

40 YEARS
MO Lottery

RETAILER CONNECTION

May
2026

**New
Scratchers
sell faster!**

- Available starting **TUESDAY, MAY 26**, due to the Memorial Day holiday.
- Earn a \$25 bonus when you confirm/activate a pack AND cash a winner from each of the new games by midnight the day after delivery.



\$5

Joker's Wild
\$100,000 top prize



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\$2

**Money Bags
Multiplier**
\$25,000 top prize



6 49148 00558 6

\$10

America 250
\$250,000 top prize



6 49148 00555 5



Summer Promo Highlights

This summer's "Red, White & Blue" second-chance promotion will provide your Lottery customers with the chance to win cash prizes! All they need to do is play and then enter eligible Scratchers or Draw Games tickets into their *My Lottery®* Players Club accounts.

Starting May 11, players will earn an entry – and a chance to win – with every \$10 worth of tickets entered.

On each of the three drawing dates, we will award:

- "Coast-to-Coast Cash" – \$30,000, taxes paid (1 winner per drawing, 3 total)
- "Red, White & Blue Bucks" – \$1,000 cash, taxes paid (10 winners per drawing, 30 total)

In addition, weekly drawings will be held from all tickets entered, with players earning one entry for every \$1 worth of tickets entered.

- "Nifty 250" – \$250 cash (50 winners per drawing, 700 total)

What's in it for you?

The more your customers play our games during the promotional period, the more chances you have to win in two separate retailer sales contests:

- **Dollar Sales Increase** – Win a merchandise item valued at around \$250!
How? Be one of the top two retailers on your LSR's route to increase their sales by the largest dollar amount*.
- **Percentage Sales Increase** – Win a Lottery themed merchandise prize pack!
How? Be one of the top 10 retailers on your LSR's route to increase their sales by the largest percentage*.

*Average sales during promotion compared to the 13-week average prior to the promotion.

Tribute: 40 Years of Winning

When we say we have the best partners in raising funds for public education, we mean it. The following retailers are part of an elite group of businesses who have been with us since the very beginning.

- | | |
|---|------------------------------|
| • WOODS SUPERMARKET 471, BOLIVAR | • HY-VEE 1406, MARYVILLE |
| • DIERBERGS-LEMAY 08, ST. LOUIS | • ON THE RUN 100, STEELVILLE |
| • WOODS SUPERMARKET 474, ELDORADO SPRINGS | • ELKS 409, SPRINGFIELD |
| • PRICE CHOPPER 105, KANSAS CITY | • HY-VEE 1036, BETHANY |
| • HY-VEE 1303, JEFFERSON CITY | • HY-VEE 1667, TRENTON |
| • ON THE RUN 120, ROLLA | • HY-VEE 1077, CHILLICOTHE |
| • HY-VEE 1689, UNIONVILLE | • ON THE RUN 40, CUBA |
| • HY-VEE 1335, KIRKSVILLE | • WAYSIDE, VILLA RIDGE |
| • HY-VEE 1650, TARKIO | • ON THE RUN 60, BOURBON |

We'll highlight a new group of 40-year retailers each month this year.



'America 250' – The Summer's Hottest Ticket

"America 250" is bound to be one of your hottest selling tickets:

- \$10 game
- Commemorating the 250th anniversary of the Declaration of Independence
- Loaded with \$250 prizes
 - Can be cashed at retail
 - Equals more sales for you, thanks to cash in customers' hands
- Top prizes of \$250,000
- Printed on Platinum Foil for a rich, reflective look



MO Millions Delivers!

We've been asked how MO Millions is stacking up against the old Lotto game, and the news is good for both players and retailers! MO Millions delivers –

- 23% higher retailer incentives
- More lower-level prizes = more prizes cashed at retail
- 21.5% higher sales and commissions



Have You Made the Plan-o-Gram Shift?

Based on customer spending patterns, the Missouri Lottery recommended a plan-o-gram shift last year to offer more Scratchers games at higher price points. These \$5, \$10, \$20, \$30 and \$50 games typically offer better chances of winning, more overall prizes and higher top prizes.

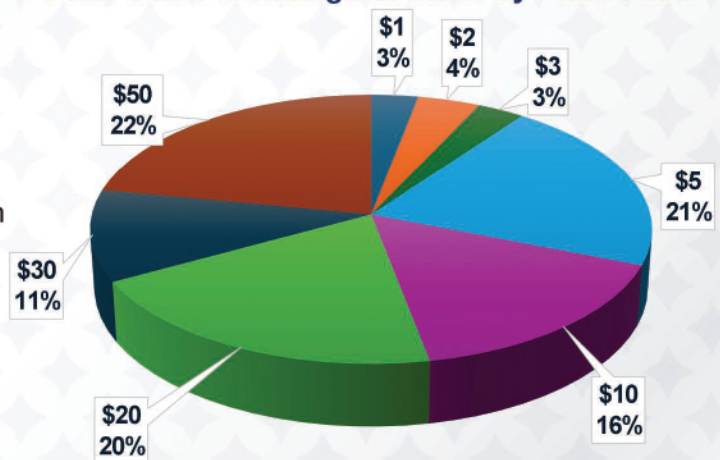
The goal is simple: Maximize sales and profits for Missouri public education and for you, our retail partner. This transition allows you to carry higher profit margin games, which also allows for reduced labor. In fact, a majority of Lottery retailers now use the upgraded plan-o-gram.

By the Numbers:

- Scratchers sales on the higher price points continue to show growth compared to sales on the lower price points (\$1, \$2 and \$3 games).
- 90% of Scratchers sales come from the higher price point games, and only 10% from the lower price points – highlighting the change in consumer demand.

Still haven't made the shift? Reach out to your Lottery Sales Representative to learn more about your own Scratchers sales numbers and opportunities for growth with the higher price point games.

FY26 YTD Percentage of Sales by Price Point



Note: Although the Missouri Lottery has reduced the total number of lower price points games introduced into the market, we will still periodically launch some of these games for the more casual player.

Cinco DE Mayo

May 5, 2026

BUY:



**10-Draw
Single Ticket**

GET:



FREE 4-Spot Ticket
(a \$1 value)

ONE DAY ONLY



*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.
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Did You Know?

The Missouri Lottery has again been recertified with the highest accreditations available for responsible gaming (RG) in our industry:

- Level 4 Certification – World Lottery Association
- Sustaining Level Certification – National Council on Problem Gambling and North American Association of State & Provincial Lotteries

Retailers, test your RG knowledge AND get entered into a monthly drawing for Lottery swag, Go to retailer.molottery.com for your chance to win.



Monthly Proceeds Provided to Education

Sales of Lottery tickets in March resulted in approximately \$25.9 million sent to Missouri public education in April. That brings total profits transferred so far in FY26 to over \$285.9 million.



May Calendar

MAY 1	New Rewards Available for My Lottery® Members
MAY 1	New RG Question and Prize Available on Retailer Portal
MAY 5	"Scratch Big, Win Big" Monthly Drawing
MAY 5	"Cinco de Mayo" One-Day Promotion
MAY 8	Truman Day, All Lottery Offices Closed
MAY 20	Monthly Drawings in Point for Drawings™
MAY 25	Memorial Day, All Lottery Offices Closed
MAY 26	New Scratchers Game Launch Next MO Money Monday: June 29, 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)

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SCRATCHERS DETAILS
AND CHANCES OF WINNING