Special promo runs through March 29

A message from the Director

We're pushing the accelerator as we enter the second month of the year. Whether you’re a traditional retailer selling both instant and draw games, or a bar or tavern selling Keno and the Lottery’s draw games, we have products tailored just for you.

Have you joined MyLotto Rewards®? Encouraged customers to sign up? MyLotto Rewards® members enter their Ohio Lottery game tickets online, earning points that can be used toward gift cards, digital downloads and drawings for a whole host of special prizes. It’s a new year and time for players to check out MyLotto Rewards®.

Have customers who play Powerball? Along with a number of other Powerball-selling states, we’ve prepared a Powerball Power Cruise promotion just for them. Fifty Ohio Lottery customers will win a spot on a privately chartered Royal Caribbean cruise line for some fun in the sun, entertainment and additional cash prizes during this once-in-a lifetime cruise vacation. Power Cruise highlights and more can be found on page 3. It’s just one more reason to join MyLotto Rewards®.

We’ve kicked off Cash Explosion’s 30th anniversary year by offering a series of special “Cash Explosion XL” shows, bringing in more contestants each show through much of the summer. That will be followed by a special anniversary show set to air Aug. 26. Cut and post the information found on page 6 for your customers.

This past year, U.S. lotteries have seen a softening of instant ticket sales, and that's true for Ohio too. Taking a step back and looking at both draw and instant games, we’re on pace with last year, but we know we can do better. The year is young; so, we encourage you, if you haven’t already, to set some realistic, measurable goals for your Lottery business in 2017. Your sales representative and regional sales office are here to help. Let’s make 2017 your best year yet.

Sincerely,

Dennis Berg, Director
The Ohio Lottery
Win Big & Adventure Bigger

Play Powerball for a chance at a Powerball Power Cruise
Special promotion runs through March 29

Retailers: As winter sets upon us, who wouldn't like a chance at a privately chartered Royal Caribbean cruise vacation just for Powerball fans? Well, the Ohio Lottery has joined with other Powerball-selling states to offer a fantastic Power Cruise promotion for players who are also members of MyLotto Rewards®.

Fifty vacation packages will be set aside just for Ohio Lottery customers. All non-winning Powerball tickets purchased from Feb. 5 to March 29, 2017 are eligible.

Players: Use your non-winning Powerball tickets to collect symbols and fill Power Cruise game cards. Here’s how you can do it:

Enter eligible Powerball tickets via the Power Cruise Collect ‘N Win app, which can be accessed through Google Play or the iTunes store. Just choose Ohio from the dropdown menu in the app and then scan and enter your eligible Powerball ticket.

Or, players can enter through MyLotto Rewards® by manually entering tickets. Go to the “enter tickets” page at www.ohiolottery.com/mylotto and manually enter the 35-digit serial number at the bottom of the Powerball ticket.

Fill Power Cruise game cards. Each Powerball ticket entered will randomly award 2, 4, 6, 8 or 10 symbols to help complete one of three active Power Cruise game cards. When all six symbols have been collected on any of the three active game cards, player will automatically earn one entry into the Power Cruise drawing.

The drawing is scheduled for Friday, March 31, 2017. Start today at www.ohiolottery.com/mylotto.
Instant Ticket Updates

Deliveries

Feb. 22, 2017
- Cash X5 ($1), #374
- Cash X10 ($2), #375
- Cash X15 ($3), #376
- Cash X20 ($5), #377
- Cash X50 ($10), #378

Closings

Feb. 16, 2017
- Lucky Loot ($20), #241
- Bingo and Diamonds ($2), #303
- Roulette ($3), #311
- $50 Frenzy ($1), #314
- Special Edition Cashword ($5), #328

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 Jan. 31, 2017 and are subject to change.

New $30 instant game sales incentive begins Sunday, March 5

Incentive runs March 5-April 1

The payout, the prizes and potential commissions make $30 games a favorite for many Ohio Lottery retailers to sell. If you’re one of those retailers, the Ohio Lottery would like to sweeten the deal with a special incentive drawing for retailers who activate and mark sold 40th Anniversary Millions, $500 Million Spectacular and Max the Money from Sunday, March 5-Saturday, April 1.

Retailers will earn entries into the incentive drawing based on the following parameters. Activate $30 games and earn incentive drawing entries:
- Activate a book of 40th Anniversary Millions and earn 3 entries.
- Activate a book of $500 Million Spectacular and earn 2 entries.
- Activate a book of Max the Money and earn 1 entry.

Mark sold $30 games and earn incentive drawing entries:
- Mark sold a book of 40th Anniversary Millions and earn 3 entries.
- Mark sold a book of $500 Million Spectacular and earn 2 entries.
- Mark sold a book of Max the Money and earn 1 entry.

A total of 50 retailers will be drawn, each earning a $300 Visa gift card. The incentive drawing is expected to take place mid-April.

Last Date to Redeem

TPD
Feb. 7, 2017
- Millionaire Madness ($20), #224
- Break the Bank ($5), #240
- Red Hot 5s ($5), #255
- Alpha ($3), #270
- Match 3 Doubler ($1), #275
- Special Edition Cashword ($5), #281
- Loose Change ($1), #309

Featured Game

$20 Twenty 20’s progressive
Starting Feb. 12, watch the jackpot grow with Twenty 20’s, Ohio’s first $20, progressive EZPLAY® Game. Count up all the circled “20’s” in the play area. The more you match, the more you win.

Players who find 20 of the “20” circles win the jackpot. There are seven ways to win in all.

Top prize: $25,000 starting jackpot
Odds: 1 in 3.64
Payout: 67%
Play style: Number match.

Ending

Feb. 12, 2017
- $1 Piggy Bank Bucks
- $1 Rock’n 777s progressive*
- $2 New Year’s Celebration
- $2 Touchdown Dollars
- $10 Blustery Bucks

*This date marks the game’s last jackpot run.

On sale Feb. 12, 2017

$1, $100 Karat
Top prize: $100
Odds: 1 in 7.52
Payout: 80%
Play style: Spin match.

$1 In Between
Top prize: $1,000
Odds: 1 in 4.31
Payout: 64%
Play style: Add up number of cards that fall between the “in between” cards.

$1 Lucky Leprechaun
Top prize: $1,000
Odds: 1 in 4.93
Payout: 70%
Play style: Number match.

$2 Slam Dunk Dough
Top prize: $20,000
Odds: 1 in 3.41
Payout: 67%
Play style: Number match.

These games expire Aug. 15, 2017.
Please note that all on-sale dates are tentative. These game releases are current as of Jan. 31, 2017 and are subject to change.

Instant Ticket Features for February

Cash X5
Feb. 22, 2017
($1) #374
Top prize: $5,000
Overall odds of winning: 1 in 4.78
Percentage Payout: 61%
Number of tickets per lot: 200
Number of tickets printed: 10 million
Actual size: 2.5” x 4.0”
UPC Code: 6 70656 01374 9
Special Features: Cash X5 offer more than $5 million in total prizes. It’s a multiplier game too.

Cash X10
Feb. 22, 2017
($2) #375
Top prize: $20,000
Overall odds of winning: 1 in 4.47
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 02375 5
Special Features: Cash X10 includes a 5x and 10x multiplier. The game offers more than $8 million in total prizes.

Cash X15
Feb. 22, 2017
($3) #376
Top prize: $50,000
Overall odds of winning: 1 in 3.70
Percentage Payout: 68%
Number of tickets per lot: 100
Number of tickets printed: 6.0 million
Actual size: 6.0” x 4.0”
UPC Code: 6 70656 03376 1
Special Features: Cash X15 offers more than $11 million in total prizes. It’s another multiplier game.

Cash X20
Feb. 22, 2017
($5) #377
Top prize: $300,000
Overall odds of winning: 1 in 4.13
Percentage Payout: 69%
Number of tickets per lot: 50
Number of tickets printed: 7.0 million
Actual size: 6.0” x 4.0”
UPC Code: 6 70656 05377 6
Special Features: Cash X20 includes 10x and 20x multipliers. The game offers more than $23 million in total prizes.

Cash X50
Feb. 22, 2017
($10) #378
Top prize: $1 million
Overall odds of winning: 1 in 3.69
Percentage Payout: 73%
Number of tickets per lot: 50
Number of tickets printed: 7.0 million
Actual size: 6.0” x 4.0”
UPC Code: 6 70656 10378 5
Special Features: Cash X50 is a multiplier game, offering more than $50 million in total prizes. The game’s $1-million top prize is an annuity paid as $40,000 a year for 25 years before taxes. Top prize winners can choose a $500,000 lump sum payment, minus tax withholdings.
Enjoy the launch of Cash Explosion’s 30th anniversary celebration

Retailers: Share this news with customers

Cash Explosion’s 30th Anniversary instant ticket plays just like the Cash Explosion game you know and love. Instant cash prizes range from $2 to $5,000. And, if you match the “entry” symbol three times, you hold an entry ticket into the Cash Explosion TV show drawing and a possible spot in an upcoming show.

What’s new with this ticket?

Exclusive entry into Cash Explosion’s 30th Anniversary Show
Cash Explosion #379 is the ticket if you’d like to get into the 30th Anniversary Show, which is scheduled to air Saturday, Aug. 26.

Get star treatment and 15 minutes of fame. One contestant will walk away with the single biggest cash prize in Cash Explosion history -- $300,000 plus Bonus Bucks!

Start by revealing a 30th Anniversary symbol in the play area of Cash Explosion #379. Then, use those tickets to enter the special drawing. Entry for the Anniversary show is available online only via MyLotto Rewards®. www.ohiolottery.com/mylotto

The Anniversary Show drawing deadline is Aug. 10, 2017. See www.cashexplosionshow.com for details.

More Cash Explosion 30th Anniversary year activities
This year, as part of the 30th Anniversary celebration, the Cash Explosion TV show has added new prizes to the game board. You might find a new TV, a laptop, smartphone or gift cards!

Cash Explosion XL, Saturdays June 3 to Aug. 19, 2017
The best odds ever to get on the show
Cash Explosion XL shows will play just like the top-rated Cash Explosion show you know. What’s new is that each “extra large” Cash Explosion XL show will include 24 rather than 8 contestants and they’ll all have a chance to win great Cash Explosion prizes. Enter online or send in your Cash Explosion entry tickets (received March 31 through May 26) for a chance to be on one of our supersized shows.

$2 Cash Explosion® #379
Top prize: $5,000 instant cash win
Entry prize: A chance to play on the Cash Explosion show for unlimited winnings.
Overall odds of winning: 1 in 4.28
Percentage Payout: 65%
Taking Care of Business

Updated instant ticket auto settlement policy goes into effect Sunday, April 2

The Ohio Lottery has revised its auto-settlement policy to include automatic reconciliation for instant ticket books with 95% of low-tier prizes cashed. Starting April 2, all instant ticket books for $1-$20 instant games will be marked sold when 95% of low-tier prizes from that book are cashed, or 65 days after activation, whichever comes first.

At this time, the Lottery’s $30 instant games will not be subject to 95% low-tier auto settlement. Any book of $30 instant tickets will be settled 65 days after activation, as is current practice.

Have books with 95% of their low-tier prizes sold? Keep selling these books. Mid- and high-tier prizes could still be up for grabs!

Lottery policy requires retailers to “mark sold” any book of activated tickets through the gaming terminal when that book has been sold and is no longer in the retailer’s inventory.

Time to enter the Monopoly Millionaires Club™ second-chance drawing

There are only a few drawings left for the Monopoly Millionaires’ Club Experience trip.

The trip includes five days, four nights at Planet Hollywood, $1,000 spending money and the opportunity to play the Monopoly Millionaires’ Club Experience game show to win even more.

Interested players must enter online by March 16, 2017.

Get the details at www.ohiolottery.com/mylotto-rewards
A. **$5 Million Showcase and Cashword wins • November 2016**

It was a great way for the Prymas family to wrap up the year. Smith & Snow Shell in Brook Park sold a $2-million annuity top prize in the Lottery’s $20 instant game, $5 Million Showcase, and the family’s other business, Wilson Mills Marathon in Highland Heights, sold a $500,000 winner on $10 Cashword. From left to right: Julie Prymas-Kuhar, Bill Prymas, Jr., and Bill Prymas, Sr.

B. **Holiday Lucky Times Ten win • December 2016**

The employees of Kroger #850 in Sandusky were jazzed after selling a $250,000 winner in $5 Holiday Lucky Times Ten. They were excited for the winner and for their photo too. Left to right: Kroger employees Eric Shilling, Susan Grodin, Michele Rohlbracher, Rhonda Petersen and Zachery Twigg.

C. **EZPLAY® New Year’s Celebration winner • December 2016**

Brittany Brumfield of Lucasville came with her husband Terry to the Athens regional office to claim $20,000 on EZPLAY® New Year’s Celebration. They are getting debt-free, buying a car and Terry is hoping to squeeze in a 4-wheeler.

D. **40th Anniversary Millions winner • January 2017**

Gerald Hood of Euclid started 2017 with a significant win on the Lottery’s $30 instant game, 40th Anniversary Millions. He claimed his $50,000 prize at the Cleveland regional office.

E. **Rolling Cash 5 winner • Jan. 1, 2017**

Richard Matkovich hit the jackpot with a $100,000 win on New Year’s Day. He played that day’s Rolling Cash 5 drawing. “Big D,” as he is known, made his winning ticket purchase at Circle K in Masury.

F. **Rolling Cash 5 win • Dec. 12, 2016**

It was a great day for employees of Shop N Save of Tiltonsville. Their store hit the jackpot – selling a $110,000-winning ticket in the Rolling Cash 5 drawing held Dec. 12. The store receives a $500 sales bonus. Left to right: Franki McNeil, Tammy Morrell and Gerri Masters.

G. **Holiday Lucky Times 20 winner • December 2016**

Randy Roberts of Sylvia had a life-changing Lottery experience. He won $500,000 after playing the Lottery’s $10 instant game, Holiday Lucky Times 20. He plans to buy a home and put some of the winnings into retirement. He purchased his winning ticket from Circle K #5639 in Toledo.

H. **$5 Million Spectacular winner • November 25, 2016**

Justus Ousley of Wellston got an early Christmas present this past November, winning $50,000 on the Lottery’s $20 instant game, $5 Million Spectacular. He says he’s putting the money to good use and plans to purchase a home. Pictured with him is Shannon Caruthers and son.

I. **$500 Frenzy TPD winner • November 2016**

Brian Phelps of Salem won $150,000 in the Nov. 1 top prize drawing for the Lottery’s $5 instant game, $500 Frenzy. He held one of 19 tickets entered into the drawing. Brian purchased his winning ticket from Alliance Duchess on July 20, 2015. Alliance Duchess received a $1,500 agent selling bonus.

J. **EZPLAY® Quick Spot winner • December 2016**

Londonderry’s Melinda Oney visited the Columbus regional office to claim $23,524 after hitting the jackpot playing $5 Quick Spot. Melinda purchased the winning ticket from Zane Tavern in Chillicothe. She and her daughter had a great time at the regional office!

K. **KENO winner • Nov. 18, 2016**

Nancy Bruce of Peebles won $100,000 playing Keno at Crossroads in Waverly.

L. **Pick 5 midday winner • Nov. 23, 2016**

Majid Aburghel of Dayton matched all five numbers to win the $50,000 top prize on Pick 5. Regional office staff said that he was so excited about the win. He’s planning to bank his windfall.
## Big Winners for July-December 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Agent</th>
<th>City</th>
<th>Region</th>
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<td>Rolling Cash 5 jackpot prize</td>
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<td>August 2016</td>
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*Items in bold unclaimed as of Feb. 3, 2017*
$1 games
◆ #385 Double Doubler
◆ #380 Monopoly Millionaires’ Club™
◆ #374 Cash X5*
◆ #373 Triple Tripler
◆ #365 Luck of the Irish Tripler
◆ #355 Hit $50!
◆ #334 $5,000 Jackpot
◆ #305 $50 a Day for Life!

$2 games
◆ #379 Cash Explosion® 30th Anniversary
#375 Cash X10*
#366 777
#359 Cleveland Cavaliers

$3 games
#376 Cash X15*
#349 Frosty Cashword
#344 Block-O

$5 games
#377 Cash X20*
◆ #363 Special Edition Cashword
#335 $20,000 Jackpot
#330 Fast $100's
#321 Scoop the Cash™
#316 Monopoly Millionaires’ Club™
#306 $1,000 a Week for Life!

$10 games
#378 Cash X50*
◆ #362 $500,000 Cashword
#337 $1,000,000 Jackpot
#333 Ohio’s $500,000 Money Club
#318 Monopoly Millionaires’ Club™
#308 $250,000 a Year for Life!
#251 Maximum Fortune
#322 $250,000 Payout

◆ $1 games
◆ $2 games
◆ $3 games
◆ $5 games
◆ $10 games

*These instant games go on sale Feb. 22, 2017.
$20 and $30 games

#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 Feb. 22, 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

Last drawing scheduled for Saturday, Feb. 11. Look for the game’s return at a later date!
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.

#325 5x the Money ($1)

#373 Triple Tripler ($1)

#385 Double Doubler ($1)

#338 Power Play® Cashword ($2)

#379 Cash Explosion® 30th Anniversary ($2)

#353 Bingo Square ($2)

#339 Cashword Tripler ($3)

#340 Gold Bar Bingo ($5)

#363 Special Edition Cashword ($5)

#362 $500,000 Cashword ($10)

Order Notes

February 2017

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

Please call 1-800-686-4208.
KENO Mania “Free Three” promotion
Scheduled to return on college basketball tournament days, noon until midnight, beginning March 16. Details to follow.

Call Center Hours
1-800-686-4208
Monday through Friday
8 a.m. to 5 p.m.

During these hours, you can talk to a live person about issues concerning your Lottery business.