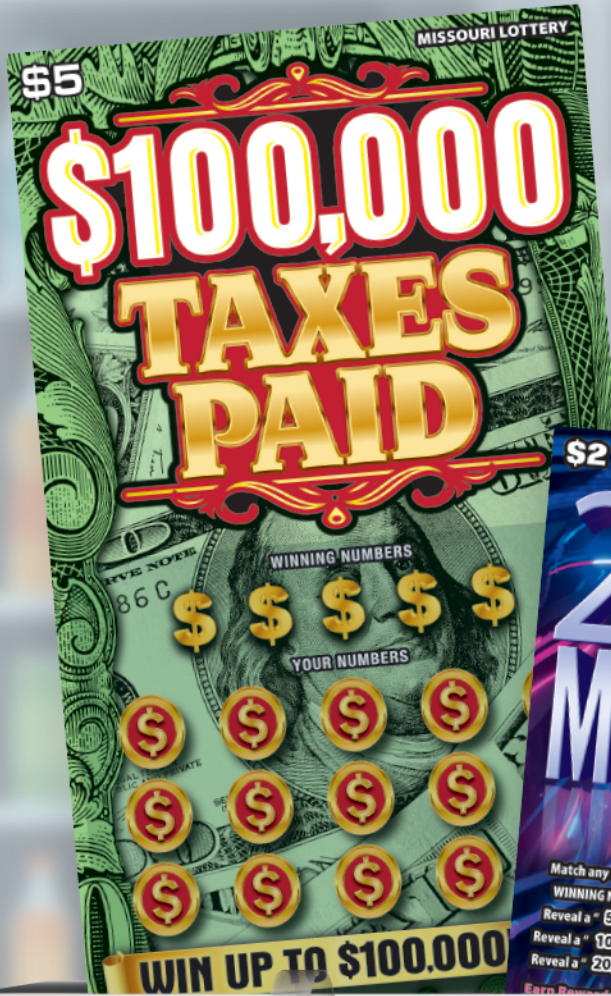




RETAILER CONNECTION

January 2026




\$5
\$100,000 Taxes Paid
 \$100,000 top prize



6 49148 00536 4

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



6 49148 00537 1

- Earn a \$25 bonus when you confirm/activate a pack AND validate/cash a ticket from each of the new games by midnight the day after delivery.



A Look at Your Lottery Profits

The commissions and bonuses you receive on Lottery sales help improve your bottom line. Here's an inside peek at the most recent data:



\$6.84

Scratchers Average Spend per Ticket



\$0.05 - \$0.75

Average Commission Earned per Ticket Sold
(Scratchers & Draw Games, dependent upon game)



6.4%

Average Incentive on each Ticket Sold



Want to learn more? Reach out to your Lottery Sales Representative about your own sales numbers, incentive details and additional opportunities for sales growth.



Stay Tuned:
Sales Achievement Club
Announcements Coming Soon!

40 Years of Winning

Since sales started in 1986, the Missouri Lottery has generated:

**MORE THAN
\$22 BILLION
IN PRIZES TO PLAYERS!**



**MORE THAN
\$8.7 BILLION
TO THE STATE AND
PUBLIC EDUCATION!**



**MORE THAN
\$2 BILLION
FOR MISSOURI BUSINESSES!**



Retailer Website Offers Monthly Contest

This contest, open only to Missouri Lottery retailers, offers monthly prizes based on entries received at retailer.molottery.com. Just scan the QR code to the right and answer one responsible gaming question for your chance to win – and don't forget to come back next month for another chance to take home a prize.



Myth: If the chances of winning a Scratchers prize are 1 in 4, every fourth ticket should be a winner.

Fact: Lottery tickets are printed at random with prizes distributed throughout the life of the game. This means some winning tickets may be printed closely together, while others in the same game may be further apart.

MYTH BUSTER



Upsell with the New Family of Games

The new Scratchers family of games can provide fun and excitement to players following the busy holiday season. The recently released “Frenzy” tickets deliver what players enjoy most about a family series of games:

- Consistent game design and play styles provide a familiar theme and play action across games.
- Prize level variety offers players the chance to purchase the game at their preferred price point(s).

What are your customers saying?

Can Your Team Recognize a Scam?

These tips can help your staff be prepared in the event a scammer tries to steal Lottery tickets.

- ▶ **BE ATTENTIVE!** Pay attention during every transaction. Accomplices can take advantage of a distracted clerk.
- ▶ **RECEIVE PAYMENT FIRST!** Do not print or place tickets within reach of customers until full payment is received. This can deter a scammer’s attempts to leave without paying or to switch out newly printed Draw Games tickets on the counter with older ones they bring in. If this happens, it should be reported as theft.
- ▶ **NO CARD, NO SALE!** Require customers to be in physical possession of their credit card in order to use it for payment. If they are paying via cashless, confirm the payment transaction is successful before providing any tickets.
- ▶ **CANCEL QUICKLY!** Cancel tickets immediately if the customer leaves the store without paying.
- ▶ **LOCK IT UP!** Always lock unattended Lottery terminals, even if you only turn your back for a moment.



40th ANNIVERSARY PROMOTION

January 18-24, 2026
SUNDAY to SATURDAY

BUY:



\$6 Single Ticket

GET:



FREE Ticket with EZ Match
(a \$2 value)

*The qualifying purchase cannot include an add-on to meet the purchase amount.

Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

GAME ENDING ALERT

Due to a national game change, Cash4Life® will no longer be available in Missouri after the February 21 drawing.



With the game ending, multi-draw wagers on Cash4Life® will be available up to the current dates listed to the right.

| # OF DRAWINGS | LAST DATE TO PURCHASE* |
|---------------|------------------------|
| 14 | Feb. 8, 2026 |
| 13 | Feb. 9, 2026 |
| 12 | Feb. 10, 2026 |
| 11 | Feb. 11, 2026 |
| 10 | Feb. 12, 2026 |
| 9 | Feb. 13, 2026 |
| 8 | Feb. 14, 2026 |
| 7 | Feb. 15, 2026 |
| 6 | Feb. 16, 2026 |
| 5 | Feb. 17, 2026 |
| 4 | Feb. 18, 2026 |
| 3 | Feb. 19, 2026 |
| 2 | Feb. 20, 2026 |
| 1 | Feb. 21, 2026 |

*until 7:45 p.m. draw break

Monthly Proceeds Provided to Education

Approximately \$24.7 million was sent to Missouri public education in December as a result of November Lottery sales. Total profits transferred so far in FY26 now top \$164.4 million.



January Calendar

| | |
|---|--|
| JAN. 1 | New Rewards Available for My Lottery® Members |
| JAN. 1 | New Year's Day, All Lottery Offices Closed |
| JAN. 6 | "Scratch Big, Win Big" Monthly Drawing |
| JAN. 8 | "Dashing Through the Dough" Final Draw Date |
| JAN. 18-24 | 40th Anniversary Promotion |
| JAN. 19 | Martin Luther King Jr. Day, All Lottery Offices Closed |
| JAN. 21 | Monthly Drawings in Points for Drawings™ |
| JAN. 26 | MO Money Monday |
| Next MO Money Monday: Monday, Feb. 23, 2026 | |

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL retailer.molottery.com

BRIGHTSTAR (formerly IGT) EQUIPMENT HOTLINE 1-800-729-4832

LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 GAMBLING PROBLEM? 1-888-BETSOFF

WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery Official



MO Lottery Official



MO Lottery Official



Missouri Lottery