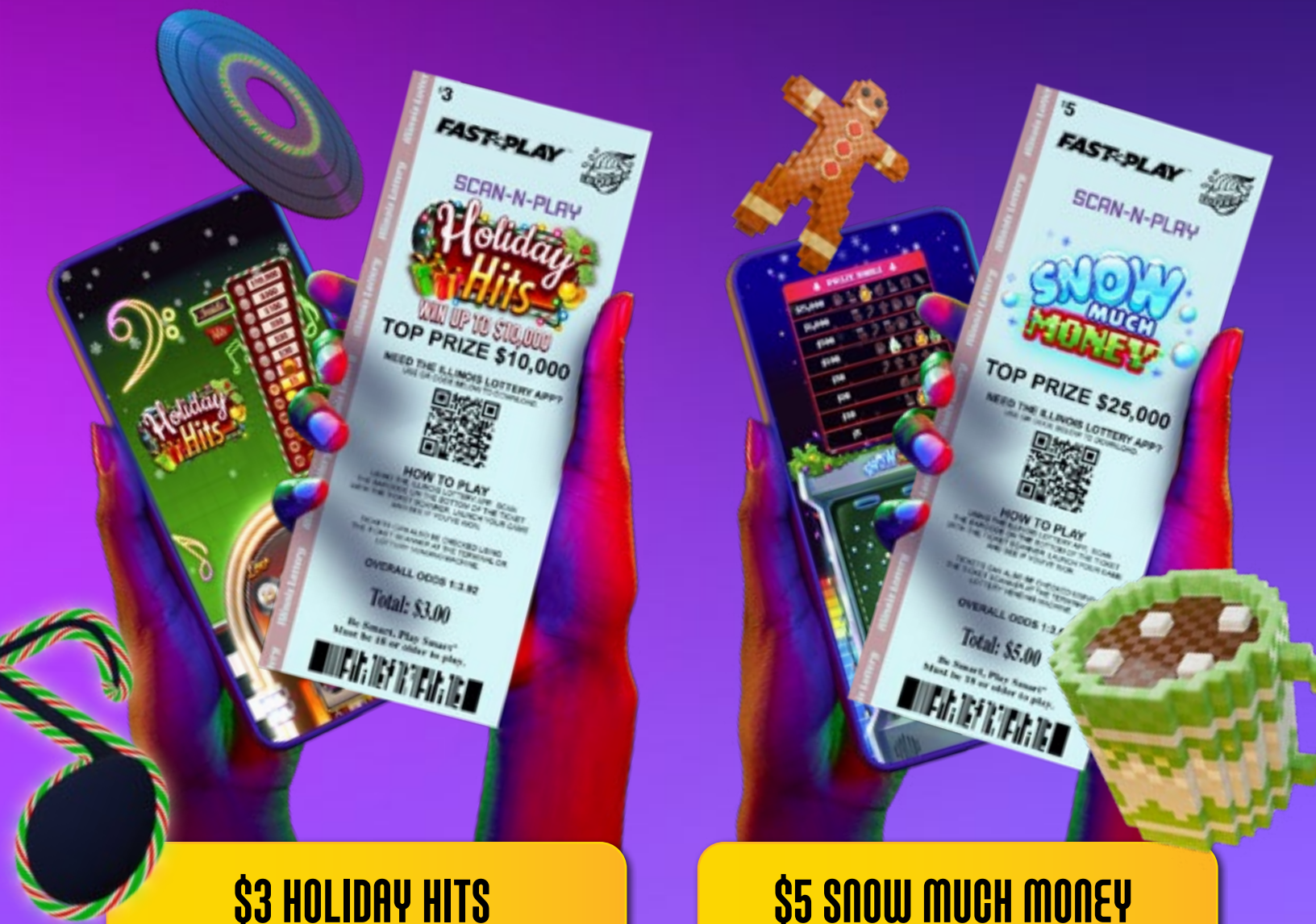
- Match 3 play style
- "To/From" included to use as a gift tag
- 12 Weeks of Winning 2nd Chance Promotion
- 6 different designs
- Over \$5.0M in total prizes
- 100% of prizes paid in retail



FAST-PLAY™ SCAN-N-PLAY

NEW GAMES ARE LAUNCHING OCTOBER 14, 2026!

We're launching TWO new holiday-themed FastPlay™ Scan-N-Play games! Players can ring in holiday fun with \$5 Snow Much Money, with a top prize of \$25,000, and \$3 Holiday Hits for a chance at \$10,000!



\$3 HOLIDAY HITS

- Top Prize of \$10,000
- 1 in 3.92 Odds of Winning

\$5 SNOW MUCH MONEY

- Top Prize of \$25,000
- 1 in 3.51 Odds of Winning



coming soon!

Get ready for CASH POP™, a new game where just ONE POP (i.e., number) wins! Players win by matching one POP to the lottery-drawn POP. Prizes range from **\$5 to \$2,500**, and drawings occur every hour from 8:30 AM to 1:30 AM CT.

**PLAYERS CAN
WIN UP TO
250x
THEIR WAGER**



ILLINOIS LOTTERY

cash POP

Match one POP to win!

1 PICK YOUR POP(S)

Choose up to 15 POPs or select POP ALL to play all 15 POPs. The more POPs you play, the better your odds of winning!

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

POP ALL ☐ OR choose Back Pick ☐

2 PICK YOUR WAGER PER POP

☐ \$1 ☐ \$2 ☐ \$5 ☐ \$10

3 PICK HOW MANY DRAWS TO PLAY

Each draw prints on a separate ticket!

1	2	3	4
5	10	18	Call me if you win!

TOTAL COST = STEP 1 X STEP 2 X STEP 3

HOW TO PLAY

PICK YOUR POP(S)

Each number is a POP. Select the POPs you'd like to play, from 1 to 15, or select "POP ALL" to play all 15 POPs and win a prize.

CHOOSE A WAGER

Select the amount you would like to wager per POP, \$1, \$2, \$5 or \$10.

PICK HOW MANY DRAWS TO PLAY

Select the number of consecutive drawings to play: 1, 2, 3, 4, 5, 10, or 18. Each draw prints on a separate ticket.

**TOTAL COST =
STEP 1 X STEP 2 X STEP 3**



KEEP THESE CORE GAMES STOCKED TO MAXIMIZE SALES.

Customers love to play these Instant Tickets.



\$25

#7665
\$1,000,000
Crossword 50X

\$5

#7663
\$100,000
Crossword

\$10

#7664
\$250,000
Crossword

\$3

#7662
Bonus Word
Crossword

\$1

#7643
7-11-21®

\$5

#7658
7X Bingo
Multiplier





SECOND CHANCE PROMOTIONS & SWEEPSTAKES

We have some super exciting promotions that your players wouldn't want to miss!

Our **Go Big Sweepstakes** is live! Inform your players to enter by Sept. 8th for a chance to win a \$1,000 prize!

We have another TWO sweepstakes that are kicking off soon! Encourage your players to enter **Da Sweepstakes** for a chance to score Chicago Bears tickets and more! They can also take a

chance at winning some holiday cash with our **Get In The Spirit Sweepstakes**!

But wait, there's more! Our **Growing Jackpot 2nd Chance** and **Crossword Millionaire Bonus 2nd Chance** are currently live. Be sure to tell your players all about them! Plus, we're also launching our **12 Weeks Of Winning 2nd Chance** promotion, giving players even more chances at cash prizes. The fun never stops at the Illinois Lottery!

LAST CHANCE



GROWING JACKPOT 2ND CHANCE PROMOTION*

Last Entry: 09/27/26 | Last Drawing: 09/29/26



GO BIG SWEEPSTAKES**

Last Entry: 09/08/26

ONGOING



CROSSWORD MILLIONAIRE 2ND CHANCE PROMOTION*

Last Entry: 06/20/27 | Last Drawing: 06/22/27

LAUNCHING SOON!



DA SWEEPSTAKES*

Launching: 09/01/26 | Last Entry: 09/28/26



GET IN THE SPIRIT[†] SWEEPSTAKES

Launching: 10/06/26 | Last Entry: 12/31/26



12 WEEKS OF WINNING 2ND CHANCE PROMOTION*

Launching: 10/02/26 | Last Entry: 01/10/27





HOTWINS® OVERVIEW

With drawings every 4 minutes*, HotWins is all action, all the time. To play, players need to follow these 3 simple steps:

1 Player selects the numbers they want to play, which also determines their odds profile. Choosing **TWO NUMBERS** has the best odds to win!

2 Player selects their wager amount to determine the applicable prize pool.

3 Player selects the number of consecutive draws they would like to play.

NOTE: The cost of the ticket is dependent on the number of consecutive draws and the wager amount the player chooses, NOT how many numbers they play.

* Except during Night Mode hours. See IllinoisLottery.com for details.

**LuckyDay
LOTTO®**

\$1.15 MILLION WINNING LUCKY DAY LOTTO SOLD IN HARVARD

CHICAGO, February 23, 2026 — Excitement is building in the small town of Harvard, Illinois, after a \$1.15 million winning Lucky Day Lotto® ticket was purchased at a local convenience store over the weekend.

The winning ticket was sold at Chemung Country Store, located at 24102 IL Route 173, for the February 21 evening drawing.

“Our store has been a staple of the community for over 38 years,” said Mark Smith, co-owner of Chemung Country Store. “Our customer base is largely made up of loyal, local customers, so we’re all hoping the winner is one of our regulars.”



For selling the jackpot-winning Lucky Day Lotto ticket, Chemung Country Store will receive a bonus of one percent of the prize amount—\$11,500.

“Over the years, we’ve celebrated quite a few winners, but this is one of our biggest,” Smith added.

As for how the store plans to use the bonus, Smith noted that much of the funds will be reinvested into the business. “We’ll put most of it back into operations and improvements, but we also plan to reward our staff in recognition of their dedication and excellent customer service.”

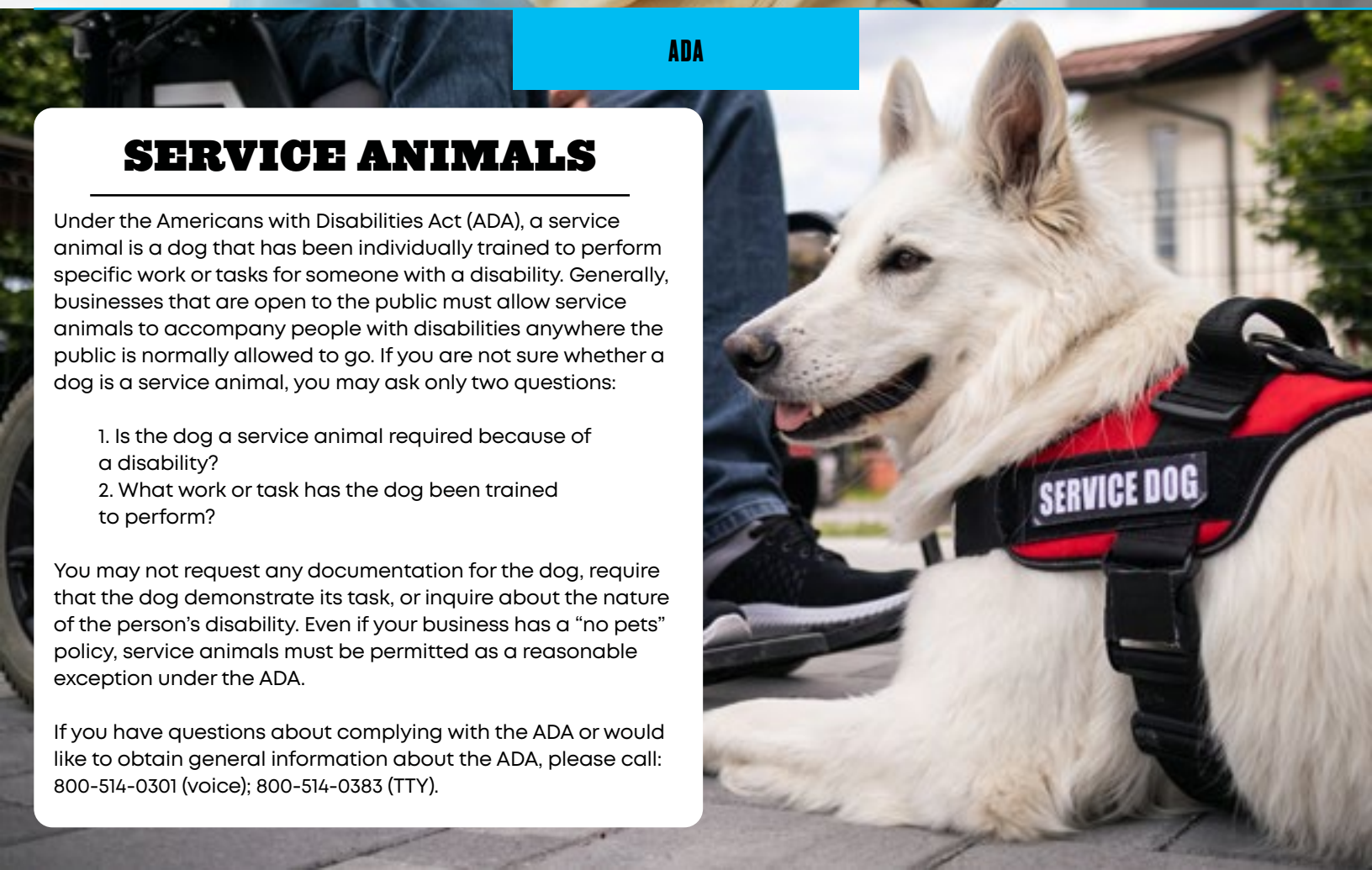
ILLINOIS PROBLEM GAMBLING HELPLINE

The Illinois Problem Gambling Helpline is a free, confidential telephone and online resource operated by trained specialists who help connect Illinois residents to problem gambling treatment and recovery support services.

Anyone seeking problem gambling support can call the Helpline at 1-800-GAMBLER (1-800-426-2537) or text "GAMB" to 833234. The Helpline is answered 24

hours a day, 7 days a week, year-round, by trained professionals who can provide help.

If a player tells you that they or someone they know may have a gambling problem, recommend they call 1-800-GAMBLER and provide them with the "Be Smart, Play Smart[®]" Responsible Gaming pamphlet for more information. Be Smart, Sell Smart.



ADA

SERVICE ANIMALS

Under the Americans with Disabilities Act (ADA), a service animal is a dog that has been individually trained to perform specific work or tasks for someone with a disability. Generally, businesses that are open to the public must allow service animals to accompany people with disabilities anywhere the public is normally allowed to go. If you are not sure whether a dog is a service animal, you may ask only two questions:

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

You may not request any documentation for the dog, require that the dog demonstrate its task, or inquire about the nature of the person's disability. Even if your business has a "no pets" policy, service animals must be permitted as a reasonable exception under the ADA.

If you have questions about complying with the ADA or would like to obtain general information about the ADA, please call: 800-514-0301 (voice); 800-514-0383 (TTY).



HARVESTING WINS:

DRIVING RETAIL GROWTH THIS FALL

Cooler weather and established back-to-school routines mean your customers are settling back into reliable shopping patterns. This seasonal transition offers a prime opportunity to capture steady, daily business and keep your lottery sales climbing through the Autumn months.

Keeping your stations and bins fully packed is critical to ensuring your lottery success. By mixing in seasonal scratch-off games with our mainstay tickets (like Powerball® or Mega Millions®) - your store can serve as a driver for repeat player visits.

Help turn gatherings into big-money moments with HotWins®, the action-packed Illinois Lottery game with winning draws every four minutes! Players pick up to ten numbers between 1-80 with the chance to win up to \$100,000 on a one-dollar wager, or up to \$1,000,000 on a ten-dollar wager.

Staying ahead of changing traffic patterns and ensuring your inventory matches local demand can be a hard process. Let our Tel-Sell team take the guesswork out of your ordering by calling 844-806-8930 (Option #1).

Through analyzing regional metrics and tracking inventory data, we can help you optimize your scheduled ticket orders. We work alongside you, the retailer, to ensure that your machines stay filled during peak sales windows.

Give us a call today at 844-806-8930. Tel-Sell can help you turn a seasonal shift into an incredible sales momentum boost as we wrap up the quarter!





ILLINOIS IS FULL OF WINNERS®

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
- Ordering Instant Tickets and supplies



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