

is a
WIN
 for your business

Keno
WIN
 for your customers



A WINNING GAME PLAN

We'll install all the equipment and provide any training needed to get you and your staff up and running with Keno in no time, including point-of-sale material to get your customers excited about playing the moment they walk in the door.

- Terminal
- Monitor
- Ticket Checker
(so customers can see if they've won)
- Play slips
- Staff Training
- How-To-Play Brochures
- Advertising & Promotional Materials
- Technical Support

"I love Keno! Every time a customer wins, I win."

- Lesley, bartender at Pee Wee's Place in Crescent Springs

FOR MORE INFORMATION, CONTACT YOUR LOTTERY SALES REPRESENTATIVE TODAY – 502.560.1500



Lottery proceeds fund KEES and other college scholarship programs in Kentucky.

kylottery.com



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A WINNING SPIRIT

Your customers will love Keno because it's fun, fast-paced, and has lots of ways to win. Players simply pick from 1 to 10 numbers from a field of 80. If they add the Multiplier, their winnings could be increased up to 10 times.

For every Keno drawing, a Bulls-Eye number is selected by the computer from one of the 20 winning Keno numbers drawn. If you match the Bulls-Eye number, you can win prize amount in addition to any base Keno winnings. The cost of Bulls-Eye equals the cost of your base Keno wager.

There's a new drawing every 4 minutes, which players can watch on our eye-catching video monitors to see if their numbers match any of the 20 winning numbers selected for that round. Winnings are based on how many numbers matched and how much was wagered on each ticket.

"We noticed that customers were leaving the bar to play keno at other social establishments & now those customers are staying here to play. Keno has been a big boost to our bottom line, increasing alcohol sales by 20% & providing additional funds for business needs."

- Lee Ann Feldhaus, Kenton Station Golf Course, Maysville

LOTS OF WINNERS

Keno produces frequent winners because the overall odds of winning a cash prize are as low as 1 in 4. The money you pay out in prizes is likely to be "churned" right back to you through more food and beverage sales, not to mention better tips for servers.

Keno's top prize is \$100,000 for matching 10 numbers on a \$1 wager or up to \$1 million with the Multiplier. What's more, players can control how much to wager - \$1, \$2, \$3, \$4, \$5, \$10 or \$20.

Your business covers awarding cash prizes up to \$600 (reimbursed by us, of course), with higher winnings obtained by winners at Lottery headquarters.

"Keno has increased my tips, especially when the players win."

- Brooke Hall, bartender at Malabu Pub in Lexington

MAKE KENO A WIN-WIN TODAY

Your customers will love playing. Your staff will love the better tips. You'll love the increased sales and commissions - and the feel-good bonus knowing all Lottery proceeds fund college scholarships. To find out how easy it is to enjoy the winnings, contact your Lottery sales representative today.

Kentucky Lottery

1011 West Main Street • Louisville, KY 40202 • 502.560.1500

WIN MORE CUSTOMERS

Keno is fast, fun and easy to play. Research shows that the excitement and social aspects of Keno crosses all demographics and socio-economic groups - so you'll not only win over existing customers but attract new ones as well!

"Keno winners change the whole attitude of the place."

- Tony, owner of Bleacher's in Crescent Spring

WIN MORE SALES

Keno retailers have seen an average 15-18% increase in their food and beverage sales because customers are more engaged and entertained during their visit - so they stay longer, spend more and tip better. The average Keno player buys 2-3 draws at a time.

"We have seen a tangible boost in the ability to prolong our customer's stay and provide good times thanks to Keno."

- Dustin, owner of Strasse Haus in Covington

WIN MORE COMMISSIONS

You'll earn 5% of all ticket sales along with other sales incentives. More than 50 bars and restaurants averaged over \$2,000 per week in Keno sales. On average, retailers can make \$5,000 or more annually on commissions alone!

"Keno is a good enhancement tool for business - it provides fun and excitement in a relaxed setting. It provides patrons an element of chance to win while enjoying our establishment, and it's rewarding for our business."

- Henry Wilson, owner Malabu Pub in Lexington

AN EASY WIN

We'll provide everything you need to offer Keno in your establishment (see back for more details). Plus, Keno is an easy sell for bartenders and wait staff - it only takes seconds to produce a Keno ticket and gives your location an advantage over the competition.

SO WHAT ARE YOU WAITING FOR?

Start increasing your core business and profits with the fun and excitement of Keno today.