Happy 30th Anniversary, Cash Explosion®!

Cash Explosion contestants have shared more than $94 million in winnings since 2007.
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8! Instant Big Winners. Find out where the Lottery’s big instant ticket winners have been sold this past May.

10! The Ohio State Fair. Friday, Aug. 4 is Ohio Lottery Day at the fair. Come join the Ohio Lottery and enjoy all the activities the fair has to offer.

A message from the Director

Hope you’ve had a great summer so far. This month, we’ve got some special treats for customers, including a special instant ticket mailing with two coupon offers. Ask members of your staff to gather all their favorite instant ticket picks so you’re ready when customers stop by. Customers love to hear your suggestions.

Make sure Keno Happy Hour is on your calendar and let your Keno fans know about this month’s current Keno promotion. The Happy Hour special begins July 7 and runs from 5-7 p.m. every Friday and Saturday in July. All customers have to do is make a $10 single-ticket Keno purchase. They’ll receive a $1, 3-spot play good for two consecutive drawings. Everyone loves a free ticket!

We’re in the final stretch of Cash Explosion’s 30th anniversary celebration. It’s been quite a journey these last 30 years! It’s time to tune in to our “super-sized” Cash Explosion XL shows, airing every Saturday until Aug. 18. You’ll see 3-person teams (24 contestants in all) compete for cash and other fun prizes on each show. The finale is the Cash Explosion 30th Anniversary TV show special, airing Saturday, Aug. 26. See page 3 for details on all Cash Explosion anniversary activities and deadlines for entry.

We congratulate every retailer who has met our instant ticket activation benchmark and landed a spot in our regularly scheduled incentive drawings. On page 4 of this month’s issue, we’ve posted winners from the February, April and May drawings. We have one incentive drawing left, held in conjunction with the July 26 delivery of instant games.

Instant ticket activation is one of the components of the new Retailer Incentive Program. If you haven’t yet signed up or reviewed the program with your Lottery sales representative, now is the time to do so. For those who’ve signed up, we look forward to partnering even more closely with you in the weeks and months ahead.

Contact us with any questions or Lottery business needs you might have. Thank you for all your great work.

Sincerely,

Dennis Berg, Director
The Ohio Lottery

All efforts are made to ensure the accuracy of the information provided. However, the Ohio Lottery makes no warranties or representations as to the accuracy of the information supplied herein. Winning numbers and jackpot amounts can only be verified through our gaming system, accessible at any Ohio Lottery office.

The Ohio Lottery is an Equal Opportunity Employer and Service Provider.

1-800-686-4208 www.ohiolottery.com

Dennis Berg, Director
Patrick McDonald, Commission Chair

Contributors
Marie Kilbane Seckers, Editor
Molly Fanta
Sandra Neal

24/7 Problem Gamblers Helpline:
1-800-589-9966
Please Play Responsibly
Happy 30th Anniversary, Cash Explosion®!

Join in now for even more fun with Cash Explosion

Cash Explosion XL shows run every Saturday now through Aug. 19. **Hurry – Cash Explosion fans should submit their entry tickets now for a chance to be on one of the remaining Cash Explosion XL shows.** All entries must be received by Thursday, July 27. Each show has 24 contestants!

**The Cash Explosion 30th Anniversary Show**

Reveal a 30th Anniversary symbol and enter your ticket online for a chance to be on the special anniversary show. Contestants will vie for a variety of fun prizes, including Cash Explosion’s biggest single show prize ever -- of $300,000.

Enter via MyLotto Rewards® by **July 13** for a spot in the July 14 drawing; or **Aug. 10**, for the final drawing Aug. 11. The 30th Anniversary Show will air Saturday, Aug. 26.

See page 5 for information on Cash Explosion #416. This latest version of Cash Explosion is set for release Wednesday, July 26.
Take advantage of next-day instant ticket activation and see your sales grow.

Congratulations to our recent winners!

RETAILER ACTIVATION PROMOTION WINNERS

February
• C Town’s More 4 Less, Broadview Hts.
• Secor & Sylvania Shell, Toledo
• Checkered Flag Drive Thru, Sidney
• Garfield Minimart, Cincinnati
• Shop N Save, Columbus
• Rosemount Valero, Portsmouth
• Emmert’s Market, Massillon
• Speedway #6245, Carrollton
• Speedway #9975, Amherst

April
• Westlake Sunoco, Westlake
• VIP Market, Toledo
• Silver Swan Marathon, Springfield
• Todd’s IGA Express, Trenton
• Murphy USA #6934, Zanesville
• Cornerstone Convenience Store Inc., Glouster
• L & J Drive Thru, Brewster
• Short Stop Truck Plaza, Leavittsburg
• Circle K #5337, Brunswick

May
• Euclid Beverage, Euclid
• Friendship Food Store #71, Attica
• Poelking Lanes South, Centerville
• Seven Hills Shell, Cincinnati
• Romano’s Carry Out, Columbus
• The Plains Valero, The Plains
• Convenience Deli & Beverage, Wickliffe
• BP Elm Road, Warren
• Grafton Crewsthr, Grafton

All retailers receive a $500 credit adjustment.

Questions? Please see your sales representative.

TPD = Top Prize Drawing. Learn more about it at www.ohiolottery.com/promotions.

Please note that all on-sale dates are tentative. These game releases are current as of June 26, 2017 and are subject to change.
Check ‘em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of June 26, 2017 and are subject to change.

**Instant Ticket Features for July**

**Mad Money**
July 26, 2017
($1), #405
Top prize: $5,000
Overall odds: 1 in 4.80
Percentage Payout: 62%
Number of tickets per lot: 200
Number of tickets printed: 10 million
Actual size: 2.5” x 4.0”
UPC Code: 6 70656 01405 0
Special Features: Reveal a “money” symbol and win all five prizes. Mad Money offers more than $5 million in total cash prizes.

**$25 Million Payout**
July 26, 2017
($5), #407
Top prize: $150,000
Overall odds: 1 in 3.94
Percentage Payout: 69%
Number of tickets per lot: 50
Number of tickets printed: 8.0 million
Actual size: 6.0” x 4.0”
UPC Code: 6 70656 05407 0
Special Features: $25 Million Payout offers more than $25 million in total cash prizes. Players can win up to 20 times on a single ticket.

**Easy as 1, 2, 3**
July 26, 2017
($2), #406
Top prize: $20,000
Overall odds: 1 in 4.51
Percentage Payout: 65%
Number of tickets per lot: 100
Number of tickets printed: 7.0 million
Actual size: 4.0” x 4.0”
UPC Code: 6 70656 02406 6
Special Features: Easy as 1, 2, 3 offers more than $8 million in total cash prizes.

**Cash Explosion®**
($2), #416
Top instant win prize: $5,000
Overall odds: 1 in 4.47
Percentage Payout: 65%
Number of tickets per lot: 100
Number of tickets printed: 16.0 million
Actual size: 4.0” x 4.0”
UPC Code: 6 70656 02416 5

**Million Dollar Payday**
July 26, 2017
($10), #408
Top prize: $1 million
Overall odds: 1 in 3.46
Percentage Payout: 73.6%
Number of tickets per lot: 50
Number of tickets printed: 7.0 million
Actual size: 8.0” x 4.0”
UPC Code: 6 70656 10408 9
Special Features: Million Dollar Payout offers more than $49 million in total cash prizes. The $1-million top prize is an annuity, paid as $40,000 a year for 25 years before taxes. In place of annuity payments, the game offers a $500,000 cash option payment for top prize winners, before taxes.
Clark’s Pump-N-Shop #33, Wheelersburg

By Marie Kilbane Seckers, Communications

Clark’s Pump-N-Shop #33 of Wheelersburg is one of sales representative Becca Carter’s standout retailers. The store benefits from conscientious and detail-oriented managers and a strong group of store employees.

That might be why the store has flourished in recent years.

“We enjoy our customers and customer service is a big part of that,” says Tish Boyles, who has managed the store since 2014. “We don’t moan around here. It’s a good environment.”

If you’re not familiar with the city of Wheelersburg, it’s located in Scioto County on the Ohio River, just 7 miles from Portsmouth. The Wheelersburg store, which operates 24/7, brings in a steady stream of customers from the local community and across the river in Kentucky. It’s one of 21 Clark stores selling Ohio Lottery games. The Kentucky-based Clark’s chain operates in Ohio, West Virginia, Kentucky and Florida.

“The Clark’s are very good and they embrace the Lottery,” Becca says. Stores provides counterspace when needed and allow her to post winner and promotional signs.

Becca enjoys working with her Clark locations, and the Wheelersburg store, which has seen Lottery sales increase by more than 50 percent in the past three-and-a-half years, is one of her standouts.

Tish believes the store’s increase in Lottery sales has a lot to do with the variety of ticket offerings and overall organization of the Lottery operation. Instant games make up most of the store’s Lottery sales. The Powerball and Mega Millions games are also popular.

Working hard to create a good environment. Solid internal controls, attention to detail and great rapport with customers make Clark’s Pump-N-Shop #33 in Wheelersburg an outstanding Ohio Lottery destination. Pictured is store manager Tish Boyles (right) and assistant manager Chris Cox.

Clark’s Pump-N-Shop #33 follows best practices like next day instant ticket activation for all instant ticket deliveries. The $5 instant ticket price point is the most popular and customer demand supports a selection of $20 and $30 games. The store double or triple faces several instant games.

Both Tish and Becca agree that having set procedures for monitoring instant ticket inventory and following them faithfully has made their Lottery business operation run smoothly. Becca will spot check the store’s instant ticket inventory at every stop and do a full review at least monthly.

Tish checks instant inventory in storage daily, and she sees that instant ticket counts for the books on display are recorded each shift.

“It’s really easy to pinpoint problems,” she says. All in all, she says that accounting goes smoothly.

Last summer, Becca worked with Clark’s Wheelersburg employees to complete a Lottery store makeover, making improvements both inside and outside the store. This year, Becca and Tish are looking to make a few additional counter changes and add a few new dispensers.

Tish notes that Lottery games have a positive impact on other store product sales like the Clark’s monthly buy one, get one free offers. She says that having Lottery games on the counter encourage those sales.

“It’s a domino effect,” she says.
Inventory check: a daily routine

Clark’s in Wheelersburg, like many other retailers, conducts a regular check of its instant ticket inventory. That is also an important part of the retailer visit by Lottery sales representatives.

“I at least do a basic count at every stop,” says sales representative Becca Carter. “I check the inventory summary if the store activates tickets. (Some of her stores choose to activate and mark sold tickets right away). I do my normal full book check to make sure that all of the books in issued status are accounted for.”

Becca works with approximately 85 retailers in Scioto County, including Clark’s Pump-N-Shop in Wheelersburg.

“I place the orders for many of my stores; so, I try to keep up with their sales trends and remove inventory that sits in issued status for more than three months,” she says.

“The best advice I have for retailers is to know your customers. Understand the demographics of your area and the customers who buy your products. Keeping good records and tracking inventory will keep the Lottery business strong.”

Ultimate Millions ($20), #395
New price point!
Top prize: $5 million
Top prize odds: 1 in 1.67 million
Overall odds of winning: 1 in 3.06
Percentage Payout: 75%
Special Features: Ultimate Millions’ top prize is an annuity, paid as $200,000 a year for 25 years. Players can choose a $2.5 million cash option. Both prizes shown before taxes. Ultimate Millions offers more than $73 million in total prizes. Check out the back of the ticket too – for even more play. There are 11 games to play on each ticket. In total, players can win up to 65 times!

Bingo Plus ($3), #404
Top prize: $50,000
Top prize odds: 1 in 1.5 million
Overall odds of winning: 1 in 4.40
Percentage Payout: 67%
Special Features: In addition to the standard horizontal, vertical or diagonal line match, you can win on Bingo Plus by matching all four corners, an “x” or a “plus” pattern as shown. There’s a multiplier feature too, adding to any winnings you may have in any of the four Bingo Plus card games 1-4. Take time to play the “$25 Fast Spot” for another chance to play and win.
### Winners Town Instant Game Winning Selling Agent

<table>
<thead>
<tr>
<th>Winners Town</th>
<th>Instant Game</th>
<th>Winning Prize</th>
<th>Selling Agent</th>
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<td>VIP Cash Club</td>
<td>$100,000</td>
<td>Shop &amp; Go, Wilmington</td>
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</tbody>
</table>

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### May 2017 Winner News!

**A. $100 Million Fortune winner • May 2017**
Dawn Anderson of Newark won $10,000 playing $100 Million Fortune. She purchased her winning ticket at CVS #3094 in Newark.

**B. Lucky for Life win • May 22, 2017**
These employees of the Four Seasons Mini Mart in East Liverpool -- Kayla Woodyard, Misty Hanlon, and owners Pat and Jim Hall -- are all smiles. Their store sold a $25,000-a-year-for-life prize in the Lottery's Lucky for Life game. Four Seasons Mini Mart receives a $2,500 sales bonus.

**C. Powerball winner • May 24, 2017**
John Marcossen of Thompson came close to the big one -- matching four out of five numbers to win $100,000 in the May 20 Powerball drawing. He used auto pick to purchase his ticket at Redigo in Chardon.

**D. Special Edition Cashword win • May 2017**
Speedway #9338 in Cleveland was thrilled to sell a $300,000 top prize in the $5 Special Edition Cashword instant game. From left to right: Employees Greg Sniezek and Samantha Clevenger, and their store's sales representative Bob Suhayda.

**E. Lucky for Life winner • May 22, 2017**
David Poole of East Liverpool won $25,000 a year for life in the May 22 Lucky for Life drawing. David chose the cash option, and will receive $276,900 after federal and state tax withholdings. He says this win may allow him to retire early. He's sharing his winnings with his daughter and granddaughter, and saving the rest. He says that he will continue to play, hoping "lightning strikes twice."

**F. Bonus Quick 7’s winner • June 2017**
On her way to work, Joni Kelley of Reno made a quick stop at B & J Carryout in Newport. She went to purchase a donut and decided to purchase a $2 Bonus Quick 7’s instant ticket too. She won $20,000! Joni says that the winner could not have come at a better time, as her husband was recently laid off from work.

**G. Tap Game winner • June 2017**
During some down time, Debbie Poston visited Moose Lodge #701 in Ironton and decided to try her luck. She played one of the Lottery's EZPLAY® Tap games and won $10,000.

**H. $5 Million Cash Showcase winner • May 2017**
Cameron Barkley Jr. (right) of Mount Orab claimed his $10,000 prize after playing the Ohio Lottery's $20 instant game, $5 Million Cash Showcase. Pictured with him is his dad.

**I. Hit $100 winner • June 2017**
Evan Schenk of Painesville won $20,000 playing the Lottery’s $2 instant game, Hit $100. Evan, a nursing student, will use the prize to help pay for his schooling. Both he and his mom, Rebecca, are thrilled! Evan made his claim at the Cleveland regional office.
The Ohio State Fair: July 26-Aug. 6

The Ohio Lottery will be there!

Friday, July 28: Take your turn at the Ohio Lottery spin-n-win wheel at the Ohio Lottery booth on 17th Street. Stop by between noon and 2 p.m. to enjoy a live radio remote hosted by 92.3 FM, WCOL Columbus.

Saturday, July 29: Come to the Ohio Lottery booth, located on 17th Street at the fair. Take part in special Ohio Lottery activities any time from 10 a.m. to 3 p.m. We have both Ohio Lottery and State Fair prizes you could win!

Friday, Aug. 4: Today is Ohio Lottery Day at the Ohio State Fair. Ohio Lottery players receive $6 off standard admission. Present a non-winning Ohio Lottery ticket at the entrance to get your fair discount. (Must be 18 years of age or older.)

- 11 a.m. to 1 p.m. Take your turn at the Ohio Lottery spin-n-win wheel at the Ohio Lottery booth on 17th Street. Stop by between noon and 2 p.m. to enjoy a live radio remote hosted by 97.5 FM WNCI Columbus.

Saturday, Aug. 5: Enjoy Cash Explosion’s Cash Fest event in Central Park from 11 a.m. to 6 p.m. More than $10,000 in cash and prizes will be given away!

Whitehall Shell of Columbus will be selling Ohio Lottery games in the MarketPlace Building for the entire run of the fair. Stop by to purchase tickets and to participate in special Lottery promotions.

Get your weekend started

Time for Keno Happy Hour!

Fridays and Saturdays in July, 5-7 p.m. Starting July 7.

Enjoy the best the Ohio State Fair has to offer.
Learn more at http://ohiostatefair.com/.
$1 games

#405 Mad Money*
#399 Loose Change
#397 Triple Tripler
#391 Neon 1s
#385 Double Doubler
#380 Monopoly Millionaires’ Club™
#374 Cash X5
#355 Hit $50!

$2 games

◆ #416 Cash Explosion®*
#406 Easy as 1, 2, 3*
◆ #401 Power Play® Cashword
#400 The Three Stooges®

$3 games

#404 Bingo Plus
#393 Red Hot 7s
#388 3 Times Lucky
#376 Cash X15
#344 Block-O

◆ #392 Triple Diamonds
#387 Bonus Quick 7s
#375 Cash X10
#366 777
#359 Cleveland Cavaliers
#356 Hit $100!
◆ #353 Bingo Squared
#343 Dazzling 7s
#335 $20,000 Jackpot

$5 games

◆ #339 Cashword Tripler
#407 $25 Million Payout*
#402 Special Edition Cashword
◆ #396 Bingo Times Ten
#394 Win It All
◆ #390 Diamond 10s
#389 Queen of Hearts
#383 The Price is Right®
#377 Cash X20
#367 Road to Riches™

$10 games

◆ #398 $500,000 Cashword
#390 Diamond 10s
#378 Cash X50
#337 $1 Million Jackpot
#333 Ohio’s $500,000 Money Club
#318 Monopoly Millionaires’ Club™
#308 $250,000 a Year for Life!

$1 games

#332 Triple Winning 7s
#322 $250,000 Payout
#317 Monopoly Millionaires’ Club™
#307 $10,000 a Month for Life!

$10 games

◆ #336 $300,000 Jackpot

◆ #339 Cashword Tripler
#322 $250,000 Payout
#317 Monopoly Millionaires’ Club™
#307 $10,000 a Month for Life!

*These instant games go on sale July 26, 2017.
$20 and $30 games

#395 Ultimate Millions
#384 $100 Million Fortune
#368 Max the Money

#358 $5 Million Multiplier Spectacular
#346 $5 Million Cash Showcase
#323 Fabulous Fortune

#302 $300 Million Diamond Dazzler
#291 Platinum Millions
#278 Gold

#233 $500 Million Spectacular
#174 Ohio Lottery 40th Anniversary Millions

*These instant games go on sale July 26, 2017.

◆ Highlighted are base games, which you are encouraged to sell based on the price points preferred by customers.

OTHER SUPPLIES
Request these supplies when calling in your instant ticket orders.

Terminal paper

Vending machine paper

Bet cards

REP RAP
Discuss these needs with your Lottery sales representative:

Point-of-Sale materials (key chains, scratchers etc.)

Signage

Dispensers

Promotions

Employee training

Other
Base Games

Choose the Base Games that fit based on your store’s popular price points.

Use Order Notes to prepare for your instant ticket order call by your assigned Customer Service Representative (CSR). If your inventory starts to run low, use this handy sheet to prepare your order and give the Lottery a call at 1-800-686-4208.

- #385 Double Doubler ($1)
- #397 Triple Tripler ($1)
- #353 Bingo Square ($2)
- #401 Power Play® Cashword ($2)
- #339 Cashword Tripler ($3)
- #340 Gold Bar Bingo ($5)
- #396 Bingo Times Ten ($5)
- #402 Special Edition Cashword ($5)
- #398 $500,000 Cashword ($10)

Need to order more instant games? Have questions on ordering?

Please call 1-800-686-4208.
**Special delivery:**

**Two coupon offers bring sizzle to summer**

This month, one million households statewide will receive the Ohio Lottery’s latest coupon offer – two offers to be exact. The first coupon provides players who make a $5 instant ticket purchase with a $2 instant ticket free. The second coupon provides a $1 instant ticket free with a $2 instant ticket purchase.

*The coupon offer runs July 26-Aug. 26.*

**Help your customers out and:**

- Scan the coupon barcode.
- Key in the last five digits of the validation number.
- Give your customers the coupon validation receipt.
- Provide customers with their free ticket offer!

**Coupon accounting**

Credit for coupon validation will show up as a low-tier cash on both the sales summary report and weekly invoice.

Reach out and have fun! Good experiences keep players coming back.