

RETAILER 2021 CONNECTION



\$10 \$50 & \$100 Blowout Loaded with \$50 and \$100 prizes



\$5 Money Match \$100,000 top prize





OVER \$25 MILLION
IN \$50 AND \$100 PRIZES

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize show Reveal a " " symbol, win prize autom

NUMBERS

VOUR NUMBERS

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MAICH any of YOUR NUMBERS to either with Numbers with prize shown. In the second of the

\$1 Fast \$50s \$2,500 top prize



New Ticket Delivery on July 26

MO Money Monday brings you three new Scratchers® games. Earn a \$25 bonus by **confirming/activating** each pack of new tickets and **validating/cashing** a ticket from each new game by midnight the day after delivery.



Powerball Step Down

Exciting new additions are coming to Powerball in August. The Step Down to gradually decrease the available multi-draw wagers will begin on July 3.

DRAWS REMAINING	AVAILABLE UNTIL DRAW BREAK ON:	DRAW DAY
15 Draw Wagers	July 3, 2021	Saturday
10 Draw Wagers	July 21, 2021	Wednesday
5 Draw Wagers	August 7, 2021	Saturday
4 Draw Wagers	August 11, 2021	Wednesday
3 Draw Wagers	August 14, 2021	Saturday
2 Draw Wagers	August 18, 2021	Wednesday
1 Draw Wagers	August 21, 2021	Saturday







Stay Informed Through Terminal Messages

Receive the latest Lottery messages by regularly checking your retail terminal. These communications will let you know when to pull Scratchers games, display big winner messages and keep you on top of essential Lottery news.

FAQs at Retail

Do you have a Lottery-related question? We have the answers! Our new FAQs section will help you learn everything you need to know about Lottery products and best practices.

Where can customers find past winning numbers?



You can find current, as well as complete historical lists, in the "Winning Numbers" section at MOLottery.com, and more recent winning numbers are featured on the Lottery's mobile app.

EZ Match Add-On With Draw Games

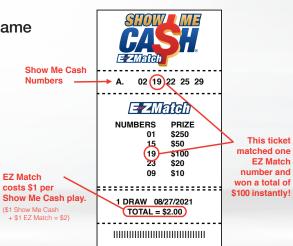
For an additional \$1 per play, players can win up to \$500 instantly when they choose to add the EZ Match option to their Pick 3, Pick 4, Show Me Cash, Lotto and Cash4Life Draw Games. When played, the EZ Match numbers are printed below the player's selected numbers on a ticket. If the player's selected numbers match an EZ Match number, the player automatically wins the prize amount printed next to the EZ Match number. A winning EZ Match play can be cashed at any retail location either before or after the game's drawing.



If the EZ Match play is cashed prior to the host game drawing, an exchange ticket will print for the upcoming drawing, just like when a multi-draw winning ticket is cashed before all the drawings have occurred.

If a winning EZ Match play is cashed after the host game drawing has occurred, and wins on both the EZ Match wager and the host game drawing, the prizes will be added together and paid in one lump sum.

*If two or more of the same game numbers match an EZ Match number, the player wins the EZ Match prize amount printed next to the matched EZ Match number one time.



Benefits of Cashing Prizes at Retail

Cashing prizes at your location can offer many advantages. Read on and see how your store can benefit:

- Studies have shown that prizes up to \$10 are usually reinvested back into more lottery purchases.
- Retailers receive a 2% bonus for cashing winning Scratchers and Draw Games tickets up to \$600.
- Lottery players usually make additional in-store purchases of other items, as well.





July Calendar

JULY 3	Powerball Step Down Begins for Multi-Draw Tickets
JULY 5	Independence Day (observed) - MOLottery Offices Closed
JULY 6	\$30 Scratchers® Tickets Monthly Drawing
JULY 17	National Lottery Day One-Day Promotion
JULY 20	"The Great Outdoors" Summer Promotion – Entry Deadline #2
JULY 22	"The Great Outdoors" Summer

MO Money Monday JULY 26 Scratchers® Delivery

Entry Deadline for \$30 Scratchers® **JULY 31 Tickets Monthly Drawing**

Promotion – Drawing #2

Save the Date for the next **MO Money Mondays:** August 30 and September 27

It's National Lottery Day Purchase a \$6 receive a JULY 17, 2021

The Missouri Lottery reserves the right

to end the promotion at any time.

Free Cash4Life® tickets will not print during draw break (7:45 – 8 p.m. and 2 – 5 a.m., daily).



single ticket

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Quarterly Reviews Can Optimize Sales

Our LSRs are available to provide excellent customer service and sales solutions to help your lottery sales. Our staff is trained to analyze retailer sales and make recommendations to increase them. Set up a meeting with your LSR to review your quarterly sales and profit report and maximize your selling potential. Retailer quarterly reports will be available at the end of July.



MOLOTTERY 1-866-665-6883

RETAILER PORTAL retailer.molottery.com

IGT EQUIPMENT HOTLINE 1-800-729-4832



