

New Instant Games

On sale October 30, 2018



Game Name:	Festive \$50's		UPC
Game #:	274		
Price Point:	\$1		
Top Prizes:	\$5,000		
Pack Size:	300		
Ticket Length:	2		
Overall Odds:	4.60		
Expiration Date:	November 2, 2020		
UPC:	6 44684 00274 7		
Game Name:	Holiday Lucky Times 12		
Game #:	275		
Price Point:	\$2		
Top Prizes:	\$30,000		
Pack Size:	200		
Ticket Length:	4.5		
Overall Odds:	4.41		
Expiration Date:	November 2, 2020		
UPC:	6 44684 00275 4		
Game Name:	Peppermint Payout		
Game #:	276		
Price Point:	\$5		
Top Prizes:	\$300,000		
Pack Size:	80		
Ticket Length:	5.5		
Overall Odds:	3.80		
Expiration Date:	November 2, 2020		
UPC:	6 44684 00276 1		
Game Name:	Holiday Dazzle		
Game #:	277		
Price Point:	\$10		
Top Prizes:	\$500,000		
Pack Size:	40		
Ticket Length:	7.5		
Overall Odds:	3.67		
Expiration Date:	November 2, 2020		
UPC:	6 44684 00277 8		

Lottery Best Practices:

It is critical that new Instant Games are on display and for sale the week they arrive at your store. The Lottery schedules TV, Radio & Web spots prior to a new game introduction to build interest and consumer demand. Many loyal Lottery players may go from store-to-store looking for these new games.

IN ORDER TO REMAIN ELIGIBLE FOR THE RETAILER INCENTIVE PROGRAM, PLEASE ACTIVATE AND DISPLAY A MINIMUM OF ONE (1) PACK OF EACH NEW INSTANT GAME WITHIN THREE (3) DAYS OF RECEIPT.

Pre-planning for new games is the key to successful sales. "New Game Coming Soon Cards" are available upon request from your sales rep. Multi-face these new Instant Games and watch your sales grow! 35% of new Instant Game sales happen during their first week on sale.