

Kick Start Your Sales This New Year

Learn about \$80 Million Cash Spectacular to help you & your customers **WIN BIG!**



Game #206 \$80 Million Cash Spectacular

- Over \$80 million total prizes
- 8 \$1 million top prizes
- Find the Star symbol and win \$100 automatically
- Find the Cash symbol and win all 20 prizes
- Overall odds 1: 3.37
- Top prize odds: 1: 1,365,000
- Cash symbol odds: 1: 386
- Star odds: 1: 378
- Win all 20 prizes odds: 1: 31
- Ticket size 9 x 4 LARGER SIZE

Retailer Benefits

- Earn \$.55 for every ticket sold
- \$1,000,000 top prizes
- Has prizes your players are looking for
 - Over 600,000 prizes from \$25 to \$100
 - Over 13,000 prizes from \$500 to \$20,000
- Research shows that selling lottery tickets drives shoppers to your store and for those that purchased lottery tickets, that is the primary reason they visited your store. With over 3.2 million prizes, \$80 Million Cash Spectacular gives them 3.2 million more reasons to come in and keep coming back!

How to Maximize Sales

- Carry multiple facings. Several states have achieved success with similar games and attribute much of their success to retailers carrying multiple facings. Multiple facings allow players to play from all bins and it makes the game more prominent in your display
- Keep your scratch-off displays full
- Carry back stock so you always have the game available for your players
- At 73.5% payout, these games return 73.5¢ of every \$1.00 to your players in prizes. Ensure you have cash available to pay prizes and instruct your clerks to pay all winning amounts

Launches January 28, 2010

HOOSIER  **LOTTERY**

Advertising Support Will Include:

Instant Ticket Vending Machine Button Topper



Mini Dispenser Topper



Point of Sale

ITVM Button Topper

Mini Dispenser Topper

Radio & Newspaper

February 12 - 24

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