

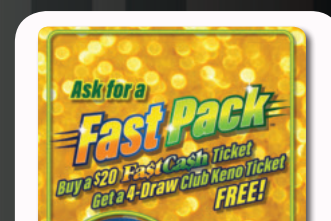
SEPTEMBER POINT OF SALE

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



**DOUBLER DAYS
PROMOTION**

WHAT GOES UP?



**FAST PACK
PROMOTION**

WHAT GOES DOWN?

IMPORTANT RETAILER REMINDER

Two additional hours of Lottery sales were added to your terminals last May, making the new Lottery business day **5:00 a.m. to 3:00 a.m.** This change means Lottery sales can now be made 22 hours of each day!

RETAILER INCENTIVE PROGRAMS FOR JULY - SEPTEMBER 2019

The Retailer Incentive will include ALL printed products games (Instant, Pull Tabs and Insta Tabs). To qualify, retailers must achieve an increase of **12.9%** 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 is now based on Club Keno sales only. To qualify, retailers must achieve an increase of **2.0%** in Club Keno sales over the same quarter previous year Club Keno sales, 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 2% 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.

As of August 2019, over 61% of Traditional accounts in Michigan accept debit/credit card purchases for Lottery products.

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

RESPONSIBLE GAMING EDUCATION WEEK: Creating Awareness Together

The Michigan Lottery is proud to take part in the American Gaming Association (AGA)'s 22nd Annual Responsible Gaming Education Week (RGEW) that takes place September 15-21. RGEW provides an opportunity to showcase the Lottery's ongoing commitment to responsible gaming and is an important part of our ongoing commitment to promoting responsible gaming.

The Lottery highly encourages all retailers to visit Retailers.MichiganLottery.com and take the Michigan Lottery Responsible Gaming Retailer Training! [Select "Resources" at the top of the page, and click "Responsible Gaming Information & Training"]

The Lottery's theme for this year's RGEW is Creating Awareness Together. Throughout RGEW, we will reinforce our commitment to responsible gaming. Some of the Michigan Lottery's responsible gaming standards include:

- A person must be 18 years of age or older to buy or sell Michigan Lottery tickets.
- The Michigan Lottery displays the confidential, toll-free, 24/7 problem gambling helpline number in our ads, brochures and signage. Helpline: 1-800-270-7117
- The MichiganLottery.com website includes telephone, text and live chat access for those who feel that they may have a gambling problem. Text: (248) 648-3363
- We provide our customers information about the importance of gambling responsibly and how to recognize signs of a potential problem.
- We train our employees about responsible gaming.
- We emphasize to our retailers and employees that Lottery games are for adults only, and require them to be vigilant in preventing individuals under the legal age from purchasing Lottery tickets.
- We restrict the placement and content of our advertising and marketing materials to age-appropriate venues and messages.

For more information about the Michigan Lottery's responsible gaming policies, or if you think you have a patron with a problem, please contact the Michigan Lottery's Responsible Gaming Manager, Blaine DeGracia, at 517-241-3541 or degraciab@michigan.gov. You can also visit our website at MichiganLottery.com/responsible-gaming.

Take time this week to review our responsible gaming resources and consider how you can share your knowledge about responsible gaming with your customers, family, friends and community. Let them know that we are Creating Awareness Together!

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



Game Line

From the Michigan Lottery • September 2019

DOUBLER DAYS

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WINNING IS TWICE AS NICE!

**A Chance to Double Your Club Keno
and Extra Prizes in September**

Applies to Club Keno, Kicker and Extra prizes only. The Jack prizes and Extra 10-spot game top prizes are excluded from this promotion. Club Keno, Kicker and Extra prizes will be doubled up to a maximum of \$4 million per draw. The Club Keno mark is a registered trademark with IGT Global Solutions Corporation. Overall odds of winning Club Keno are from 1 in 4 to 1 in 17. Overall odds of winning Extra are from 1 in 3 to 1 in 10.

NEW INSTANTS

On Sale Tuesday, September 3, 2019



LUCKY DOUBLER - \$2

- Game #292
- Ticket size 4.5" x 4"
- 200 tickets per pack
- Overall odds 1:4.50
- UPC 6 44684 00292 1

- Win up to 12 times on each ticket
- \$50,000 top prizes
- Loaded with DOUBLED prizes
- Over \$7 million in total prizes available



WORTH MILLIONS - \$30

- Game #311
- Ticket size 11" x 4"
- 20 tickets per pack
- Overall odds 1:3.03
- UPC 6 44684 00311 9

- Win up to 30 times on each ticket
- \$4,000,000 top prizes
- Over \$132 million in total prizes available



\$20,000,000 BLOWOUT - \$10

- Game #307
- Ticket size 7.5" x 4"
- 60 tickets per pack
- Overall odds 1:9.09
- UPC 6 44684 00307 2

- Over 300,000 \$50 and \$100 prizes available in the game
- Over \$23 million in total prizes available
- Over \$2 million in retailer sales and validation commission dollars available

All cash prizes for this game are eligible for retailer validation/cashing commission.

MAXIMIZE YOUR COMMISSION EARNING POTENTIAL – ALL PRIZES ARE REDEEMABLE AT RETAIL!

NEW PULL TABS

On Sale Tuesday, September 3, 2019



FANTASTIC 4's - \$.50

- Game #MI553
- 756 tickets per deal
- Overall odds 1:4.94
- \$4,444 top prizes
- Over \$600 thousand in total prizes available



GOLDZILLA - \$1

- Game #MI548
- 540 tickets per deal
- Overall odds 1:4.74
- \$6,000 top prizes
- Over \$1.4 million in total prizes available

CURRENT INSTANT GAMES

\$1 GAMES

- #298 \$5,000 Money Match
- #271 Cash Cow
- #286 5X The Cash

\$2 GAMES

- #292 Lucky Doubler
- #302 Cashword
- #290 Black Limited
- #299 \$50,000 Money Match
- #294 \$30,000 Wild Time
- #309 Diamonds & Gold
- #287 10X The Cash
- #261 Electric 8's
- #260 Win For Life!

\$3 GAMES

- #313 Bonus Cashword

\$5 GAMES

- #304 \$500,000 Triple Play
- #305 24 Karat Gold
- #295 \$300,000 Wild Time
- #300 \$500,000 Money Match
- #296 Double Bonus Cashword
- #278 777
- #280 Full Of \$500s
- #288 20X The Cash
- #268 Super Bingo
- #264 Casino Riches
- #262 Poker Multiplier
- #255 Platinum 7's
- #258 Quick Riches
- #253 Loaded

\$10 GAMES

- #307 \$20,000,000 Blowout
- #303 The Big Spin
- #301 \$1,000,000 Money Match
- #279 Super Triple 7's
- #297 \$500,000 Wild Time
- #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

\$20 GAMES

- #312 Cashword Millions
- #306 \$2,000,000 Bonus
- #270 Millionaire Maker
- #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

\$30 GAMES

- #311 Worth Millions
- #282 Royal Millions
- #236 \$4,000,000 Winner
- #237 \$150,000,000 Payout

CURRENT PULL TABS GAMES

\$.50 GAMES

- MI553 Fantastic 4's
- MI545 Card Sharks
- MI542 Lightning Cash
- MI533 Loggin' Loot
- MI540 Blazin' Bucks
- MI532 The Rock Show

\$1 GAMES

- MI548 Goldzilla
- MI546 Sacks Of Cash
- MI552 CashBot
- MI547 Star Spangled Bucks
- MI550 Mammoth Money
- MI543 Big League Brew
- MI537 Championship Slots
- MI539 Beernado
- MI528 Cash Plow
- MI526 777
- MI534 Top \$pin\$ Tripler
- MI511 Super 8's

\$2 GAMES

- MI549 Pull 'Em
- MI544 Great Lakes Loot
- MI531 Red Hot 7's
- MI541 \$15,000 Cash Explosion
- MI530 Sin City Slots
- MI525 \$1,000,000 Cash Blowout

\$5 GAMES

- MI557 \$2,000,000 Platinum Play

GAMES EXPIRING SOON

INSTANT GAMES	PRICE	EXPIRES
#782 Amazing 8's	\$2	9/2/2019
#784 Triple Million	\$10	9/2/2019
#208 \$1,000,000 Gems	\$10	10/7/2019
#219 Bonus Cashword	\$3	10/7/2019
#240 Stocking Stuffer	\$1	11/4/2019
#241 Unwrap The Cash	\$2	11/4/2019
#242 Holiday Magic	\$5	11/4/2019
#243 Holiday Gems	\$10	11/4/2019
#244 Triple Bonus Cashword	\$10	11/4/2019

PULL TABS AND INSTA TABS GAMES

IT875 Quick Cash	\$1	9/12/2019
IT876 Last Call	\$1	9/12/2019
IT877 Winning Streak	\$2	9/12/2019
IT878 Money Maker	\$5	9/12/2019
MI519 Coin Quest	\$.50	9/17/2019
MI521 Bankroll Riches	\$2	9/17/2019
MI509 Stampede Gold!	\$1	10/15/2019
MI507 Brews On First	\$1	11/12/2019
MI520 Jumpin' Jack Cash	\$2	11/12/2019

Note: No Insta Tabs Games expire in October or November

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.

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.