



RETAILER CONNECTION

August
2023

\$10 MISSOURI LOTTERY

TRIPLE RED

777

TOP CASH PRIZE \$777,777!

WINNING NUMBERS

YOUR NUMBERS

OVER \$10 MILLION IN \$77 PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a BLACK "7" symbol, win prize shown for that symbol. Reveal a RED "77" symbol, win DOUBLE the prize shown. Reveal a RED "777" symbol, win TRIPLE the prize shown.

Earn Rewards. See back for details.

\$10
Triple Red 777
\$777,777 top prize



\$5 MISSOURI LOTTERY

POWER 5s

WIN UP TO \$100,000!

Reveal a "5," win prize shown. Reveal a "5" symbol, win 5 TIMES the prize!

Scratch each \$25 POWER SPOT. Win \$25 for each "5" revealed.

WIN UP TO 20 TIMES!

Earn Rewards. See back for details.

\$5
Power 5s
\$100,000 top prize



\$2 MISSOURI LOTTERY

20X THE MONEY

WIN UP TO \$25,000!

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown. Reveal a "5X," win 5 TIMES the prize. Reveal a "10X," win 10 TIMES the prize. Reveal a "20X," win 20 TIMES the prize.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 10 TIMES!

Earn Rewards. See back for details.

\$2
20X The Money
\$25,000 top prize



MO Money Monday: August 28

Three new Scratchers games are scheduled for release on MO Money Monday, Aug. 28.

Land a \$25 bonus when you begin sales right away. Just **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each new game by midnight the day after delivery.



Superior Sales

Congratulations to the 243 retailers who made the 2022 Million Dollar Club. The tradition continues as we recognize the previous year's high achievers with celebrations throughout the summer. Here are just a few of the retailers who sold \$1 million or more in Lottery tickets in 2022.

Retailer	Contribution to Education
Midway Little General, Columbia	\$246,478
Break Time 3151, Sikeston	\$240,396
Hy-Vee 1845, Warrensburg	\$243,132



Midway Little General



Break Time 3151



Hy-Vee 1845



Similarly, we're also celebrating retailers who sold more than \$250,000 in Club Keno last year. The following earned entry into the 2022 Keno Crown Club for their high sales.

Retailer	Contribution to Education
Spanky's Bar & Grill, Raytown	\$71,544

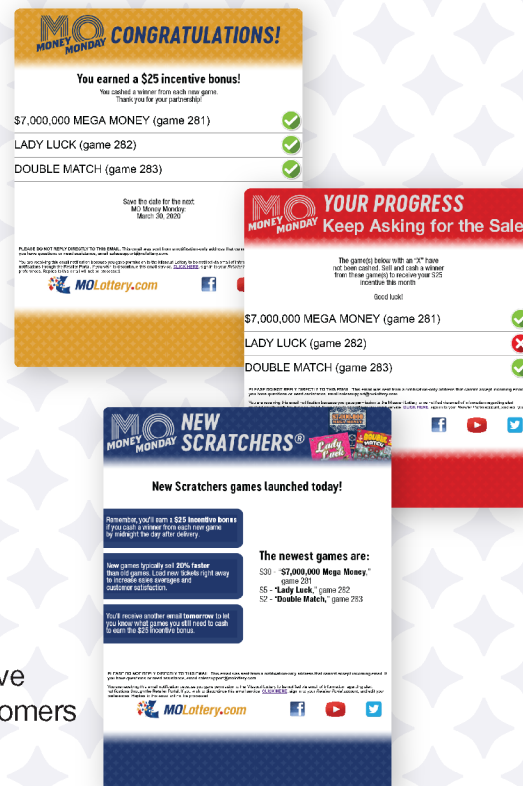


Spanky's Bar & Grill

Increase Sales with New Games

Scratchers players love trying the newest tickets. You've probably witnessed this firsthand with Lottery customers asking about new and future games. But did you know new Scratchers tickets also sell 20% faster than existing product? That makes putting new games out as soon as you get them a practical way to increase profits.

- **New Games Incentive Alerts** – Be in the know about new Scratchers tickets and keep track of your efforts to earn the \$25 bonus. Just sign up for alerts through your Retailer Portal account, and you'll receive these notifications via email or text message:
 - Announcement of new Scratchers launches
 - Your validation progress toward earning the bonus
 - Your final incentive results
- **Promoting New Games in Advance** – Some retailers have used displays of sample tickets as a way to get their customers excited about upcoming tickets.



Do the Right Thing

Retailer integrity and responsibility is important to all of us. That's why Lottery sales reps take extra time out every August to work with each of you to verify use of best practices in the areas of:

- Supplies & Selling
- Responsible Gaming
- Cashing

It's all part of the Do The Right Thing program, which helps build loyalty and confidence in all of our businesses by ensuring protections for players and retailers alike.

- Are you verifying players are at least 18 years old?
- Do your clerks receive full payment for all Lottery purchases BEFORE handing tickets to players?
- Are you verifying Scratchers packs against the manifest before confirming and activating new games?

Do you want to know ways to better manage Lottery products? Your LSR is happy to talk to you about these and any other questions or concerns you may have.

DO THE RIGHT THING

Retailer Integrity & Responsibility Program
2023



Responsible Play is the Only 'Way to Play!'

Beyond knowing the 888BETSOFF resources available to those who may have a gambling problem, we should also talk about ways to play the Lottery that help keep it a fun source of entertainment. We believe the more you know about how Lottery games work, including the chances of winning and common lottery myths, the more responsibly you can play our games the way they were meant to be played – for fun!

That's the idea behind the "Way to Play" section at MO Lottery.com. Can you correctly answer the following?



Personalized Flyer Coming Your Way

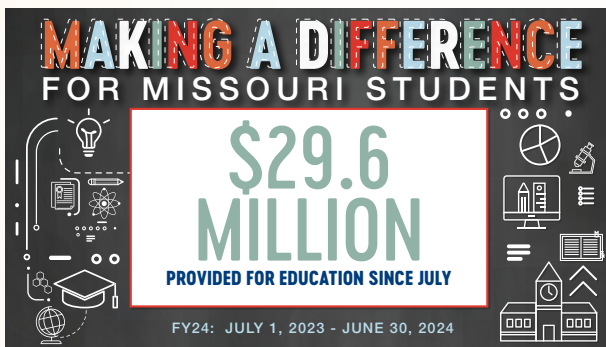
It's almost back-to-school time, which means it's also a great time to show off how much YOU provide for Missouri public education. Your Lottery sales rep will provide you with a personalized flyer showing the amount of money sent to education last year based on sales of Lottery products at your specific location.

Hang it proudly. You've earned it.



Monthly Proceeds Provided to Education

The July transfer of Lottery proceeds to education was the first of the new fiscal year. Based on ticket sales in June, we provided approximately \$29.6 million to education.



August Calendar

- AUG. 1** New Rewards Available for *My Lottery*® Members
- AUG. 6** "Friendship Day" One-Day Promotion
- AUG. 8** "Scratch Big, Win Big" Monthly Drawing
- AUG. 16** "Truckin' in Missouri," Final Promotion Drawing
- AUG. 24** "Lucky Stars" Second-Chance Promotion Final Drawing
- AUG. 28** MO Money Monday New Ticket Delivery

Next MO Money Monday: Sept. 25, 2023

Should you need more Scratchers tickets, please call the Missouri Lottery at 1-866-665-6883 (opt. 1) or contact your sales rep. If you need more terminal paper or playslips, please call IGT at 1-800-729-4832.

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832
 LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)

