



A NEW NATIONAL DRAW GAME FEATURING THE NFL

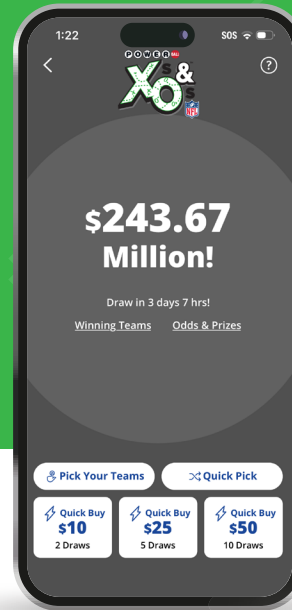
GAME OVERVIEW

Powerball® Xs & Os builds on the excitement of the NFL brand as an easy-to-play national draw game. Instead of numbers, players pick **NFL teams** — making the game instantly familiar, engaging, and fun.

HOW YOU WIN

 Xs & Os PRIZE STRUCTURE		
POWERBALL Xs & Os	CASH PRIZE	ODDS
MATCH 8	\$1,000,000 Starting Jackpot Pari-Mutuel Rolls Until Won	1:10,518,300
MATCH 7	\$20,000	1:54,782.81
MATCH 6	\$500	1:1,361.06
MATCH 5	\$40	1:92.80
MATCH 4	\$7	1:14.14
Overall Odds:		1:12.16

- Guaranteed \$1M starting jackpot that rolls until hit
- Jackpot is pari-mutuel and may be split among multiple winners
- Overall odds: 1 in 12.16



\$5 PER PLAY | PICK NFL TEAMS | SUNDAY DRAW

WHY PLAYERS WILL LOVE IT

- **Familiar & Easy** Pick NFL teams, no numbers, no order, no confusion.
- **Strong Value** Guaranteed \$1M starting jackpot that rolls until hit, plus a \$20,000 second prize and three additional prize tiers. No break-even prizes.
- **Weekly Routine** The Sunday draw fits player behavior.
- **More Chances to Win** Tickets eligible for promotional prizes (gift cards, NFL tickets and experiences).

WHY RETAILERS WILL LOVE IT

- **\$5 ticket = higher commissions**
- Simple game = faster sales conversation
- Cash prizes + NFL prizes drive interest
- NFL branding attracts attention
- Promotional Prizes create an added value

IMPORTANT:

Powerball drawing results are NOT used.
No Powerball purchase required.

NFL game results do NOT
determine winning outcomes.

All winning teams are
selected through a random draw.

DRAW INFORMATION

First Draw:
Sunday, September 13, 2026

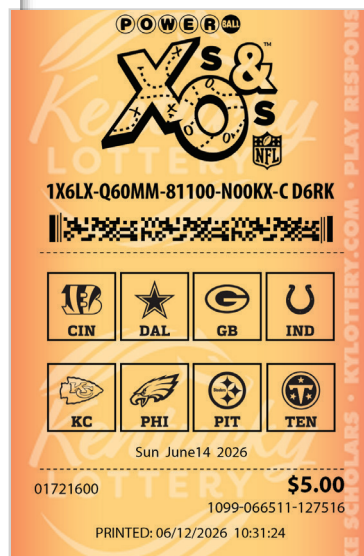
Draw Day:
Sunday at 10:00 P.M. EST

Sales Cutoff:
No later than 8:59 P.M. EST

Results: Powerball.com, official channels, and in-store

HOW TO PLAY

1. Pick 8 different NFL teams or choose Quick Pick
2. Each set of 8 teams = 1 Play (\$5)
3. Choose how many draws to enter
4. **Sunday drawing at 10:00 PM ET**— results available at Powerball.com and official channels
 - Winning results are determined by a random draw and are not based on Powerball numbers or real NFL game outcomes
5. Match 4 or more teams to win (any order)



PROMOTIONAL PRIZING

TURN EVERY TICKET INTO MORE CHANCES TO WIN

Even if a ticket doesn't win in the draw, it can still be used for **additional prize opportunities**.

WHAT IT IS

Players can enter Xs & Os tickets into the **Powerball Official website at www.powerballofficial.com** for a chance to win **bonus promotional prizes** through separate drawings.

HOW IT WORKS

1. Buy a Powerball Xs & Os ticket
2. Manually enter your ticket on the official Powerball website at www.powerballofficial.com
3. Earn entries
 - **5 entries for every \$5 ticket purchased**
4. Allocate entries toward available prizes
 - Winners are selected in **random promotional drawings**
 - Entries can be **reallocated before drawings**
 - Tickets must be entered within **90 days** of the draw

WHAT PLAYERS CAN WIN

Promotional prizes may include:

- Gift cards
- VIP Trip to the Super Bowl
- NFL game tickets
- Trip to the NFL Draft

WHY IT MATTERS

- Tickets still have value beyond draw prizes
- Continued engagement after the draw
- Premium NFL prizes create excitement

EASY WAYS TO ASK FOR THE SALE:

“Would you like to add Xs & Os? It’s just \$5.”

“Want to try the new Powerball NFL game?”