

THE DRAWING

\$2 Must be 18 or older to play. Please gift responsibly.

Betty Boop OVER \$3.5 MILLION IN CASH PRIZES!

WINNING NUMBERS

YOUR NUMBERS

PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE
PRIZE

\$5 Must be 18 or older to play. Please gift responsibly.

TO: _____ FROM: _____

OVER \$15.6 MILLION IN CASH PRIZES!

\$500 Holiday Frenzy

LOADED WITH \$500 TOP PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "K" symbol, win \$500! Reveal a "C" symbol, win \$100! Reveal a "0" symbol, win \$50!

\$3 **NAUGHTY OR NICE CASHWORD**

RED LINE DOUBLES! LOADED WITH \$40 WINNERS!

YOUR 18 LETTERS

BONUS NAME: **LOUIS**

BONUS PRIZE: _____ PRIZE: _____

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "K" symbol, win \$40! Reveal a "N" symbol, win \$20! Reveal a "0" symbol, win \$10!

OVER \$4.6 MILLION IN CASH PRIZES!

\$20 Must be 18 or older to play. Please gift responsibly.

TO: _____ FROM: _____

THE Perfect Gift

OVER \$5.9 MILLION IN \$50 - \$500 PRIZES!

OVER \$12 MILLION IN TOTAL PRIZES!

\$5 Must be 18 or older to play. Please gift responsibly.

Nutcracker CASH

OVER \$12.3 MILLION IN CASH PRIZES!

WIN UP TO \$50,000! 15 CHANCES TO WIN!

WINNING NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "K" symbol, win \$50,000! Reveal a "C" symbol, win \$10,000! Reveal a "0" symbol, win \$5,000!

\$10 Must be 18 or older to play. Please gift responsibly.

TO: _____ FROM: _____

25 DAYS OF Winning

WIN UP TO \$125,000!

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6 DAY 7 DAY 8 DAY 9 DAY 10 DAY 11 DAY 12 DAY 13 DAY 14 DAY 15 DAY 16 DAY 17 DAY 18 DAY 19 DAY 20 DAY 21 DAY 22 DAY 23 DAY 24 DAY 25

DOUBLES PRIZE SHOWN!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "K" symbol, win \$125,000! Reveal a "C" symbol, win \$25,000! Reveal a "0" symbol, win \$12,500!

\$1 Must be 18 or older to play. Please gift responsibly.

TO: _____ FROM: _____

Gift Tag Cash!

000!

Match any of YOUR NUMBERS to the WINNING NUMBER, win PRIZE shown for that number. Reveal a "K" symbol, win \$100! Reveal a "C" symbol, win \$50! Reveal a "0" symbol, win \$25!



NEW SALES REGIONS | HOLIDAY PROMOTIONS



THE PRESIDENT'S CORNER

Dear Retail Partners,

When you think of the holidays, it's easy to let thoughts of gifts, decorations, and busy times occupy your mind. But for me, I find this time of year is perfect to look back and be thankful for all the things we accomplished together in 2023.

While the year was undoubtedly marked with challenges, we've overcome them together with flying colors, and I know that teamwork will continue into 2024. So, what have we accomplished? First, we've sent more money to the state than we ever have for scholarships and grants for Kentucky college students. While you might hear us talk about this a lot, this is something that should make you proud because you play such a crucial role in these efforts. We've also revamped our retailer incentive plan to maximize the profits you receive from selling lottery products daily. We are constantly working on ways to improve your experience as our partner.

You'll read all about the popular and fun holiday games coming soon to your stores. Plus, I know players are loving the new \$50 ticket we just rolled out last month. In addition, we just launched our new Precious 7's game which gives players three different ways to play. The \$10 games cover scratch-offs, Fast Play and iLottery channels. By utilizing all of our available resources, we will be able to reach more players than ever before and build the Kentucky Lottery brand across all channels, creating a harmonious play experience for everyone.

I remain thankful for each and every one of you and the impactful partnership we have in helping to send Kentucky students to college. When spending time with family this holiday season, I hope you can reflect on the good you are doing every day as a Kentucky Lottery retailer. Thank you, and Happy Holidays!

All the best,



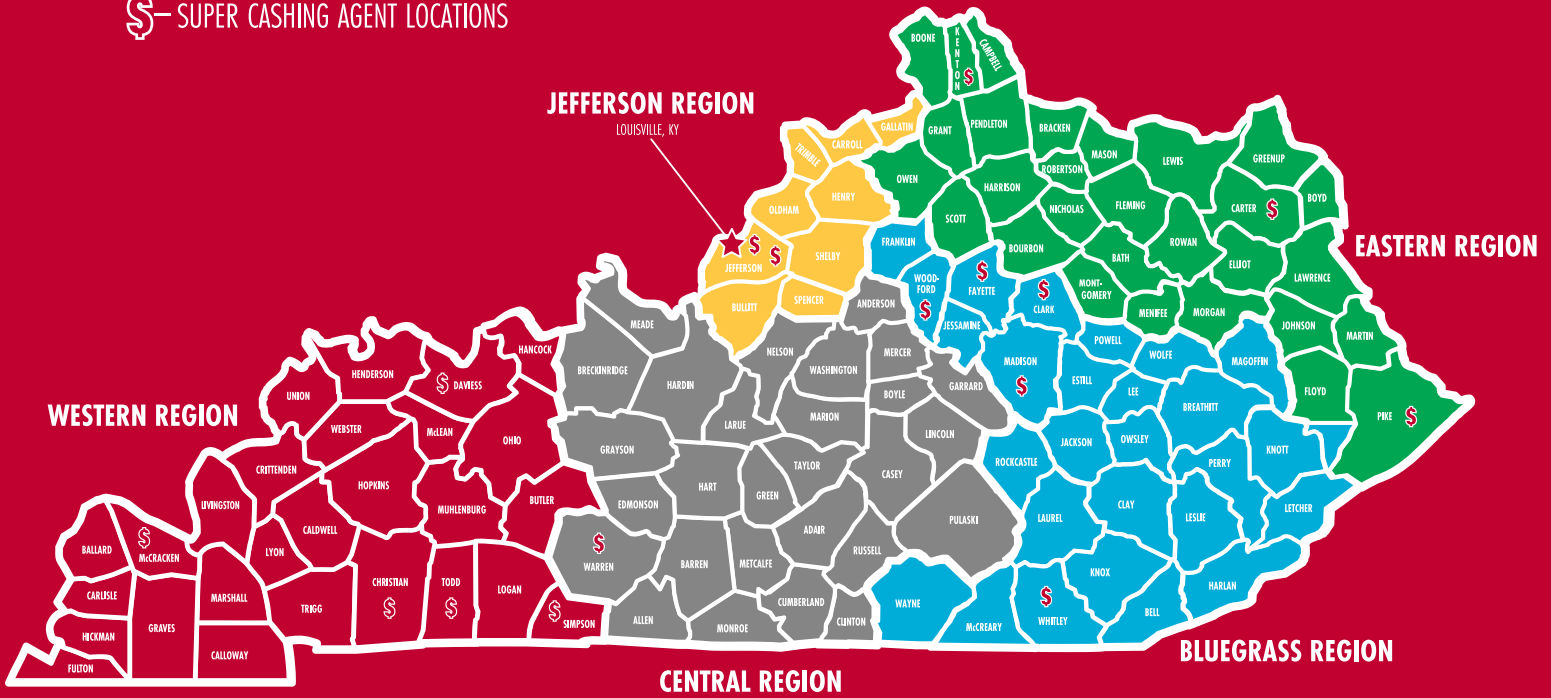
Mary Harville
Kentucky Lottery
President and CEO



New Regional Map

In Fiscal Year 2024, we have realigned our sales regions. You can see below the new layout of the regions. The Bluegrass and Eastern regions were the main regions affected. Floyd is the only county that is split between regions.

 SUPER CASHING AGENT LOCATIONS



KLC SECURITY - INVESTIGATORS

MATT CONLEY WESTERN REGION	JEFF SURATT CENTRAL & BLUEGRASS REGIONS	DAVID DECKER JEFFERSON & BLUEGRASS REGIONS	KEVIN NALLY BLUEGRASS & EASTERN REGIONS
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SECURITY ADMINISTRATIVE SUPPORT

SECURITY 24-HOUR EMERGENCY NUMBER 1-502-560-1910

Scratch-offs

By Rhonda Zimmerman, Director, Scratch Games

HOLIDAY MADNESS BEGINS OCTOBER 19, 2023!

This year, for the first time we will be launching a total of seven fun-filled holiday games of various play styles, price points and top prizes!

\$1 GIFT TAG CASH features four different colorful scenes and a “To/From” box making it the perfect ticket to use as gift tags as well as gifts! It offers a \$600 top prize, so all winning tickets are cashable at retail.

\$2 BETTY BOOP™ features four different holiday scenes and offers a \$10,000 top prize, with over \$3.5 million in total cash prizes.

\$3 NAUGHTY OR NICE CASHWORD features a different take on standard crossword games by using names instead of words. It also features a “red line” doubler feature, a \$40 winner in every pack and a chance to win up to \$24,000!

\$5 NUTCRACKER CASH features four different adorable die-cut Nutcracker scenes and boasts a \$50,000 top prize. It also features great odds of winning a \$50 prize and 15 chances to win on every ticket.

\$5 \$500 HOLIDAY FRENZY/FROSTY FRENZY features two different pulsed scenes with the first pulse featuring a holiday design and the second pulse featuring a winter design. This game is loaded with \$500 top prizes and offers great odds of winning \$50, \$100 and \$500 prizes!

\$10 25 DAYS OF WINNING also features two different pulsed scenes with a holiday design and a winter design. This game offers a “symbol find” play style with 25 chances to win and a top prize up to \$125,000. It’s loaded with \$50 prizes and offers great odds of winning \$100!

\$20 THE PERFECT GIFT is our first \$20 holiday game since 2003 and to make it extra special, it is printed on foil paper for a classic, upscale look and feel. It offers a top prize of \$250,000 and is loaded with \$50 and \$100 winners.



WARM WINTER WINNERS!

On December 7th, five new games hit the street offering players a variety of top prizes and chances to win!

\$5 ICE offers a top prize of \$100,000 and offers great chances to win \$50 and \$100 prizes as well as 15 chances to win on every ticket!

\$5 SWEET HEART CASH offers players a chance to win up 15 times and up to \$44,000!

\$5 777 is the newest 2-sided game and features key number match, count-up and key symbol match play styles. With 25 chances to win the \$77,777 top prize, this game is sure to be a hot seller in your stores!

\$10 2024 DOUBLER features over 1,100 top prizes of \$2,024! It offers excellent odds of winning \$24, \$40, and \$124 prizes and over \$15.1 million in total cash prizes! This game will also feature a 2nd chance promotional tie-in for even more chances to win cash prizes!

\$20 WHEN IT'S GOLD OUTSIDE offers a \$500,000 top prize and great odds of winning \$50, \$100, and \$500 prizes.



Promotions

By Susan Simmons, Marketing Manager, Promotions & Production

As the festive spirit fills the air, the Kentucky Lottery Promotions team is bringing players fun holiday themed promotions that are sure to make their season merry and bright! These promotions will give players a little extra jingle and whole lot to be jolly about this holiday season.



WONDERLAND WINNINGS

This holiday second chance promotion has all a Kentucky Lottery player will need to celebrate this holiday season!

WONDERLAND WINNINGS SECOND CHANCE PROMOTION DETAILS:

Promotion Period:

Thursday, October 9 – Sunday, November 19, 2023

Eligible Tickets:

- \$1 Gift Tag Cash (906)
- \$2 Betty Boop (905)
- \$3 Naughty or Nice Crossword (907)
- \$5 Nutcracker Cash (908)
- \$5 \$500 Holiday Frenzy (909)
- \$10 25 Days of Winning (910)
- \$20 The Perfect Gift (911)
- \$50 Kentucky Millionaire Club (904)

Drawing Date:

Tuesday, November 21, 2023

WONDERLAND WINNINGS PRIZE PACKAGE (VALUED AT \$2,000):

- \$1,250 Cash
- \$500 Outlet Shoppes of the Bluegrass gift card
- \$250 Honey Baked Ham® gift card



COUNTDOWN TO CASH

This promotion is sure to start any player's year off right! Five winners will ring in the new year with \$2,024 in cash.

COUNTDOWN TO CASH SECOND CHANCE PROMOTION DETAILS:

Promotion Period:

Thursday, December 7, 2023 – Sunday, January 21, 2024

Eligible Tickets:

\$10 2024 Doubler (914)

Drawing Date:

Thursday, January 25, 2024

COUNTDOWN TO CASH PRIZE PACKAGE:

5 winners will receive \$2,024 in Cash

Terminal-Generated Games

By Monica Bischoff, Terminal Generated Games Product Manager

FY24 sales are off to a rocking start! Huge jackpot runs for Powerball, Mega Millions and Fast Play have helped move the needle on our overall sales quota. We will continue with this steam as we launch a new add-on feature to Powerball, run terminal promotions over the holiday season and launch a new holiday family of Fast Play games!

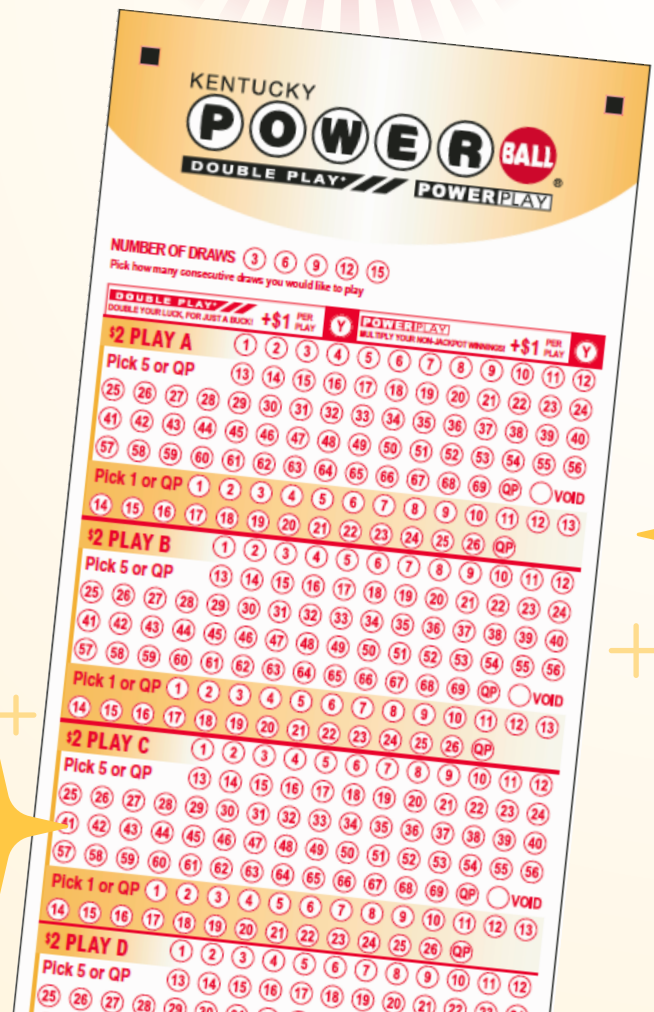
POWERBALL'S DOUBLE PLAY ADD-ON FEATURE!

On Sunday, November 12th, a new add-on feature will join the Powerball game at retail. The Double Play add-on feature gives players the chance to win up to \$10 million in an additional drawing held following the POWERBALL drawing, using the same numbers played on their Powerball ticket. Double Play tickets cost an additional \$1 per play.

The overall odds are cut in half when purchasing the base game plus Double Play and lower tier prizes are significantly improved. This add-on feature works in conjunction with Power Play and has had very positive results with other states. It also gives us an opportunity to maximize revenue potential for Powerball!

A new Powerball button on the Gemini Ultra machines will be installed at the end of October to prepare for our retail launch. New play slips with the Double Play add-on feature will be shipped to all retailers in early November as they will replace the existing Powerball play slips. The play slips will feature the prize chart on the back to use as a training tool and help players understand the amount they've won from their Powerball ticket.

This new feature adds a level of excitement and anticipation as players wait for the second drawing to occur! The key message to explain to players is "Double your luck for just a buck!" Players who add Double Play to their Powerball tickets are playing for a second chance to win a life-changing prize and larger non-jackpot prizes.



NEW FAST PLAY GAMES LAUNCHING 11/13/23

After we launch Double Play at retail on Sunday, November 12th, we're launching a holiday family of new Fast Play games on Monday, November 13th. This family is a new holiday concept but mirrors the play style of the "X the Cash" Fast Play games we've had in the past. The new Fast Play games are at various price points with each game eligible to win a percentage of the rolling jackpot:

- \$2 Silver & Gold 10X – 20% of the jackpot
- \$5 Silver & Gold 20X – 50% of the jackpot
- \$10 Silver & Gold 50X – 100% of the jackpot
- \$20 Silver & Gold 100X – 100% of the jackpot + \$250,000

With this launch comes the retirement of some seasonal games such as \$2 Tic Tac Boo, \$3 Harvest Bingo, \$3 BBQ Bingo, \$5 Batter Up Bonus, \$5 Cobweb Cash, and our Jackpot 7's Family (\$2, \$5, \$10 and \$20 price points).



TERMINAL PROMOTIONS

We have a few terminal promotions planned for Q2 FY24. Kicking off October to celebrate 10 years of Keno, we will launch the first ever increased 10X multiplier promotion. During the 30-day promotion, running October 1st through October 30th, the 10X multiplier will be drawn more frequently in our Keno draws at both retail and through the iLottery channel.



In November, we plan to have a few Buy X, Get Y promotions where players will need to meet a minimum purchase amount in order to get a free ticket. November marks our one-year anniversary of launching our rolling jackpot game, Kentucky 5. To celebrate the one-year anniversary, we will have a terminal promotion encouraging players to try Kentucky 5 and they will receive a free ticket for another draw game. In addition to this Kentucky 5 terminal promotion, we'd like to run another Buy X, Get Y promotion focusing on Pick 3 and Pick 4 draw games where players will meet a minimum purchase in a single ticket transaction to get a free ticket.



In December, we will close out Q2 with a terminal promotion promoting the Keno Bulls Eye add-on feature. Players who spend a certain minimum purchase on a single ticket transaction with the Keno Bulls Eye will have the opportunity to increase their winning Keno tickets by 20% higher prizes. We tested this terminal promotion in a pilot program in 2022 and wanted to run this statewide to see how it performs!



WINNERS WINNERS EVERYWHERE!

By Jennifer Cunningham, Sr. Marketing Specialist



CHARLES HANLEY

Break Fort Knox

Kroger L-768 – Lexington

"I scratched it, and I about had a heart attack. It stopped me cold... I was like, 'Oh my god, this isn't right.'"



JOSEPH HAMPTON

500X

1990 Somerset KY - Somerset

"I screamed all the way home! I'm excited to get out of debt."



Powerball

Mac's Liquor & Wine – Walton

"I looked at the screen and thought that one looks like it might be right. It said, '\$50,000!' I was shocked... I don't even know how else to describe it."

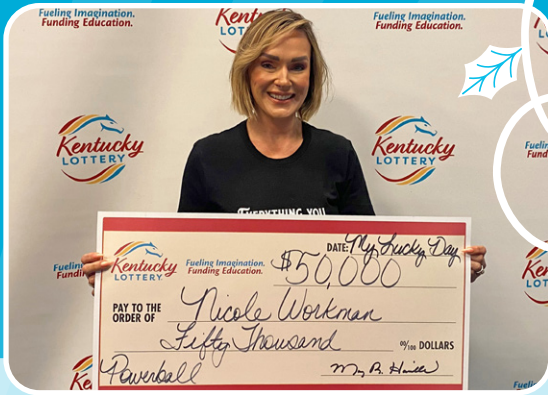
NATASHA HOLLAND

500X

VIP Fuels #6 – Jackson

"When I scratched that off, I about had a heart attack. I almost needed 911 to come bring me some oxygen."



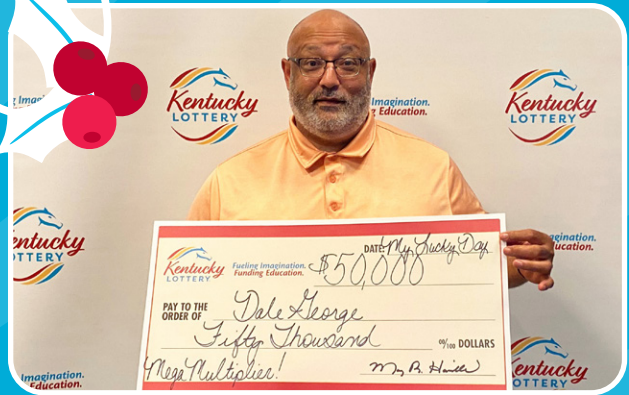


NICOLE WORKMAN

Powerball

Kroger L-357 – Louisville

"I was like, 'What, is this real?' I went through, and I had to do it (scan) again. Oh my gosh, I couldn't believe it. This was an answer to some prayers we were needing."

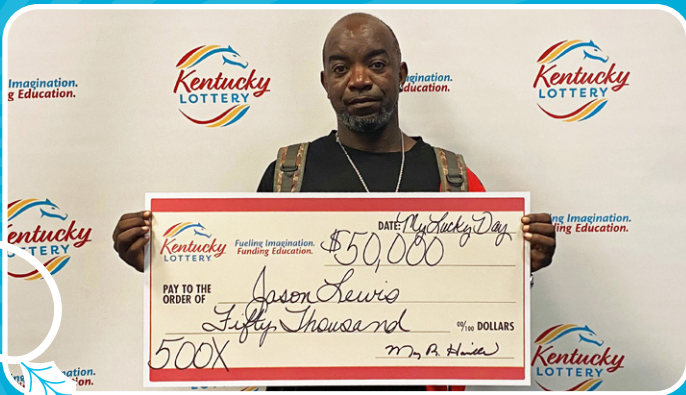


DALE GEORGE

Mega Multiplier!

Kroger L-766 – Nicholasville

"Am I looking at this right? I was like, 'Wait a minute.' It was sort of mind numbing. I was really surprised."



JASON LEWIS

500X

115 One Stop Market – Oak Grove

"I was in a daze when I saw that (\$50,000 prize). I've always been close but have never had 'the one' until now."



CARA SCHIERBAUM

Precious Metals Gold

Star Liquors – Paducah

"It has not hit me. I'm still in stock and won't hit me until the money shows up in my bank account."

ROBERT FISHER

Ca\$h Plus\$

Prayosha Food Mart – Campbellsville

"I looked three or four times and I'm saying, that can't be right. My heart skipped about two beats... I read the front and the back to make sure."



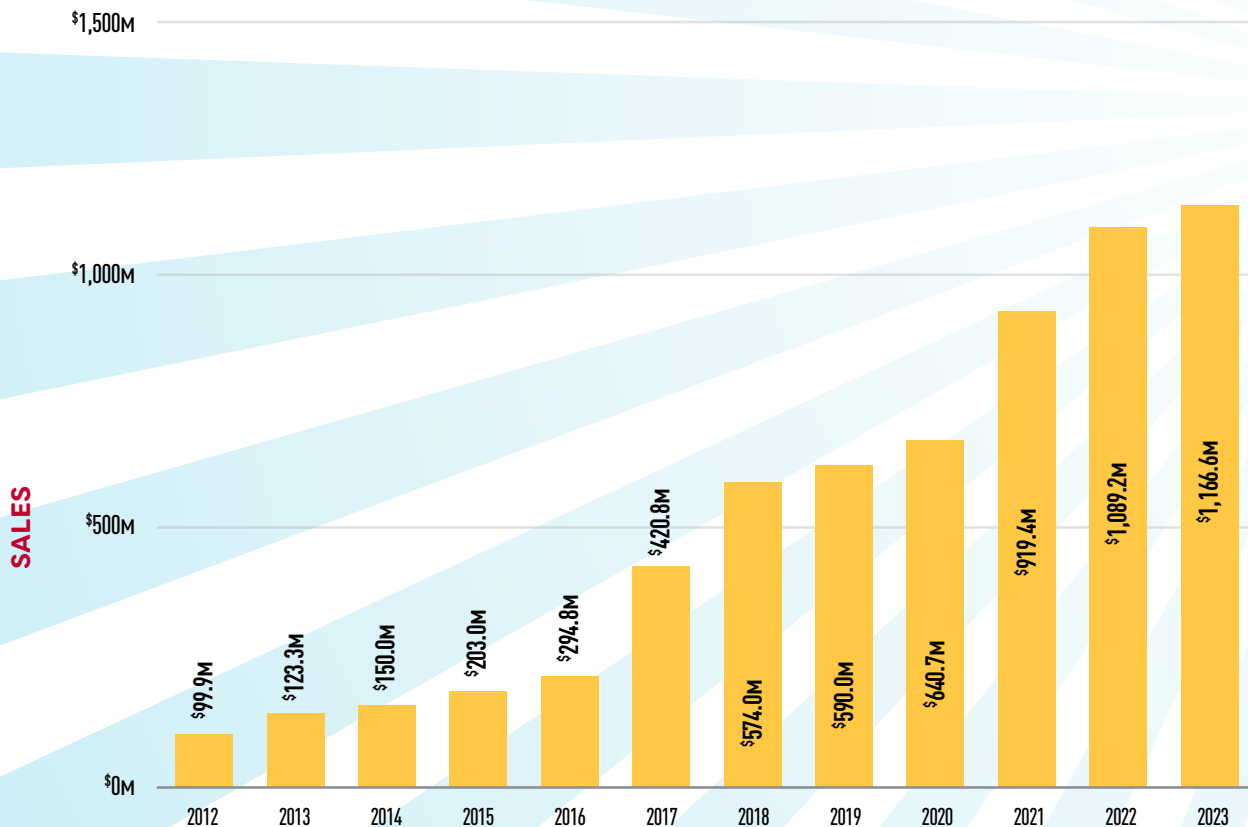
Research

By Greg Wood, Director of Market Research Services

It's no secret that the holiday season can be a hectic time -- revenue targets, frenzied shoppers, holiday celebrations, etc. Customers need to be able to get what they want quickly and easily—and what better way to feed that “need for speed” than with Fast Play games from the Kentucky Lottery! The Fast Play Game category is the fastest-growing terminal-generated game category in the lottery industry, boasting a 19% five-year compound annual growth rate (CAGR).¹

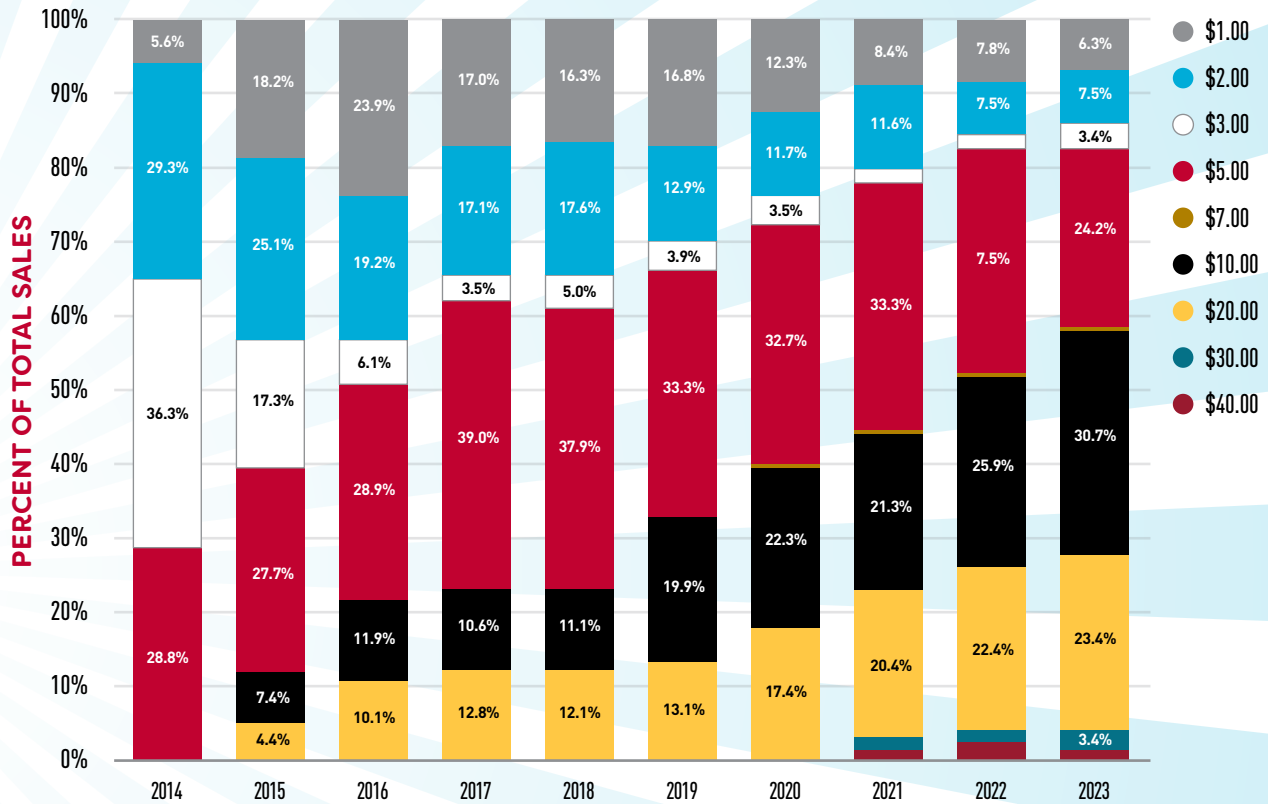
In Kentucky, Fast Play games were first introduced in October of 2019, and have been on an upward trajectory ever since. Sales of Fast Play increased 16.5% from FY22 to FY23.

U.S. FAST PLAY PERFORMANCE BY FISCAL YEAR



One big driver of the category's growth is the launch of higher-price-point games, many of which offer higher payouts and progressive jackpots that boost excitement for players by offering larger prize amounts. As shown in the following chart, sales of Fast Play games at the \$10 price point and higher have risen from about 12% of the category's total in FY15 to 59% in FY23 – an average year-over-year growth of 32%.²

PERCENT OF FAST PLAY SALES BY YEAR AND PRICE POINT



While high-price-point and progressive games are contributing to the growth of the Fast Play category, it is important to understand that the right variety and mix of games is critical to the consumer. That's why the Kentucky Lottery is proud to be able to expand the number of Fast Play Game offerings in FY24, with launches planned throughout the year.

Coming this November, our holiday Fast Play lineup debuts featuring our \$2, \$5, \$10, & \$20 Silver and Gold "X the Cash" Family!

Along with our exciting Scratch-off game offerings, these Holiday Fast Play Games will fulfill your customers' "need for speed" this holiday season!



¹Scientific Games - Data in Motion (June 2023)

²Scientific Games - Data in Motion (June 2023)

JEFFERSON SPOTLIGHT

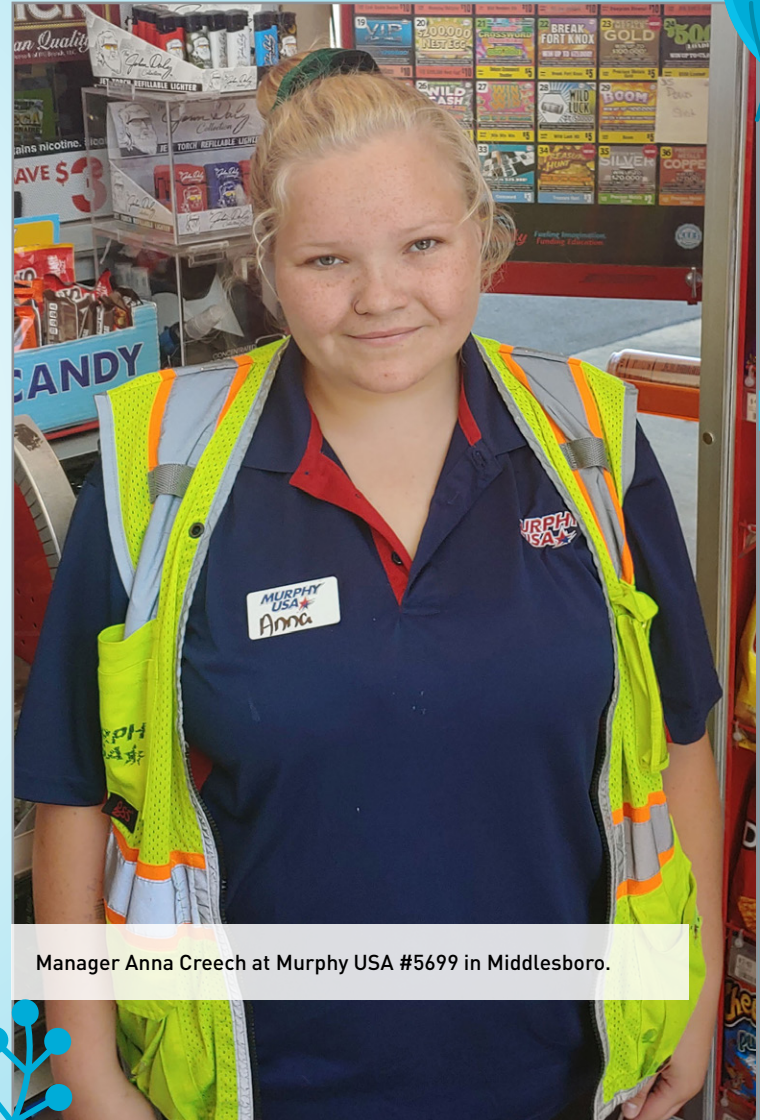


New manager Brian at Sav A Step #50 in Louisville is excited about the benefits of selling lottery.

BLUEGRASS SPOTLIGHT



Assistant manager Alicia at Speedway #9611 in Frankfort.



Manager Anna Creech at Murphy USA #5699 in Middlesboro.



Peter Patel at Red Barn Mini Market in Benham.



Bri Cowles and Tori Slone at Hindman Double Kwik #2 in Hindman.



Stephanie Miller at Zip Zone #17 in Eastern.



Allyson Conley and Stephanie Shepherd at Midee-Mart #32 in Lackey.



Sadiq Muhammad at All Star Gas in Nicholasville.



Malea and Elijah at Main Street Gulf in Richmond.

CENTRAL SPOTLIGHT



Kevin Patel at Hometown Convenient in Hodgenville.



Co-owner Shigma Patel of Daily Stop #1 in Glasgow shows off her new custom window cling.



Tori, Vicki and Helen at JC's Cigarette Outlet #8 in Clarkson.



Chris at T-Mart in Campbellville.



Mike at MG Market in Danville.



Miranda Cundiff at 1830 Somerset in Somerset.



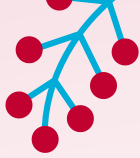
WESTERN SPOTLIGHT



Members of the Lottery Ambassador Program at 101 Lotto in Oak Grove.



Members of the Lottery Ambassador Program at Pal's in Oak Grove.



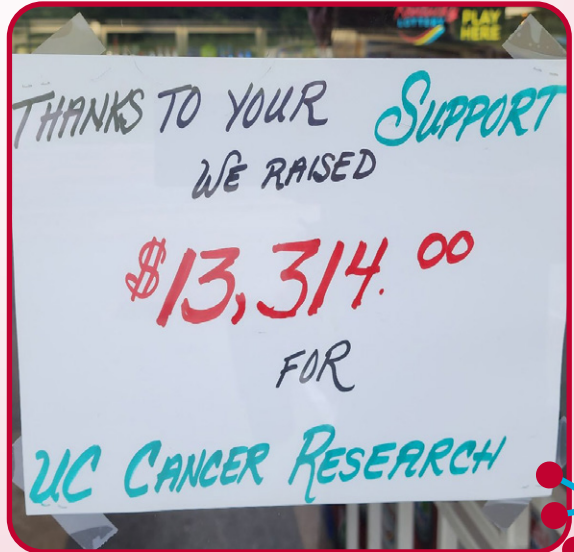
EASTERN SPOTLIGHT



SCRATCH OUT CANCER

The 15th annual Scratch Out Cancer fundraiser was held this past June in northern Kentucky. Deters & Daughters Liquor in Fort Wright Hosts the annual event that raises money for cancer research in memory of Rose Merritt's husband, Mike. Rose is one of the daughters of Deters & Daughters and is part owner of the store. Rose says they started the event in memory of her husband, but they continue it because of all the others affected by cancer.

The day started out rainy, but the crowds showed up in the afternoon once the rain stopped. The Kentucky Lottery was on-site for the fundraiser with a Spin and Win. All proceeds from Deters' lottery sales that day went towards the fundraiser. The Fort Wright store also has various raffles, as well as free food and drinks. Deters & Daughters raised \$13,314 for the University of Cincinnati Cancer Research Center. This is their largest amount raised thus far!



Sumi and Herae Patel at Food Mart in Florence



A regular player at Fastop 2 in Pikeville proudly displays his Kentucky 5 ticket during a promotion.



Jenny at University FoodMart in Morehead was an Early Bird Activation Promotion winner for the July launch.



Brooke and Christi at Kroger C-364 in Florence.



Nick Patel at Good Spirits Wine and Tobacco in Erlanger.



Josh and Ashley at Apple Market #541 in Carlisle.



Harry and Tina at Maysville Food Mart in Maysville.



Manager Kim of Adkins FastStop #1 in Inez.



Alma and Brittany at OMM LLC in Olive Hill.



Tina, Keaten and Dylan at Kroger-779 in Georgetown.

Corporate Accounts



TSM Patrick Hughes, VP Corporate Accounts Pete Ramsey, Kroger Sales Manager Rene Kendrick and CAM Haley McIntyre at a Mega Millions jackpot event at **KROGER L- 379** in Louisville.

VP Corporate Accounts Pete Ramsey and CAM Haley McIntyre at a **DOUBLE KWIK** Golf Scramble.



Helena, Linda and Pat from **HOP SHOP** in Owenton with CAM Alfredo Santana. They were winners of the May Ask for the Sale contest.



CAM Alfredo Santana, Christy (Winner of our Ribbiting Rewards/KLC June Promo), Pat and David from **HOP SHOP** in Owenton



CAM Alfredo Santana with Store Manager Paul and Melissa from **CIRCLE K #3314** in Louisville. They were winners of Circle K's June 00S promotion.

Marketing Manager Susan Simmons, CAM Alfredo Santana, VP of Corporate Accounts Pete Ramsey and Marketing Specialist Mollie Simms at **CIRCLE K'S "Purple Thunder"** event.





AMY'S CLOSING THOUGHTS



It's that time of year where the KLC "FALLs" into a whole bunch of fun and winners. Players are "FALLing" all over themselves to get inside your locations! And here's why:

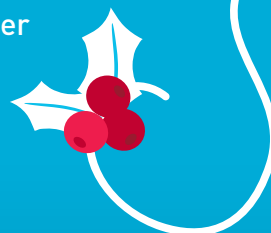
- The NEW \$50 game full of \$10,000 winners.
- Two LARGE Jackpots - Mega Millions and Powerball started off the fiscal year STRONG!
- Our first 7 Days of Winning and WE LOVE OUR RETAILERS promotion.
- Fast Play – KY jackpot driven game AND with 99 percent of the prizes payable at the retail location. Now that's a WIN, WIN. A traffic driver and commissions paid two ways on one game! Not to mention the funds being generated for college grant and scholarship programs for students across Kentucky.
- Oh, and the BIGGEST STARS besides YOU, our retail partners, are The Holiday and Winter themed \$1, \$2, \$5, \$10, and \$20 instant games. These games are sure to knock the stockings right off the chimney this season!
- We will also have another \$5, \$10, and \$20 holiday game launch on December 7th that will make great stocking stuffers. GOT TICKETS FOR THE HOLIDAY?

This is such a fantastic time of the year and a wonderful time to be a part of the Kentucky Lottery Corporation. A big THANKS to each of you for continuing to support the KEES and all the other Kentucky Lottery-funded grant and scholarship programs mission and HAPPY FALL Y'ALL!



Amy Drooker

Kentucky Lottery Vice President and Chief Revenue Officer



Tips from the Trainers

Holiday Prep CHALLENGE

Use these five Holiday Prep Challenges of lottery best practices to stay on top of the largest gift giving season.

1

TAKE A DAILY INVENTORY OF YOUR SCRATCH-OFF PRODUCT.

- Tickets on the counter – take daily inventory dispenser counts.
- Tickets in KLC vending machines. Take an inventory report straight from your Altura Terminal by going to Reports – Vending Reports - Inventory.
- Bins with 10 tickets or less, whether on the counter or the vending machine, it's time to order more. Call SGI- KY order hotline 1.833.306.5124 for next day delivery.

2

PLAYSLIPS & ONLINE TICKETS
must always be drawn, and coupons
only if necessary, with the printed side
facing you. DO NOT insert horizontally.



REQUEST YOUR CUSTOMERS USE PLAYSLIPS WHEN PURCHASING DRAW GAME TICKETS.

Insert the playslip, draw game tickets and coupons horizontally or vertically, with the printed side facing you. This will eliminate retailer errors and process tickets much faster.

3

IF YOU HAVE A QUESTION AND NEED AN ANSWER, CONTACT OUR KLC TRAINERS AND WE WILL BE HAPPY TO HELP ANSWER YOUR QUESTIONS.

Kaleb Johnson 859.553.9429

Lisa Latham 502.417.6146

4



USE THE RESOURCES AVAILABLE WHEN TEACHING A NEW EMPLOYEE OR REFRESH TRAINING ON YOUR VENDING MACHINE.

Scan the Vending QR Code and select the vending equipment associated with the one in your store location for a quick and easy video on how to manage your machine.

5



OUR RETAILER MANUAL IS LOCATED ON OUR WEBSITE FOR QUICK ANSWERS.

Go to www.kylottery.com/retailers. Scroll down and click on Training Materials in the turquoise box, then click the Retailer Manual in the middle of the page. You can also scan the QR Code to access.