



## Lotto Max Game Enhancements

Coming May 11, 2019

### NEW RECORD-BREAKING JACKPOTS TO BE OFFERED!

*Exciting changes are coming to Lotto Max starting the May 14, 2019 draw. Lotto Max draws will now happen twice a week, on Tuesdays and Fridays. For the first time in Lotto Max's history, the main jackpot can grow as high as \$70 Million!*

### WHAT YOU NEED TO KNOW:

- Saturday, May 11, 2019, will be the first sales day for the new Lotto Max.
- Tuesday, May 14, 2019, will be the first draw day.
- Lotto Max draws will take place twice a week on Tuesdays and Fridays.
- The game will offer more excitement, with larger main jackpots of up to \$70 Million.
- Maxmillions will continue to start once the jackpot reaches \$50 Million and will continue to grow as the jackpot increases.
- Players will now select seven numbers from 1 to 50 instead of 1 to 49.
- The price to play Lotto Max stays the same at \$5 per play.
- A new \$30 Weekly Pack will be introduced at retail at the same time (does not apply to Lotto Express or tickets purchased on the Self-Service Terminal).
- Other changes to the game include two new subsidiary prize categories for players that match four main numbers and the bonus, or five main numbers and the bonus.
- After the November 16, 2018 draw, the number of advance draws that players can purchase for Lotto Max at lottery retail locations will start to reduce. Please refer to page 2 for more detailed information on advanced draws.



**A BRAND NEW MARKETING CAMPAIGN WILL LAUNCH IN MAY 2019 TO SUPPORT THE NEW LOTTO MAX AND RECORD-BREAKING JACKPOTS!**

Starting May 11, 2019, the new jackpot roll sequence ***could look like*** the following:

- \$10M
- \$15M
- \$20M
- \$25M
- \$30M
- \$40M
- \$50M + X Maxmillions
- \$55M + X Maxmillions
- \$60M + X Maxmillions
- \$65M + X Maxmillions
- \$70M + X Maxmillions etc.



## Lotto Max Game Enhancements

Coming May 11, 2019

### ADVANCED DRAWS WILL DECREASE BY ONE PER WEEK (after the November 16, 2018 draw)

- The number of advance draws that players can purchase for Lotto Max at lottery retail locations will start to reduce. Players have up until the draw on November 16, 2018, to purchase 26 advance draws.
- After the November 16, 2018 draw, players will begin to see a reduction of advance draws available for purchase each week until the launch of the new Lotto Max. This will also affect any lotto quick pick packages which consists of Lotto Max.
- Ticket sales for 26 advance draws will resume again on May 11, 2019. Does not apply to Lotto Express.

*Note – The Lottery Terminal will not allow you to process more draws than the maximum available.*

### WHY ARE WE TELLING YOU NOW?

- Players require reasonable notice of these changes, particularly for players who have purchased via advance buy up to 26 weeks. As such, information regarding changes will be posted on PlayNow.com starting November 9, 2018.
- A national press release will be distributed on November 9, 2018.

### MORE INFORMATION

Stay-tuned for more information and a detailed Retailer Information Brochure coming Spring 2019, that will include more information on the new Lotto Max including selection slips, marketing plans, game details, etc.

### COUNTING DOWN THE DRAWS WITH LOTTO MAX ADVANCE PLAY & PACKAGE PLAYS (with Lotto Max)

(following Lotto Max game break at 7:30pm PT on the night of the draw)

Date – After Draw Break	# of Available Draws	Date – After Draw Break	# of Available Draws
Nov 16, 2018	25	Feb 15, 2019	12
Nov 23, 2018	24	Feb 22, 2019	11
Nov 30, 2018	23	Mar 01, 2019	10
Dec 07, 2018	22	Mar 08, 2019	09
Dec 14, 2018	21	Mar 15, 2019	08
Dec 21, 2018	20	Mar 22, 2019	07
Dec 28, 2018	19	Mar 29, 2019	06
Jan 04, 2019	18	Apr 05, 2019	05
Jan 11, 2019	17	Apr 12, 2019	04
Jan 18, 2019	16	Apr 19, 2019	03
Jan 25, 2019	15	Apr 26, 2019	02
Feb 01, 2019	14	May 03, 2019	01
Feb 08, 2019	13	May 10, 2019	26

**Ticket sales for 26 advance draws will resume again on May 11, 2019.**



# Lotto Max Game Enhancements

Coming May 11, 2019

## QUESTIONS & ANSWERS

### WHY CAN'T I SEE THE BUTTON TO SELECT 26 ADVANCE DRAWS OF LOTTO MAX OR PACKAGES CONTAINING LOTTO MAX? WHY DOES THE SYSTEM REJECT MY SELECTION WHEN I SELECT ADVANCE DRAWS FOR LOTTO MAX OR PACKAGES WITH LOTTO MAX INCLUDED?

When you try to select advance draws for Lotto Max depending on whether it is for quick pick, a select package or via selection slip from player after the Lotto Max draw on November 16, 2018, you *may* encounter one of a few possible scenarios:

- The button for the particular number of advance draws you want to select may not be displayed on the screen
- You select a number of advance draws, but the wager is subsequently rejected by the system
- The system displays “System Error only X draws remaining”

This is due to the need to wind down the number of advance draws prior to introducing the updates to Lotto Max.

### HOW DO I CORRECT THE PURCHASE SO PLAYERS CAN PURCHASE A CERTAIN NUMBER OF ADVANCE BUYS OF LOTTO MAX OR PACKAGES CONTAINING LOTTO MAX?

You can select the buttons that are remaining on the screen which indicates the number of advance buy draws still available for purchase. If the wager is rejected by the system, you have to determine the maximum number of draws still remaining and select that number of draws (or any number less than that number).

For example, if you are in the week of December 1, 2018, and the wind down started 3 weeks ago (November 16, 2018), this means you will only be able to sell a maximum of 23 advance buys ( $26 - 3 = 23$ ) to the player for Lotto Max and any package containing Lotto Max.

## LOTTERY TERMINAL LOTTO MAX QUICK PICK SCREEN

SIGNED ON DEC 01, 2018 10:06 AM

Wager \$6.00  
Total \$0.00

LOTTO MAX Quick Pick

Plays \$5	1	2	3	4	5	
Extra \$1	0	1	2	3	4	5
	6	7	8	9	10	
Draws (Fri)	1	2	3	4	5	6
	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	

Main Enter



# Lotto Max Game Enhancements

Coming May 11, 2019

## QUESTIONS & ANSWERS

### WHY IS LOTTO MAX CHANGING?

For the first time in the game's history, Lotto Max jackpots can grow to \$70 million, and having a second draw every week means you'll see bigger jackpots, sooner. We think that new, bigger jackpots – up to \$70 million – will be exciting to both new and existing lottery players and help drive traffic to your stores.

### IS THE PRICE OF LOTTO MAX CHANGING TOO?

No, Lotto Max will still cost \$5 per play (which includes 3 selections).

### HOW WILL THE SECOND WEEKLY DRAW AFFECT THE ROLL PATTERN AND THE SPEED OF JACKPOT GROWTH?

We don't expect that having Lotto Max draws on Tuesdays and Fridays will affect the roll pattern. The jackpot will still start at a minimum of \$10 million, and it will grow by at least \$5 million when it's not won. In fact, having two draws in a week reduces the time between draws which means jackpots will grow more quickly.

### DOES THE CHANGE MAKE IT HARDER TO WIN ON LOTTO MAX?

The changes do decrease the odds of winning the jackpot and the existing prize categories, this means that the jackpot can have more time to grow. Players will still see a win at a similar frequency after the changes, as the overall odds to win any prize changes slightly from 1 in 6.6 to 1 in 7.0 for the new Lotto Max.

### WHAT ARE THE NEW ODDS OF WINNING THE JACKPOT?

The odds will change from 1 in 28,633,528 to 1 in 33,294,800 per \$5 play.

### WILL ANY NEW LOTTO PACKAGES BE OFFERED AS PART OF THE NEW CHANGES TO THE GAME?

Yes for retail locations (excluding Lotto Express or Self-Service Terminals). On May 11, 2019, BCLC will begin to offer a new \$30 Weekly Pack that includes tickets for a full week of draws for Lotto Max, Lotto 6/49, BC/49, Daily Grand, plus the Extra with each game. For example, if a player buys a \$30 Weekly Pack on a Wednesday before the Lotto 6/49 draw, that would include tickets for:

- 1 Lotto Max plus Extra for Friday's draw
- 1 Lotto Max plus Extra for next Tuesday's draw
- 1 Lotto 6/49, 1 BC/49 plus Extra for tonight's draw
- 1 Lotto 6/49, 1 BC/49 plus Extra for Saturday's draw
- 1 Daily Grand plus Extra for Thursday's draw
- 1 Daily Grand plus Extra for next Monday's draw