

DELIVERIES BEGIN: MAY 30, 2023

\$50 “500X” SCRATCHERS® THE THRILL OF WINNING...MULTIPLIED!

Get ready, there's a NEW \$50 Scratchers game coming to town! “500X” is loaded with chances to win! The \$50 price point has been so popular with players that our first game launch in 2022 has produced the highest sales, the most prize money won by players and more than \$10 million in retailer commissions - MORE than any Scratchers game in Missouri Lottery history!

This new game is printed using holographic paper and is sure to catch the eyes of your players! Check out all the great features below:

PLAYERS WILL BE WILD ABOUT PLAYING & WINNING!

- \$5,000,000 Top Prizes
- More Than a Million Prizes From \$100 - \$500
- Chance to Win up to 38 Times on One Ticket
- 80% Prize Payout
- Monthly Second-Chance Drawings to Win \$500 Cash

RETAILERS WILL BE DELIGHTED BY INCREASED SALES!

- \$2.50 Retailer Commission for Each Ticket Sold
- 24 Tickets per Book (\$1,200 Retail Value/\$1,140 Retailer Cost)
- Loaded with Prizes Paid at Retail Means More Dollars Spent in Your Store
- Fewer Tickets per Pack Means Fewer Transactions and More Profit.
- Upsell your \$20 and \$30 Players to a Higher Price Point Means Increased Profits.

Encourage clerks to ask every customer if they would like to purchase the newest \$50 game, “500X.” Asking for the sale is the #1 proven best practice in lottery history to drive more lottery sales, 25-30% on average.



18+ Play Responsibly

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