

1 Free Extra on the \$20 LOTTO MAX Pack

Promotion Dates: February 4 to March 31, 2019



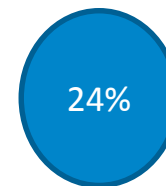
From February 4 to March 31, 2019, tell your players to Buy a \$20 LOTTO MAX Pack and get 1 Free Extra.

Promotion Details:

- From Monday, February 4 to March 31, 2019, players will automatically receive 1 FREE Extra when they buy a \$20 LOTTO MAX Pack. Available in all networks including PlayNow.com.
- Tell your players “purchase a \$20 Lotto Max Pack and get a Free Extra.”
 - Note: Free Extra is not applicable if the player builds their own package with a selection slip and chooses their own numbers.
- You do not need to add any Extra on the Altura screen, the Free Extra will **automatically** be added to the \$20 LOTTO MAX Pack during the promotional period.
- Should players want to purchase an additional Extra, they can buy up to 9 more. If a player tries to buy 10 additional Extra the Altura will automatically amend this to 9, the player would receive 10 Extra but only pay for 9.
- Should a player purchase an advance draw ticket, the advance draws will all include the Free Extra if purchased within the promotional dates of February 4 to March 31, 2019.
- This is an 8 week promotion, once it ends the \$20 LOTTO MAX pack will revert back to include 4 plays of LOTTO MAX (12 selections) only.

Marketing Support:

- All Networks: PDU Screen, Digital Signage, bclc.com, Lotto e-newsletter, top of ticket messaging.
- Additional POS: 8.5” x 11” Poster B, lottery table.

Player Display Unit Ad:**Sales Lift from the Free Extra Promo:**

Increase in sales from promotions means an increase in foot traffic during these promotion periods