



RETAILER CONNECTION

May
2023

\$50 MISSOURI LOTTERY

MORE THAN \$240 MILLION IN PRIZES!

500X

WIN UP TO \$5 MILLION!

MORE THAN A MILLION PRIZES FROM \$100 TO \$500! **MULTIPLY YOUR PRIZE BY UP TO 500X!**

BONUS BONUS BONUS

Reveal two matching symbols in the same BONUS, win prize shown.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 38 TIMES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize. Reveal a "10X" symbol, win 10 TIMES the prize. Reveal a "20X" symbol, win 20 TIMES the prize. Reveal a "50X" symbol, win 50 TIMES the prize. Reveal a "100X" symbol, win 100 TIMES the prize. Reveal a "250X" symbol, win 250 TIMES the prize. Reveal a "500X" symbol, win 500 TIMES the prize.

Earn Rewards. See back for details.

\$50
500X
\$5 million top prize

6 49148 00421 3

\$5 MISSOURI LOTTERY

Joker's Wild

BONUS! SCRATCH THE BACK! **WIN UP TO \$100,000!**

WINNING NUMBERS

YOUR NUMBERS

OVER \$18 MILLION IN PRIZES!

Scratch play area on this side. Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "500" symbol, win prize automatically. Reveal a "5X" symbol, win 5 TIMES the prize shown. Reveal a "10X" symbol, WIN ALL 15 PRIZES!

Earn Rewards. See back for details.

\$5
Joker's Wild
\$100,000 top prize

6 49148 00423 7

\$1 MISSOURI LOTTERY

10X The Cash

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE

WIN \$5,000!

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown. Reveal "2X," win 2 TIMES the prize. Reveal "5X," win 5 TIMES the prize. Reveal "10X," win 10 TIMES the prize.

Earn Rewards. See back for details.

\$1
10X
The Cash
\$5,000 top prize

6 49148 00425 1

New Scratchers Arrive on Tuesday, May 30

We've got three great new Scratchers games your customers are going to love! You'll love them, too, because you'll 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.



LUCKY STARS

PROMOTION

MAY 15 – AUG. 22, 2023

PROVIDES OUT-OF-THIS-WORLD PRIZE PACKAGES

Beginning May 15, your customers will have the chance to win in the “Second Chance of a Lifetime: Lucky Stars” summer promotion every time they play and enter a Missouri Lottery Scratchers or Draw Games ticket!

Through Aug. 22, players will earn one entry into the promotion for every \$10 worth of eligible tickets entered into the *My Lottery*® Players Club. They may enter the drawing of their choice, with these star gazing, taxes-paid prizes awarded on each of the three drawing dates:

- One **Under the Stars & Around the World** trip – Choice of Iceland, Portugal or Hawaii
- Two **Stateside Star Gazing** trips – Choice of Cape Canaveral, Chicago or Kansas City
- 10 **Cosmic Cash** prizes of \$1,000!

In addition, weekly **Stellar Merchandise** drawings will be held throughout the promotion to award a variety of retail prizes. Players will receive one entry into a merchandise drawing for every dollar’s worth of tickets entered.

YOU COULD WIN, TOO!

The more your customers play between May 15 and Aug. 22, the more chances you have to win! More than \$45,000 worth of prizes will be awarded to top-selling retailers in two route-based retailer incentives:

- **Dollar Sales Increase**
The top two retailers on each route with the highest increase in combined total dollar amount of Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a **Stellar Merchandise** item of their choice.
- **Percentage Sales Increase**
The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a Lottery-themed merchandise prize.



It’s Here! New \$50 Ticket Available May 30

Players and retailers alike have loved having a \$50 Scratchers ticket, and we’re ready with a brand new \$50 game – “500X” – to begin at the end of May!

“500X” offers:

- Top prizes of \$5 million
- Second prizes of \$1 million
- Over \$240 million in total prizes
- Three Bonus Spots
- Average chances of winning of 1 in 2.93*

Why Sell \$50 Games?

- You earn \$2.50 in commission for every ticket sold.
- Retailers have earned approximately \$850,000 per month in commissions since the first \$50 game launched in January 2022.
- Average prize payouts of 80% mean you earn the 2% cashing bonus more often.
- About 90% of winning tickets are cashed in-store, which means more cash for your customers to spend on other items or tickets.

The new “500X” ticket also comes with a strategic update to your planogram that will allow you to sell both \$50 games. Specific recommendations will be based on how many Scratchers games you’re currently selling, as well as which price points traditionally sell better for you. Reach out to your Lottery Sales Representative or Inside Sales Representative to talk more in depth about the best mix for you.

* Average chances may vary from game to game due to the variance in prize structures. While the average chances of winning on “500X” are 1 in 2.93, this does not mean that every third ticket will be a winner, as winning tickets are printed at random.



SCRATCH BIG, WIN BIG!

MONTHLY DRAWINGS



“500X” will also join the group of eligible games for the monthly “Scratch Big, Win Big” second-chance promotion. Players who enter any of our \$30 or \$50 Scratchers tickets will have a chance to win one of 10 \$500 prizes each month. The \$30 games earn three entries, and the \$50 tickets earn five entries.

Our first \$50 ticket produced the highest sales, the most prize money won by players, and the most retailer commissions over the first year than any Scratchers game in our history!

Let Us Help Train Your Clerks

We know turnover at retail is an ongoing concern. That’s why we’re here to make it easier to train your team on Lottery sales. Quick videos can be found on the Retailer Portal at retailer.molottery.com, including:

- Generating Draw Games tickets on the terminal
- Inquiring and Validating Tickets
- “How to Play” Draw Games
- Retailer Security
- Printing Exchange Tickets
- Vending Machine Basics
- Problem Gambling

No login is needed for the training videos, so it’s fast and easy for your new clerks to get the information they need.



The Pick 3 and Pick 4 “How to Play” videos have been updated to reflect the new Wild Ball™ add-on option.

Monthly Proceeds Update

The April transfer of more than \$35 million was based on sales in March, bringing the total profits transferred in FY23 so far to more than \$331.4 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$331.4
MILLION**

PROVIDED FOR EDUCATION SINCE JULY

FY23: JULY 1, 2022 - JUNE 30, 2023

May Calendar

MAY 1	New Rewards Available for <i>My Lottery</i> ® Players Club Members
MAY 2	"Scratch Big, Win Big" Monthly Drawing
MAY 8	Truman's Birthday, Lottery Offices Closed
MAY 15	"Second Chance of a Lifetime: Lucky Stars" Promotion Begins
MAY 29	Memorial Day, Lottery Offices Closed
MAY 30	New Ticket Delivery

**Next MO Money Monday
New Ticket Delivery:
June 26, 2023**

Cinco de
MAYO **CLUB Keno**

May 5, 2023

Purchase a
10-Draw Club Keno®
(\$10 single ticket)
& receive a **FREE**
4-Spot ticket!
(\$1 value)

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Club Keno tickets will not print during the draw breaks.
Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

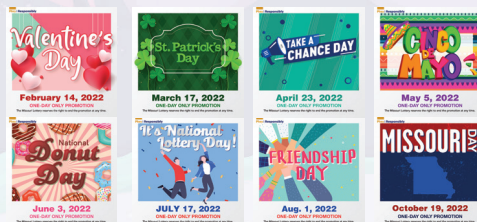
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One-Day Promotions Support Sales

One-day promotions at retail continue to be a favorite among Missouri Lottery players. It's also great for retailers, simultaneously letting players try new games while increasing your profits.

Fun Facts:

- You also get commission on the free tickets given to customers during these "Buy X, Get Y" promotions.
- Players have sampled about 450,000 tickets to date.
- The current record for highest sample ("Get Y") tickets produced in a single day is 86,461.



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)



MO Lottery



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