

## Game Launch Notice

# Millions of Ways to Help Your Customers Win Big!



## Retailer Benefits

- Earn **\$1.10** for every ticket sold.
- This game has the prizes your players are looking for:
  - Over **2.4 million** prizes of \$20 - \$500
  - Over 4,800 prizes of **\$1,000 - \$20,000**
- Over **\$88,800,000** in prizes between \$20 and \$500 can be redeemed right in your store.
- There is **\$888,000** up for grabs in cashing commissions.
- Get your part of the **\$7.92 million** in sales commissions.

## How to Maximize Sales

- Pull slow moving \$10 and \$20 games to double face. Double facing allows players to play off of both bins, driving up your sales.
- Don't run out! Have back stock available.
- Pay all prizes up to \$500! Ensure you have cash available to pay prizes and your clerks are ready.

## #214 \$100 Million Cash Extravaganza

### • First \$5,000,000 Top Prize Ever!

- 10 prizes between \$1,000,000 and \$5,000,000
- Overall odds 1: 2.95
- Top prize odds: 1: 2,400,000
- Pack size: 50
- Retailer value: \$1,000
- Retailer cost: \$945
- Ticket size: 10 x 4 LARGER SIZE



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## Advertising Support Will Include:

### Tease Mini Dispenser Topper



### ITVM Button Topper



### Winner Awareness Elements



### Dispenser Topper



### Clerk Stickers



### Flyers

### Lug-ons

### Other elements include:

- Radio
- Web

### Included on "Many Ways to Play" POP:

- Changemat, Terminal Wrap Insert, ITVM Topper



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## March 25, 2010



### #209 20X the Money

- **Over \$10 Million in Cash Prizes**
- 10 Top Prizes of \$150,000
- Over 5,000 Prizes from \$100 to \$1,000
- 16 Chances to win
- Reveal a "5X" and win 5 times the prize shown
- Reveal a "20X" and win 20 times the prize shown
- Overall odds 1: 3.99
- Top prize odds: 1: 300,000
- 5X symbol odds: 1: 35.70
- 20X symbol odds: 121.09
- **Ticket size 7.5 x 4 LARGER SIZE**



### #210 \$50,000 Bingo Doubler

- **Larger top prize of \$50,000**
- Offers over 1 million total prizes, where as \$2 Super Duper Bingo has just over 300,000 prizes
- Offers a Doubler Feature! Reveal a symbol in any winning pattern and win double the prize for that pattern
- 30 Caller's Card numbers plus 5 bonus numbers
- Overall odds: 1: 3.72
- Top prize odds: 1: 1,020,000
- Ticket size 6 x 4
- New location of ticket number: the bottom right corner of the play area
- Pack Size: 100
- Retailer cost: \$283.50
- Retailer value: \$300.00



### #224 Quick \$100s

- **Loaded with \$100 Top Prizes**
- Win up to 10 times
- Reveal a symbol and win double the prize shown
- Overall odds: 1: 4.54
- Top prize odds: 1: 449.44
- symbol odds: 1: 108.11
- Win 10 times odds: 1: 84.39
- Ticket size: 4 x 4



### #211 Quick \$50s

- **Loaded with \$50 Top Prizes**
- Win up to 5 times
- Overall odds: 1: 4.89
- Top prize odds: 1: 272.11
- Win 5 times odds: 1: 184.62
- Ticket size: 2.5 x 4



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