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MONTANA LOTTERY

AUGUST 2015 **NEWSLETTER**

From the Director

We are always seeking out new and innovative ways to help retailers maximize Lottery sales and streamline communications with players. A couple of examples that show how we have accomplished this are the changes we made to Montana Cash, and the January introduction of our newest game, Lucky for Life.

We are pleased to see that the changes have been received positively by our players.

We have also seen notable increases and growth to our Scratch, EZPLAY®, Hot Lotto, and Montana Cash products.

Looking ahead, in early October, we plan to implement changes to Powerball that will, among other changes, add a 10X multiplier to Power Play! In addition, we plan to introduce around 50 new Scratch games over the next Fiscal Year and are looking at other fun games to add to our product line.

We look forward to a busy year as we implement changes and technology that will support our players and retailers.

With the conversion activities in progress, we look forward to upgrades to our systems, terminals, reports and possible new games! We are excited about the upcoming changes that we know will help you increase sales and commissions on Lottery products, and make your day to day transactions smoother.

We look forward to a busy year as we implement changes and technology that will support our players and retailers.

Angela Wong

Powerball is Powered Up October 4!

Changes are coming in October that will increase players' chances of winning and create larger jackpots! Along with the game matrix changing, the Power Play option will now allow players to multiply their winnings up to 10 times at prize levels below the match 5 prize! A new 10X multiplier will be added at jackpots up to $150 million. Other items to note include:

- **All prize levels stay the same except the Match 4+1 prize increases from $10,000 to $50,000!**
- **The Match 5+0 prize level will stay $2 million for 5 of 5+0 with Power Play.**
- **The other multipliers of 2X, 3X, 4X, and 5X are still in play.**
- **And it's still only $2 a play plus $1 to add Power Play!**

Due to the game changes and upgrades, the maximum number of draws allowed for Multi-Draw tickets will reduce with each draw leading up to the changes. The terminal will automatically prevent you from selling more than the maximum number of draws. The draw down started July 15 and will continue until the game kicks off again with the new changes. The first draw of the new Powerball will occur October 7. You received information from your Sales Rep about the schedule, and this information can also be found on the the website, montanalottery.com, under "For Retailers."

You will also receive new playslips to help you with the game changes, so keep an eye out for them about a week before the game change takes place! If you have any questions, please contact the Montana Lottery or your Sales Rep.

MONTANA SPORTS ACTION

Fantasy Football September 10th

Football is BACK!

Sales for MSA Fantasy Football will begin the week of September 7. Make sure players get their tickets prior to the first game on Thursday, September 10!

Play Responsibly

Conversion

The Lottery is going through a conversion process! Expect upgrades to your Lottery equipment in phases during the upcoming year.

Nov - Late January: *Photon Terminal Install*

Mid Jan - March: *MPNG Install*

In Progress - Late October: *Communications Equipment Installation*

Mid November: *Playslips mailed*

March: *Dreamtouch Install*

Communications Equipment

Installation of new communications equipment, including satellite dishes and related components, began in May and will continue until every Lottery retailer has been upgraded. Don't be concerned if you haven't received your new communications equipment yet. We have a large retailer network in a large state! A tech will be visiting your site and installing the new equipment in the upcoming weeks.

eSTOP BUSINESS LICENSES

eStop Licencing

The Montana Lottery is partnering with eStop Licensing to better serve you and your licensing needs. Effective July 24, 2015, you can go to www.eStop.mt.gov to renew and pay for your Lottery license online. eStop Business Licensing now provides for application and renewal services for your Lottery license. This service lets businesses apply for and renew state licenses all at once with one easy payment!

Questions? Contact eStop Licensing at (866) 859-2254 or (406) 444-6900.

Meet your new Terminals!

- **Thermal Printer: 6.5″ w x 13.5″ d x 10.9″ h**
- **Photon S: 9.3″ w x 10.8″ d**
- **GENION™: 7.7″w x 4.6″d x 9.3″h**
- **PAD: 19″ - 22″ Flat Panel Display**

Endcap: TBD

- **MPNG: 72.4″h 21.5″w 20.3″d**

- **Dreamtouch: 74″h 33.3″w 27.6″d**

Contact your Sales Rep for more information about the terminals for your location.

Playslips:

New Playslip Delivery Coming Your Way!

New terminals will mean new playslips! Later this fall, you will receive a complete new set of playslips for every game specially designed for your new terminal. The playslips will arrive via UPS and will be clearly marked as Lottery Supplies. The good news is that these brand new playslips will work on both the old and the new terminals, so once you have the new playslips, the old ones can be thrown out even if you don't have your new terminal yet! More detailed information about the new playslips and when to start using them will be provided to you as we get closer to the new terminal installations.

Be on the lookout for new Powerball playslips that will arrive via UPS within 1-2 weeks of the new Powerball change on October 4!

POWERBALL

CHANGES COMING OCTOBER 4TH

New Terminal Training

With new terminals come exciting new features!

To help you learn everything you need to know, we will ensure that you receive all the training and information you need to transition to your new terminal quickly and efficiently. This includes:

- **Training with the CST at Terminal Install**
- **LSR Follow-Up Training**
- **Quick Reference Cards**
- **Special Training Videos Available on the Terminal**

The new terminals use the very latest in Lottery technology, including a 15″ color touch screen, a new graphical user interface, and a Digital Imaging camera for reading playslips which eliminates any moving parts in the terminal. This means your terminal will have unprecedented speed and reliability.

Training will happen with the install of each terminal type, with the CST (tech), to be followed up with training from the LSR

Hotline

Coming Soon!

With the new upgrades to our system, we will also have local support, along with offsite backup for our Lottery Hotline. During the weekday hours, Monday through Friday, your calls will be received in Helena by a local Hotline Operator. After hours, weekends, and during times of high call volume, your calls will be directed to a new Call Center in Duluth, Georgia. These changes will ensure that you receive the best possible service when you need it!

Need Assistance or have Questions? Call the Hotline 24/7 at 1-800-425-1435

MONTANA LOTTERY

to stay up to date on all things lottery, visit **montanalottery.com/retailers**

2525 North Montana Ave
Helena, Montana 59601

PHONE: 406.444.5825
TTY: 406.444.9642
FAX: 406.444.5830

ARE YOU MAKING WINNERS OUT OF YOUR PLAYERS?

Ask them to play and maybe they will be Lucky for Life! Drawingsare held every Monday and Thursday. Top prize is $1,000 a day for LIFE; with a secondary prize of $25,000 a year for LIFE!

Congratulations to our LUCKY retailers...

Ole's #12	Missoula	$25,000 a year for life
Van's Thriftway	Helena	$25,000 a year for life
Town Pump of Woodside #0920	Victor	$5,000
Lolo Super Stop	Lolo	$5,000
Town Pump #2010	Lolo	$5,000
Bob's Valley Service	Helena	$5,000
Albertsons #2008	Helena	$5,000
VFW Post 10010	East Helena	$5,000
Albertsons #2037	Great Falls	$5,000
Conomart Super Store #6	Billings	$5,000
Market Basket	Billings	$5,000
Columbus IGA Plus	Columbus	$5,000
Glacier Center	Coram	$5,000

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