

FEBRUARY POINT OF SALE

Retailers are strongly encouraged to put up game support materials for currently offered games and promotions and remove materials for those that have ended.

WHAT GOES UP?



WHAT GOES DOWN?



RETAILER INCENTIVE PROGRAMS FOR JANUARY - MARCH 2019

The Retailer Incentive will include ALL printed products games (Instant, Pull Tabs and Insta Tabs). To qualify, retailers must achieve an increase of **10.0%** in sales over the same full 13-week quarter of the previous year, activate and have up for sale at least one (1) book of each new game received in standing book orders (SBO) within three (3) days of receipt, be 100% in compliance with the Plan-O-Gram (POG) Instant Ticket strategy program, utilize all Lottery equipment AND participate in THREE (3) of FIVE (5) qualifiers for a 1% Retailer Bonus Commission award.

The Retailer Club Incentive will include traditional Club retailers (bars, restaurants, bowling, fraternal, veterans, golf and race tracks). To qualify, retailers must achieve an increase of **0.1%** in Draw games sales over the same quarter, previous year, utilize all Lottery equipment AND participate in THREE (3) of FIVE (5) qualifiers for a 1% Retailer Bonus Commission award.

In order to qualify for a Retailer Incentive Award, retailer location owners must have an active license for the full 13-week evaluation quarter and a full 13-week base period of invoice activity. Licensed owners that have changed ownership during the 13-week evaluation period will not qualify. It is the retailer's responsibility to obtain their incentive number before the end of the quarter and track their progress to their incentive goal.

CASHLESS BONUS COMMISSION

Retailers who achieve their quarterly sales goal(s), accept debit and credit for Lottery product purchases, and have three pieces of Cashless POS displayed, will be entitled to an additional 1% Cashless Bonus Commission for sales. The Cashless Bonus Commission is NOT a qualifier for the 1% bonus commission. It is a separate qualifier for an additional 1%. If retailers meet all of the Incentive Program requirements and qualifiers as described above AND they accept credit and debit cards, they could earn 1% Retailer Bonus Commission award AND 1% Cashless Bonus Commission for a total of 2% bonus commission. It is the retailer's responsibility to obtain their incentive number before the end of the quarter and track their progress to their incentive goal.

For questions, please contact your District Sales Representative (DSR).

NEW MICHIGAN LOTTERY RETAILER WEBSITE IS AVAILABLE

Retailers are encouraged to visit the all-new website that has been developed to bring you Lottery-related news and important retailer information. Please bookmark this website for regular access: <http://retailers.michiganlottery.com/>



MILLION DOLLAR RETAILER

United II Liquor on Wyoming Street in Dearborn surpassed the million dollar Lottery sales mark and staffer **Linda Hanakachal** was kind enough to pose with the store's award placard for this issue of Game Line.

INCOME TAX INFORMATION MAILED IN LATE JANUARY

Retailer sales and commissions statements were scheduled for mailing at the end of January.

Duplicate commission statements can be requested by calling 517-373-6001 after February 8, 2019.

IMPORTANT RETAILER REMINDERS

- Lottery retailers are required to confirm ticket deliveries upon receipt. Confirming deliveries safeguards that your ticket shipment has been delivered and received.
Also, please remember to activate packs of tickets prior to placing them out for sale. Tickets that are sold without prior activation prevent Lottery players from cashing winning tickets.
- Lottery retailers are required to properly secure terminal ticket stock, per Lottery Rule 432.4(2)k. Always store your rolls in a secure area behind the counter – not accessible to players – and do not leave them sitting out, unattended. This stock is not to be shared with other retailers.
- According to Lottery Act/Rule R432.6(c), retailers shall not purchase winning Lottery tickets from an original purchaser or from subsequent purchasers. Retailers are allowed to cash winning tickets up to \$600 on their terminals. If a player has a winning ticket greater than \$600, the retailer should direct the player to a Lottery Claim Center to receive payment. This Act grants the Bureau authority to suspend or revoke the license of any retailer who violates the Act.

NEED LOTTERY ASSISTANCE? CALL 1-800-592-4040



Game Line

From the Michigan Lottery • February 2019

DoublePlay™

A new way to play and win even more!

\$1 more
per panel
per draw



New
Jan 20

**Two chances
to win
each night!**

**Non-jackpot
prizes are
doubled!**



Match	Regular Draw	DoublePlay Draw
6 of 47**	Jackpot	\$1,500,000
5 of 47	\$2,500	\$5,000
4 of 47	\$100	\$200
3 of 47	\$5	\$10



Match	Regular Draw	DoublePlay Draw
5 of 39†	Jackpot	\$110,000
4 of 39	\$100	\$200
3 of 39	\$10	\$20
2 of 39	\$1	\$2

A second set of winning numbers after each draw!

*Jackpot and Double Play top prize winners will receive their prize in annual payments over a 30-year period, unless, within 60 days from the date they claim their prize, they request the Cash Option method of payment.†If two or more persons win the jackpot, the prize is shared equally among winning persons. If more than two persons win the Double Play top prize, the prize is shared equally among winning persons.

NEW INSTANTS

On Sale Tuesday, February 5, 2019



ROYAL MILLIONS - \$30

- Game #282
- Ticket size 11" x 4"
- 20 tickets per pack
- Overall odds 1:3.13
- UPC 6 44684 00282 2
- Win up to 30 times on each ticket
- Five BONUS instant win play areas providing instant wins of \$50, \$60, \$100, \$200 and \$600
- \$4,000,000 top prizes
- Over \$140 million in total prizes available



FULL OF \$500s - \$5

- Game #280
- Ticket size 5.5" x 4"
- 80 tickets per pack
- Overall odds 1:4.09
- UPC 6 44684 00280 8
- Win up to 15 times on each ticket
- Over 14,000 \$500 prizes available
- \$500,000 top prizes
- Over \$30 million in total prizes available



DIAMONDS & GOLD - \$2

- Game #309
- Ticket size 4.5" x 4"
- 200 tickets per pack
- Overall odds 1:4.56
- UPC 6 44684 00309 6
- Win up to 12 times on each ticket
- BONUS \$20 instant wins available on each ticket
- \$50,000 top prizes
- Over \$7 million in total prizes available

NEW PULL TABS

On Sale Tuesday, February 5, 2019

\$15,000 CASH EXPLOSION - \$2

- Game #MI541
- 312 tickets per deal
- Overall odds 1:4.33
- \$15,000 top prizes
- Over \$1.3 million in total cash prizes available



LOGGIN' LOOT - \$.50

- Game #MI533
- 756 tickets per deal
- Overall odds 1:5.04
- \$3,000 top prizes
- Over \$650 thousand in total cash prizes available



LIMITED TIME BONUS BUYS!

Beginning February 21, players who purchase an Online Game Card have a chance to randomly receive a 100% match bonus! The Online Game Card bonus will print on a separate ticket that will print immediately following the original purchased ticket. A short jingle will also play from the terminal when the free ticket prints. Players can buy the Online Game Card at retail and submit to play games online at michiganlottery.com.

Retailers can find the Online Game Card product by selecting the Online Game Card icon on the terminal home screen.

Be sure to inform your players about the chance to receive a 100% bonus on random purchases! Visit michiganlottery.com for more information.

CURRENT INSTANT GAMES

\$1 GAMES

- #286 5X The Cash
- #273 Diamond Doubler
- #254 Cloud 9

\$2 GAMES

- #309 Diamonds & Gold
- #287 10X The Cash
- #261 Electric 8's
- #260 Win For Life!
- #257 Quick Winnings
- #218 Big Bucks
- #246 Sizzlin' Wild Time
- #248 Tax Free \$50,000
- #238 Cashword

\$3 GAMES

- #219 Bonus Cashword 
- #239 Wild Bingo 

\$5 GAMES

- #280 Full Of \$500s
- #288 20X The Cash
- #283 Cash Flurries
- #268 Super Bingo 
- #264 Casino Riches
- #262 Poker Multiplier
- #255 Platinum 7's
- #258 Quick Riches
- #253 Loaded
- #251 Instant Keno
- #249 Tax Free \$500,000
- #220 White Ice 7's
- #245 25th Anniversary Wild Time 
- #207 Bring On The Bens
- #222 Double Bonus Cashword 

\$10 GAMES

- #289 50X The Cash
- #284 Triple Bonus Cashword 
- #269 Cash
- #267 Golden Ticket II
- #259 Quick Million
- #234 Royal Win
- #235 Casino Millions
- #250 Tax Free \$1,000,000
- #223 Platinum Wild Time 
- #208 \$1,000,000 Gems

\$20 GAMES

- #285 100X The Cash
- #265 \$2,000,000 Jackpot
- #263 Money Money Money
- #232 Classic Black
- #233 Diamond Dazzler
- #209 Hit It Big
- #795 Multiplier Spectacular
- #204 Super Bonus Cashword 
- #779 Hot Fortune
- #772 Deluxe 7's Playbook

\$30 GAMES

- #282 Royal Millions
- #236 \$4,000,000 Winner
- #237 \$150,000,000 Payout
- #230 Millionaire's Club
- #776 Max Money



INTERACTIVE GAMES

These games provide players with additional chances to instantly win up to \$500 off their next Instant ticket purchase when they play the interactive version of their ticket either online or with a smartphone. Refer to the back of each ticket for complete details.

CURRENT PULL TABS GAMES

\$.50 GAMES

- MI533 Loggin' Loot
- MI540 Blazin' Bucks
- MI532 The Rock Show
- MI524 Lucky Bucks
- MI510 Cash Flow

\$1 GAMES

- MI539 Beernado
- MI528 Cash Plow
- MI526 777
- MI534 Top \$pin\$ Tripler
- MI511 Super 8's
- MI518 Third And Won
- MI505 Another Round
- MI504 American Pride
- MI513 Club Keno
- MI507 Brews On First
- MI509 Stampede Gold!

\$2 GAMES

- MI541 \$15,000 Cash Explosion
- MI530 Sin City Slots
- MI525 \$1,000,000 Cash Blowout
- MI522 Wild Cherry
- MI520 Jumpin' Jack Cash

\$5 GAMES

- MI527 \$2,000,000 Cash Roll

GAMES EXPIRING SOON

INSTANT GAMES	PRICE	EXPIRES
#203 Triple Tripler	\$1	2/4/2019
#790 \$4,000,000 Mega Bucks	\$30	2/4/2019
#200 Did I Win?	\$1	3/4/2019
#205 \$5 Wild Time Series	\$5	3/4/2019
#206 Bingo Twist	\$2	4/1/2019

PULL TABS AND INSTA TABS GAMES

IT871 Diamond Dollars	\$1	2/4/2019
IT872 Electric 8's	\$1	2/4/2019
IT873 Bullseye Cash	\$2	2/4/2019
IT874 Super 7's	\$5	2/4/2019
MI501 Slots O' Cash	\$1	2/6/2019
MI500 Pinball Wizard	\$1	3/13/2019
MI594 3's A Wizard	\$.50	4/3/2019
MI598 Chimp Change	\$1	4/3/2019
MI595 Cherry Change	\$.50	4/16/2019
MI596 Kickoff Cash	\$1	4/16/2019

Note: No Insta Tabs Games expire in March or April 2019.

EXPIRED TICKETS POLICY

It is a retailer's responsibility to monitor their inventory for tickets that have expired or are nearing expiration. Expired tickets cannot be sold, redeemed for prizes or returned for credit.

IMPORTANT INSTANT TICKET RETURNS REMINDER

A reminder that ALL Instant Ticket returns will be processed by your Lottery Sales Representative during their regularly scheduled visit(s). Contact your Lottery District Sales Representative with any questions or for added details.

PTVM MAINTENANCE NEEDED?

Please note all-new contact number

Call 1-800-377-7554 to schedule maintenance on your American Games brand Pull Tabs vending machine. If you need to leave a message, please include your business name and phone number.