

THE DRAW

\$50 PRIZES START AT \$75!

500X

4 \$1,000,000 TOP PRIZES!

HIGHEST PERCENT PAYOUT IN KY LOTTERY SCRATCH-OFF HISTORY!

OVER \$75.1 MILLION IN TOTAL PRIZES!

**1,088
\$10,000
WINNERS!**

**BONUS
NUMBER**

**128
\$50,000
WINNERS!**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZES shown for that number.
 For the BONUS NUMBER, match the BONUS NUMBER to the BONUS NUMBER shown on the ticket to win \$10,000.
 Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZES shown for that number.
 For the BONUS NUMBER, match the BONUS NUMBER to the BONUS NUMBER shown on the ticket to win \$50,000.
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 For the BONUS NUMBER, match the BONUS NUMBER to the BONUS NUMBER shown on the ticket to win \$50,000.

WINNING NUMBERS
 \$\$\$\$\$\$
 YOUR NUMBERS

X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X

**OVER 65,500 PRIZES FROM \$100 TO \$1,000!
35 CHANCES TO WIN!** 000

Scan ticket to see if you've already won! Download the Kentucky Lottery app at Kentucky.com

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 \$\$\$\$\$\$
 YOUR NUMBERS

X	X	X	X	X
X	X	X	X	X
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 YOUR NUMBERS

X	X	X	X	X
X	X	X	X	X
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 YOUR NUMBERS

X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
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X	X	X	X	X
X	X	X	X	X

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**\$50 500X
SUCCESS**

**KENTUCKY 5
RETAILER
PROMOTION**

**KLC-BRANDED
ITEMS
REMINDER**

THE PRESIDENT'S CORNER

The Year of the Jackpot

Friends in Chinese Culture deemed 2023 "The Year of the Rabbit" and celebrated in late January and into February of this calendar year. The Year of the Rabbit is said to be a time of peace, harmony, and comfort. The rabbit is a gentle and nurturing symbol, bringing good luck and prosperity to those born under the sign. Long a symbol of luck, it's hard not to draw a parallel between the rabbit and the tremendous jackpots we've experienced in fiscal year 2023.

In November, Powerball grew to over \$2 Billion, the largest single jackpot ever. Then just after the holidays, the Mega Millions jackpot grew to over \$1 Billion before it was won on Friday, January 13. Surprisingly, in February, Powerball grew again and sparked attention rolling to \$747 Million. As you, our fantastic retailer partners know, nothing generates excitement in our business, by regular and occasional players alike, than the dream of a life-changing sum of money.

You, our retail partners, together with our sales team, have been able to capitalize on the new players that big jackpots bring into your stores. But that's not all. We have our Kentucky-only jackpot game, Kentucky 5, and other draw games, Fast Play games, and a wide variety of scratch-off games ranging in offerings from just \$1, up to the 500X \$50 ticket, that you will read about as our cover story this quarter. We offer players entertaining and meaningful games of chance that ultimately fuel imagination and fund education, benefiting all Kentuckians. Keep up the fantastic effort. We appreciate each and every one of you, all across the Commonwealth!

All the best,



Mary Harville
Kentucky Lottery
President and CEO



KLC IMPLEMENTS CORE VALUES

By the KLC Executive Team

The Kentucky Lottery recently defined and implemented a set of core values. Core values are what we stand for as a company and are the foundation for which we expect employees to work and represent themselves. They provide expectations around the behaviors we are expected to exhibit to meet our strategic goals. These core values will be woven into everything we do at the lottery including recruiting, employee recognition, performance evaluations and more. We are committed to exhibiting these core values to each other, our players, vendors and our retail partners like you.



Integrity

We do the right thing.



Accountability

We are accountable to the Governor, the General Assembly, the people of the Commonwealth and to each other.



Social Responsibility

We are a good corporate citizen, giving back to the community.



Diversity, Equity & Inclusion

We value and respect our colleagues, our customers, and the communities we serve.



Teamwork

We believe in collaboration and the strength of people coming together to achieve something great.



Innovation

We embrace innovation, working to proactively see opportunities.



Fun

We have fun at work and enjoy a positive work environment.

CORE VALUE: DIVERSITY, EQUITY, AND INCLUSION

In this Quarter, we'd like to highlight the KLC's support of its Diversity, Equity, and Inclusion (DE&I) core value.

The KLC created a DE&I Committee to help keep DE&I top-of-mind when making decisions about operations, workplace culture, and employee development. The DE&I Committee works to champion the diverse identities and perspectives that make the KLC's overall mission possible.

To date, the DE&I committee has worked to recognize Juneteenth as an official KLC holiday, supported minority and women-owned businesses during Black history month, and prioritize planning for women's history month. These events and policies help increase awareness about the contributions of all the backgrounds represented in our KLC family.

We know that DE&I is more than just holidays, programs, and policies. Moreover, we also know that diverse teams achieve great results, but that can only happen if they coexist in an inclusive environment where everyone feels comfortable and safe to express themselves. To help the KLC achieve its goal, the DE&I committee created the following vision and mission statement:

MISSION Our mission is to build a diverse, equitable and inclusive environment where everyone is valued. We're all winners when we embrace our differences.

VISION We have a high-performing workforce that demonstrates respect, embraces differences, and fosters a feeling of belonging. We leverage our internal diversity to provide products that meet the needs of our customers and communities.

Please join us as we seek to promote self-confidence, encourage collaboration within teams, bring awareness about culture differences that ultimately leads to creation of an overall healthy and efficient working environment.

\$50 - 500X SUCCESS

FOR RETAILERS, PLAYERS AND

KENTUCKY COLLEGE STUDENTS

By Rhonda Zimmerman, Director, Scratch Games

The KLC'S first \$50 game, 500X, has been a huge success for the first 17 weeks of sales and we couldn't be more thrilled that our retail partners and their players love the game and keep coming back for more! Gross sales now (at the time of print) total over \$49.2 million, which breaks down to a weekly average of \$2.9 million and is currently running at 15.47% ahead of quota. Additionally, sales from this game alone equate to over 11% of total Scratch-off sales since launch, with 93% of our retailers selling the game. Of the 200 or so retailers that did not carry the game initially, approximately 50 of them have now come on board as a result of player demand.

Players are winning big time on this game as well! To date, over \$36.5 million in prizes have been awarded, including two of the four \$1,000,000 top prizes! Multiple \$10,000 winners are claimed daily with over half of the available 1,088 already claimed, and multiple \$50,000 winners are being claimed on a weekly basis. Not to worry though, there are still millions of dollars in prizes remaining. You'll continue to enjoy the sales and reap the benefits of the increased foot traffic this game drives into your stores as well as the incremental commissions and cashing bonuses with over \$2.6 million paid in retailer commissions thus far.



Additionally, our ongoing research tracking report for FYQ2 on the \$50 game included some great consumer insights, further supporting our decision to launch this new price point. Per Greg Wood, our Market Research Strategy Director, some of those findings include:

- The \$50 game over-indexed for both Men and Women 18-34 (meaning that both men and women 18-34 were more likely to purchase the ticket than the average lottery player). This younger demographic is exactly the audience we strive reach, so our efforts are definitely working.
- The \$50 game over-indexed for higher income players (\$70k or more), even higher than the number for the \$20/\$30 price points.
- The price of the game didn't scare players away, as the % of "Never Played" for the quarter was lower than the previous years' % of "Never Played" for the \$30 game.
- While 500X has the highest payout % of any scratch game (79.90%), it also has the highest % satisfaction as reported by players (78%). That's huge!!!

KLC has been an early adopter of the \$50 price point as there are only eleven states currently selling one, and ten of those, including KY, launched in CY21 and CY22, and the above metrics, indicate that our market is ready and willing to support this price point moving forward. Stay tuned for what's next!



RETAILER REFRESH

By Briana Bluford, Kentucky Lottery Senior Counsel

GAME LAUNCH ACTIVATION REMINDER

Retailers, we know that new games are not only exciting for customers but also for you. While we appreciate your enthusiasm to sell and promote new games, it is important that you DO NOT sell new games prior to the official KLC game activation date.

Selling lottery tickets before they are activated impedes the KLC's ability to accurately account for tickets and any associated prizes. We want to maximize our mission of fueling player imagination and funding education. Every ticket counts!

Please be sure to double check game activation dates and take steps to ensure your retail location does not sell lottery tickets prior to the official game launch date.

For additional information and resources about KLC licensed retailer rules and regulations, please contact your KLC Lottery Sales Representative (LSR) or visit the KLC Retailer website at <https://www.kylottery.com/apps/retailers/index.html>.

GUIDANCE ON KLC-BRANDED ITEMS

Got KLC swag? Be sure to wear and display it the KLC way! Properly wearing your KLC-branded apparel, and ensuring KLC signage, equipment, and other KLC-branded swag are displayed and used appropriately helps protect the KLC brand and reminds the Kentucky community to take pride in our mission of fueling player imagination and funding education.

Below are a few tips to help ensure that you properly wear or display, store, and retire any KLC-branded items in your possession, and what to do if you see KLC equipment or signage in an unexpected place.



KLC-BRANDED APPAREL/ SWAG SHOULD BE:

- Worn/used by adult members of the household
- Worn/displayed appropriately and professionally



KLC-BRANDED APPAREL/ SWAG SHOULD NOT BE:

- Donated to the Goodwill, flea market/thrift stores or online marketplaces
- Resold at garage sales
- Given to a minor



KLC-BRANDED EQUIPMENT AND SIGNAGE SHOULD BE:

- Displayed and used at current KLC-licensed retailers
- Displayed and used according to KLC directives and best practices
- Returned to KLC when the retailer is no longer licensed or when the equipment/signage is being replaced



KLC-BRANDED EQUIPMENT AND SIGNAGE SHOULD NOT BE:

- Displayed or used at non-KLC licensed premises
- For sale or trade at Goodwill, flea markets, garage sales, or online marketplaces
- For personal use



Kentucky Lotto Led Light Up Sign
\$100

Public meetup
Send seller a message
Hi Nicolas, is this still available? [Send](#)



Super Cool Vintage KY LOTTERY sign (28x28)
\$125

Send seller a message
Hi Lindsay, is this still available? [Send](#)



Lottery Sign
\$25

Public meetup
Door pickup or dropoff
Send seller a message
Hi Jason, is this still available? [Send](#)

Help us keep the KLC brand strong. If you see KLC-branded equipment and signage (examples shown above) being used improperly, please inform the KLC Security Department at (502) 560-1804.

SCRATCH-OFFS

FOUR NEW GAMES LAUNCHING MAY 11!

By Rhonda Zimmerman, Director, Scratch Games

With just four games for the May launch, it may not seem like a big deal, but these games offer plenty of excitement and lots of new cash prizes up for grabs!

The **\$5 GRILLIN' & CHILLIN'** is a licensed property game with the Omaha Steaks® brand and features a **top prize of \$75,000**. In addition to **over \$4.9 million in cash prizes**, players can enter the **Summer Sizzler Sweepstakes** second chance promotion for a chance to win premium gas grills, Omaha Steaks® prize packages, gift cards and more! And if that's not enough to turn up the heat, a second \$5 game **BOOM** features a **\$100,000 top prize** and over **\$16.4 in total prizes**, with a chance to multiply your prize by up to 10 times!

The new \$10 game **CASH DOUBLE DOUBLER** features play areas on both the front and back of the ticket with a chance to **win up to 25 times**. It offers a **top prize of \$225,000**, with over **\$15.1 in total cash prizes** including a \$50 and a \$100 winner in every pack!

As you know, players love games with a low top prize as demonstrated by the extremely popular \$500 top prize games we've launched at both the \$5 and \$10 price points. With this in mind, we're adding to that mix with a new \$20 game **HIT \$600** that is **loaded with \$600 top prizes**. That's right, all tickets for this game are cashable at retail so you'll want to be sure you have plenty of on-hand inventory for all that cashing and churn activity! This game is sure to become another player favorite that drives repeat visits to your store, as it offers exceptional odds to win \$100, \$200, and \$600!

SILVER, GOLD, PLATINUM...OH MY!

On June 15, the Precious Metals family will launch with a full range of games including a \$1, \$2, \$5, \$10 and \$20 price point. This family is printed on foil paper with a texturized touch called "micro-motion" that gives the look and feel of metal for an upgraded enhancement to these games. This limited-edition family is designed to be in market for a shorter period than previous families with reduced print quantities so encourage your players to stock up while supplies last!



TERMINAL GAMES

THREE NEW FAST PLAY GAMES LAUNCH MAY 22!

By Monica Bischoff, Product Manager, Terminal Generated Games

MORE SUPPORT FOR KENO, CASH POP

We're nearing the end of FY23 and we've seen tremendous sales growth in Powerball and Mega Millions due to the high jackpots. While most games are on pace to achieve quota by the end year, our Keno and Cash Pop monitor games and Kentucky 5 continue to pace behind year-to-date sales projections. As we approach the remaining months in FY23, we will support these three games with extra advertising support, terminal and second chance promotions to end the year.

NEW FAST PLAY GAMES IN MAY

For our last Fast Play launch of FY23, three new games will join the Fast Play category of instant win terminal games on Monday, May 22nd! The new Fast Play games are at various price points with each game eligible to win a percentage of the rolling jackpot:

- \$2 Flaming Hot Dice –20% of the jackpot
- \$3 BBQ Bingo – 30% of the jackpot
- \$5 Lightning Cash –50% of the jackpot

With this launch comes the retirement of the following seasonal Fast Play games: \$2 Lucky Clover and \$3 Winter Wildtime. The \$2 Lucky Clover game was launched in February 2023 and \$3 Winter Wildtime launched in December 2022.

Planning is underway for the FY24 Fast Play game launch schedule. There will be four separate launches throughout the year. Each launch will include a variety of price points, play styles and themes including some fun new seasonal games!



FASTPLAY
FLAMING HOT DICE
 KYLOTTERY.COM

CURRENT ESTIMATED FAST PLAY JACKPOT
\$60,000
 This game pays 20% of the Jackpot

HOW TO PLAY
 Match the sum of each YOUR ROLL to the sum of the FLAMING HOT ROLL. win the prize amount shown for that matching YOUR ROLL. Each YOUR ROLL is played separately.

YOUR ROLLS

ROLL 1 \$2	ROLL 2 JACKPOT
ROLL 3 \$500	ROLL 4 \$10
ROLL 5 \$4	ROLL 6 \$100
ROLL 7 \$200	ROLL 8 \$50

FLAMING HOT ROLL

01234567 012345 012345678-012345 \$2.00
 Prizes must be claimed within 30 days of purchase

FASTPLAY
BBQ BINGO
 KYLOTTERY.COM

CURRENT ESTIMATED FAST PLAY JACKPOT
\$140,000
 This game pays 30% of the Jackpot

HOW TO PLAY
 Match the CALL NUMBERS to the numbers shown for that pattern! Grills are free space! prize on each CARD may be won. Each CARD

CALL NUMBERS

5	73	14	60	34	16
72	40	32	19	52	53
48	58	41	24	70	62

CARD 1
 LINE: \$3 4 CORNERS: "X": \$25 "Z": \$100 ALL

B	I	N
2	18	33
14	21	36
1	20	Grill
3	29	42
11	24	44

CARD 2
 LINE: \$5 4 CORNERS: "X": \$40 "Z": \$150 ALL

B	I	N
4	20	45
6	22	31
14	16	Grill
12	29	38
15	19	32

WINNING PATTERNS

SINGLE LINE 4 CORNERS

01234567 012345678-012345 \$2.00
 Prizes must be claimed within 30 days of purchase

FASTPLAY
LIGHTNING CASH
 KYLOTTERY.COM

CURRENT ESTIMATED FAST PLAY JACKPOT
\$30,000
 This game pays 50% of the Jackpot

HOW TO PLAY
 Count up the number of symbols that appear in the PLAY AREA above and refer to the PRIZE LEGEND to determine PRIZE won. Only the highest prize may be won.

PRIZE LEGEND

Find	PRIZE
Find 22	JACKPOT
Find 21	\$2,000
Find 20	\$200
Find 19	\$100
Find 18	\$50
Find 17	\$25
Find 16	\$15
Find 15	\$10
Find 14	\$5

01234567 012345678-012345 \$2.00
 Prizes must be claimed within 30 days of purchase

KENTUCKY 5 UPDATE

Our newest terminal-generated game featuring a rolling jackpot, Kentucky 5, had a jackpot reaching over \$400,000 in March! This game has already had a few jackpot winners since launching in November 2022. An awesome second chance promotion in May is sure to increase awareness of the Kentucky-exclusive rolling jackpot game. One lucky winner will win an experience of a lifetime with a private concert from Luke Combs! Read more about this in the promotions section of this Quarter!

To provide additional game support, we're planning a terminal promotion near the end of the fiscal year at retail locations.

ADVERTISING SUPPORT

Also for the Kentucky 5 game, we have three weeks of television broadcast and :30 radio flights advertising support at the end of April and beginning of May. We will return to advertising at the end of May and beginning of June with television broadcast and :30 radio flights for the Living Lucky with Luke Combs second chance promotion. During the last nine weeks of the fiscal year, ongoing digital efforts will support Kentucky 5.

By Susan Simmons, Marketing Manager, Promotions & Production

The Kentucky Lottery Promotions Team has lots of fun second chance promotions planned this spring and summer! We will kick off spring with the ultimate grill and chill prize pack, then move to a once in a lifetime country music fan's dream and round out the summer with fast cars and a chance at \$1 million. Players are sure to feel the excitement with these second chance promotions!

SUMMER SIZZLER SWEEPSTAKES SECOND CHANCE PROMOTION

The Summer Sizzler Sweepstakes second chance promotion has all Kentucky Lottery players will need to grill and chill with family and friends all summer long.

Summer Sizzler Sweepstakes Second Chance Promotion Details:
Promotion Period: Thursday, May 11, 2023 – Sunday, June 18, 2023
Eligible Ticket: \$5 Grillin' and Chillin' (885) Scratch-off ticket
The drawing will take place: Wednesday, June 21, 2023

Summer Sizzler Prize Package includes (valued at \$3,600):

- Gas Grill and Accessories
- Name Brand Cooler
- \$1,000 Omaha Steak Gift Card
- KLC-Branded Summer Swag
- \$500 Cash



KENTUCKY 5 RETAILER PROMOTION

Here are the details of a Kentucky 5 promotion, just for you – our retailers! It'll be underway by the time you receive this publication so let your LSR know if you have questions.

Kentucky 5 Retailer Promotion Details:

- Promotional Period: March 19 – April 29, 2023
- Baseline Period: February 5 – March 18, 2023
- Winners announced: Week of May 1st, 2023

Retailers will be encouraged to Ask for the Sale for Kentucky 5. The Kentucky Lottery will measure sales through sales reports. All Kentucky 5 sales during the promotional period will be added and compared to all Kentucky 5 sales during the baseline measurement period. Stores who have a 50% increase in Kentucky 5 sales during the promotional period compared to sales from the baseline period will earn one (1) entry into a drawing. Retailers must have a \$100 minimum average weekly sales for Kentucky 5 during the promotional period to be entered into the drawing.

Prizes will be awarded as follows:

- One (1) retailer from each region will be drawn from qualifying retailers to receive a \$500 credit to their KLC account.

Remember, Kentucky 5 is a daily jackpot game that is only available for sale in Kentucky! An easy way to ask for the sale is to suggest it to your draw game players when they are making their draw game purchases. YOU could be the \$500 winner!



NASCAR POWERBALL PLAYOFFS!

The Kentucky Lottery will also be participating in the NASCAR Powerball Playoffs! In February, Powerball announced it has become an Official Partner of NASCAR and the "Official Lottery Game of NASCAR." To kick-off the new partnership and the 2023 season, NASCAR and Powerball will create a season-long promotion that will culminate with one lottery player winning a \$1 million prize in a special drawing broadcast live from the Phoenix Raceway during NASCAR Championship Weekend, November 3-5. The Kentucky Lottery will draw 25 participants for the promotion. Further information and details of the promotion, as well as how to enter, will be announced later.



LIVING LUCKY WITH LUKE COMBS ULTIMATE SECOND CHANCE PROMOTION

Are you a Luke Combs Fan? What if you could win the ultimate Luke Combs experience? The Kentucky Lottery will be rewarding one lucky winner \$10,000 and a lifetime of memories at the Luke Combs fan experience in Nashville. Winners will not only have a private Luke Combs concert, but a shot at \$500,000!



The Living Lucky with Luke Combs Second Chance Promotion Details:

Promotion Period: Monday, May 22, 2023 – Sunday, July 9, 2023
Eligible Ticket: \$5 or more eligible Kentucky 5 tickets
The drawing will take place: Thursday, July 13, 2023

The Kentucky Lottery Living Lucky with Luke Combs prize package includes (Total value of \$34,400):

- (1) One person will win the opportunity Living Lucky with Luke Combs. Each experience will be for the Grand Prize winner and a guest.
- Round trip airfare to Nashville
- 3-Nights at the Sheraton Grand Nashville
- Daily breakfast buffet
- Round trip group transportation in Nashville
- \$500 spending money
- \$10,000 guaranteed grand prize winner
- Custom Luke Combs welcome gift (\$50 retail value)

The Kentucky Lottery winner prize package will also include the following events with all other state lottery winners:

- Private welcome reception, entertainment, drinks, and tour of Country Music Hall of Fame & Museum
- Private BBQ lunch and entertainment at Martin's Bar-B-Que Joint Downtown Nashville
- Private dinner and drink at The Sheraton Skye Bar
- Private buyout of the iconic Ryman Auditorium
- Private concert with Luke Combs
- (1) One prize winner from all state winners will be randomly selected for a \$500,000 guaranteed grand prize on the evening of the concert.
- (20) Twenty VIP seats will also be randomly selected from all winners and guests on concert night

BLOWOUT GAMES!

By Greg Wood, Director of Market Research Strategies

In the last issue of The Quarter magazine, we reported on the importance and appeal of licensed property scratch-off games. Licensed properties are just one type of scratch-off game that appeal to different players in your store. However, we know that offering a variety of game styles with games at different prize tiers is vital to creating a balanced portfolio of scratch-off games. One prize structure variation that has emerged as a player favorite and has recently enjoyed a surge in popularity is the 'blowout' game prize structure.

WHAT IS A BLOWOUT GAME?

A blowout game is defined as having three or fewer prize levels but a much greater chance of winning those prizes versus a traditional instant scratch game. A \$10 blowout game, for example, might only offer prizes of \$100, \$200, and \$500, but the odds of winning those prizes are far better than they would be on a traditional \$10 scratch game. This enables the lottery to market the game as having better (or the best!) odds of winning those prizes, creating excitement at retail and among players.

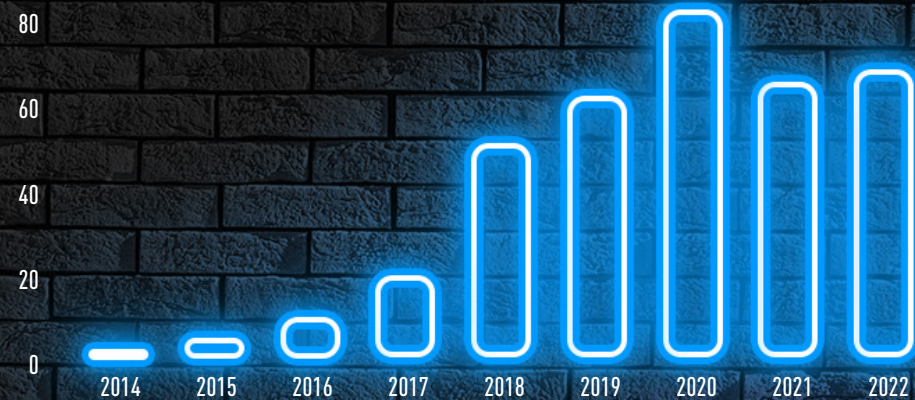
This definition of a blowout game – a small number of prize levels that can be won with much greater frequency than a traditional instant game – has an impressive sales record. As the charts below show, the number of blowout games in U.S. markets grew from 2014 to 2019, peaked in 2020, and then experienced a slight decline over the past two years. Despite this modest decline, however, sales revenue for blowout games continues to grow with 2022 being the strongest sales year to date for these games.*

While these games may not offer the largest payout amounts, the increased odds and ability to cash at retail make these games very popular for our players, especially during uncertain economic times. This past holiday season, the Kentucky Lottery's \$5 blowout Scratch-off game, "Ho Ho Whole Lotta \$500's" had the highest sales among all holiday scratch-off offerings:

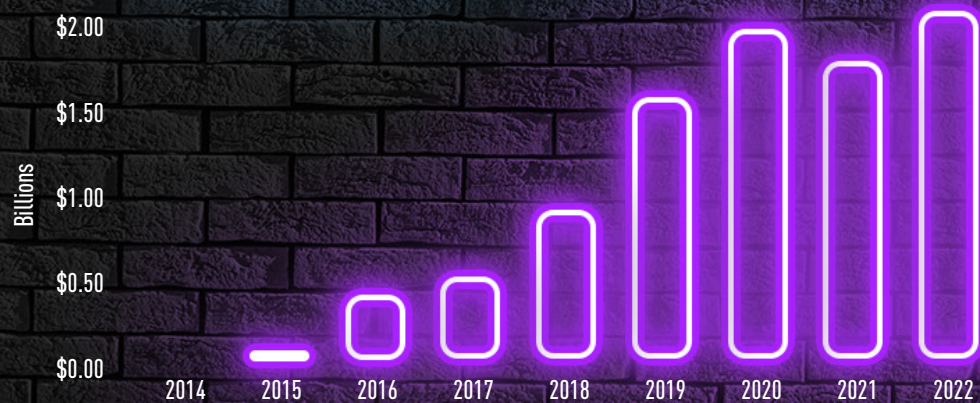
KY Lottery 2022 Holiday Sales By Game



Number of Blowout Games in Market (U.S. Lotteries)



Blowout Game Sales Revenues (U.S. Lotteries)



In February, the Kentucky Lottery launched our newest Blowout Game option, "Full of \$500's Spring Edition". We're confident that this game will provide the same excitement and winning experiences that your customers have come to expect from the Kentucky Lottery. As always, if you have any questions regarding "Full of \$500's" or any of our other lottery offerings, please don't hesitate to reach out to your LSR today!

WINNERS WINNERS EVERYWHERE!

By Jennifer Cunningham, Sr. Communications Specialist

LOUISVILLE WOMAN WINS \$175,000 KENTUCKY LOTTERY SCRATCH-OFF PRIZE AT COMPANY HOLIDAY PARTY

Lori Janes, who works as a dental office manager and treatment coordinator, was participating in a white elephant gift exchange with her coworkers when someone “stole” a \$25 TJ Maxx gift card she had received. Lori was disappointed at first since she loves to shop at TJ Maxx. Being that her gift was taken, she then had to choose another one. That’s when she took \$25 dollars in Scratch-off tickets from someone else.

Since the tickets had already been “stolen”, the tickets were no longer available for anyone else to steal. “Once it got to me, it was done and mine to keep. That’s when everyone was telling me to scratch them off,” Lori said.

With everyone sitting around the room, Lori began to scratch the tickets off. As Lori scratched off the \$10 Hit The Jackpot ticket, she continued to reveal a win on all 15 spots on her ticket, winning the game’s \$175,000 top prize.

“Everyone was going insane. People were getting their calculators out and double checking. A couple of people even scanned the ticket on the lottery’s app, just to make sure,” Lori said. “I couldn’t believe it. It was a twenty-five-dollar gift exchange, and I won one hundred seventy-five thousand dollars!”

Lori called her husband and kids to share the news, but they had a hard time believing her at first. “We figured she didn’t look at it right, but then we heard people in the background celebrating, it became real,” her husband told lottery officials.

Lori showed up at lottery headquarters just hours later where she received a check for \$124,250, after taxes. “This is so crazy. I’m truly blessed,” she said.



PULASKI COUNTY MAN’S JOKE ABOUT A BAG OF MONEY BECOMES REALITY WITH \$50,000 POWERBALL WIN

Earlier this year, William Zunda of Science Hill was visiting with his dad. Zunda’s father was heading to Jerry’s Market on Main Street in Evarts, when he asked him if he wanted something from the store.

“Sure, bring me back a pop and a bag of money,” Zunda jokingly said.

His dad purchased a \$2 Powerball ticket for Saturday’s January 28 drawing worth \$572 million. “I guess he figured that was the closest thing to a bag of money,” Zunda said.

Little did the family know, the ticket was just that.

“On Monday I get a call from my dad telling me I need to come and get my ticket,” he recalled. “The owner of the store came to my parents’ house to see if they still had the ticket and that it was a \$50,000 winning ticket. I left work and headed that way.”

“I don’t play,” Zunda said. “I really thought it was a hack.”

Zunda walked away with \$35,750 after taxes. He plans to use the winnings as ‘emergency money’. “And to think, I was one number away from retirement.”



FRANKFORT MAN’S DREAM COMES TRUE AFTER WINNING \$225,000 CASH BALL 225 PRIZE

“I always dreamed of doing this,” a Frankfort man said after he and his wife won \$225,000 on a Kentucky Lottery Cash Ball 225 ticket.

The couple had stopped at a Circle K on Schenkel Lane in Frankfort to cash in a previous win off a Scratch-off ticket when the husband bought five sets of Cash Ball numbers for the January 7 drawing.

The next morning, he checked the tickets. “I pulled up the winning numbers when I saw the Cash Ball number, twenty-three matched in the first line,” he said. “I looked at the next line and that’s when I saw where all the numbers matched. I looked at it about three times. I had a hard time believing it.”

He couldn’t resist waking up his wife so she could look at the ticket. “I was in a dead sleep and thought something bad happened when he told me we had won \$225,000,” she said. “I’m not a morning person but I sat up in bed real fast. He handed me the ticket and said, ‘You’ve got to look at this.’”

The couple couldn’t wait to claim the ticket, so they drove to lottery headquarters where they received a check for \$160,878.57, after taxes.

The retired couple had returned to work part-time. They say they’re now going back to retirement and spend more time with family. They also told officials they look forward to being able to pay off their house and be debt free.



TRUCK DRIVER WINS \$1 MILLION LOTTERY SCRATCH-OFF PRIZE IN ALEXANDRIA, KY

Michael Allen and his wife Sheila are Kentucky Lottery’s newest millionaires after cashing in the \$1 million top prize of a \$20 Mega Millionaire Scratch-off.

Michael drives a truck and travels throughout Kentucky often.

“I stopped at a couple of places. At the first one, I bought a couple of Scratch-offs but didn’t win. Then I stopped in Speedway in Alexandria and bought the ticket,” Michael said, referring to his winning Scratch-off. “I usually just scratch the bottom and then scan them to see if I’ve won.”

The clerk scanned the ticket to see if it was a winner and told him she hadn’t seen the message before. “She said, ‘It says See KLC.’ And I said, ‘What does Kentucky Fried Chicken have to do with this?’” Michael said jokingly. KLC stands for Kentucky Lottery Corporation and is displayed when a prize is too large to be paid at a retail location. Michael then scanned it at the ticket checker and saw \$871,000. “I took a picture of it three times because I was afraid it would go away.”

Michael then called his wife, who didn’t believe him. “He’s always joking around so I thought for sure it wasn’t true,” she said. “But then he got home and showed me. I said, ‘Oh my God.’ I was so shocked, I couldn’t sleep.”

Michael on the other hand, wasn’t so shocked. He had just been talking about when he was going to win it big and felt it was coming soon. The couple made their way to Louisville headquarters to claim the prize. “Can you pinch me?” Michael asked Kentucky Lottery officials.

Michael chose the lump sum cash option and walked away with a check for \$622,765 after taxes. “It won’t change a thing,” he said when asked about how they plan to use the money. “We’ll still work, and life will stay the same.”



MUHLENBURG COUNTY MAN WINS \$75,000 ON KENTUCKY LOTTERY SCRATCH-OFF

Troy Kimmel of Drakesboro had just finished working a 12-hour shift when he purchased a \$5 Kentucky Lottery Scratch-off ticket winning \$75,000.

Kimmel stopped at Eagles VII on North John Prine Avenue in Drakesboro and purchased four \$500 Loaded! tickets from the vending machine.

When he got to the third ticket, he scratched off a “5X” symbol with a \$1,500 prize. By the time he was finished, he revealed 10 of the same prizes, totaling the game’s \$75,000 top prize.

“It took a while to hit me,” Kimmel said. Kimmel brought the tickets to the store owner to confirm his winnings and said the owner may have been happier than he was. “He even came up and gave me a hug,” Kimmel said.

He called his wife to tell her the news, but she had a hard time believing him. Her reaction at first, was, ‘you’re lying.’ Kimmel sent her a photo of the ticket and she realized it was real.

The couple drove to lottery headquarters the next day where he walked away with a check for \$53,625 after taxes. As they were leaving, Kimmel told officials he hoped to be back again one day.



KEY ACCOUNTS

The Kentucky Lottery has three Key Account Managers who are responsible for the relationships with each chain.



Shelby Biddle

- KROGER**
(Nashville DIV)
- KROGER LP I**
(Mid Atlantic)
- KROGER**
(Louisville)
- KROGER LP I**
(Cincinnati DIV)
- KROGER LP I**
(Delta DIV)
- JR FOOD STORES**
- HOUCHENS FOOD GROUP**
- DOUBLE KWIKS**
- MEIJER GREAT LAKES**
- RACETRAC**
- VIP FUELS**
- 1ST STOPS**
- STOP AND GO**
- CLARK'S PUMP N SHOP**
- SUPER QUIK FOOD STORES**
- LEE'S FOOD MART**



Alfredo Santana

- FAS MART**
- APPLE MARKET**
- WALMART**
- HOP SHOPS**
- ESTEPP'S**
- CERTIFIED OIL**
- MINIT MART**
- FAST LANE**
- FAST LANE DISCOUNT TOBACCO**
- FOOD CITY**
- TRIUMPH ENERGY**
- MURPHY USA**
- MAC'S, CIRCLE K**
- COX'S SMOKERS OUTLET**
- LOVE'S TRAVEL STOP**
- REDI MART**
- MAPCO EXPRESS**



Michael Hayden

- SPEEDWAY**
- FIVE STAR**
- HUCK'S**
- PILOT TRAVEL CENTERS**
- MAX ARNOLD & SON'S LLC**
- CASEY'S GENERAL STORES**
- FOOD GIANT SUPERMARKETS**
- GIANT INDIANA**
- ROCKET OIL CO**
- THORNTONS LLC**

FEATURED CHAIN



With 198 locations, Kroger is the largest Kentucky Lottery chain retailer. They broke the record in Fiscal Year 2022 for the largest chain annual scholarship/grant contribution of \$21,278,233!

Kroger continues to innovate and optimize, with a shared goal of exceeding sales and scholarship/grant amounts for FY23. Their initiatives for the year include optimization of vending placement, driving lottery growth at fuel, and alignment of marketing campaigns. Kroger has been a valuable partner to the KLC and has tested many concepts, including in-lane lottery purchases, social media influencer campaigns, and expansion of lottery to liquor stores. Their commitment to best practices such as vending out-of-stock reduction, new game activation performance, self-return processes, and continued training give lottery a strong presence at their locations. Thank you to all Kroger employees for Fueling Imagination and Funding Education!

To kick-off the Holiday season, Key Account Manager Alfredo Santana completed two "Ask-for-the-Sale" retailer promotions. One with GPM Investments stores and another with Hop Shop Convenient Stores. Congratulations to both winning locations!



VERONA HOP SHOP in Verona
Matt, Sue, Heather and Caley.
Scratch-off sales increased 47%!



FAS MART #5260 in Maysville
Melanie, Kristy, Jessie, Casey and Mike.
Scratch-off sales increased 57%.

JEFFERSON SPOTLIGHT

By Minna Sung, Louisville Regional Sales Manager

Greetings to all our lottery partners in the Jefferson Region! This year is going by very quickly. Time goes quickly when you are having fun!

Here are a few tips to maximize lottery sales:

Space: Is the counter display and vending machine placed in the most visible and most highly trafficked area? The tickets need to be easily visible to drive sales.

Inventory: Are you carrying the right number of games? The goal is to always have each bin full to ensure there are no missed sales.

Battling Out of Stocks: Simply put if the product is not there, it is a missed sale. Empty bins are causing lost sales for your location.

Product Mix: Does your store have the right product mix? We make this easy for you. The KLC provides plan-o-grams designed with the fastest selling games.

Your LSR will work with you on placement, inventory, out-of-stocks, and right product mix to ensure your store is set up for success. The Jefferson Region has the best retailers in the state! We truly appreciate each one of you. Together we continue to generate scholarship dollars for all Kentuckians!



SCAN FOR A DIGITAL COPY OF THE QUARTER TO SEE WHO CAME OUT ON TOP!



Jaymin and Krishna are proud lottery partners at Liquor Land in Louisville.



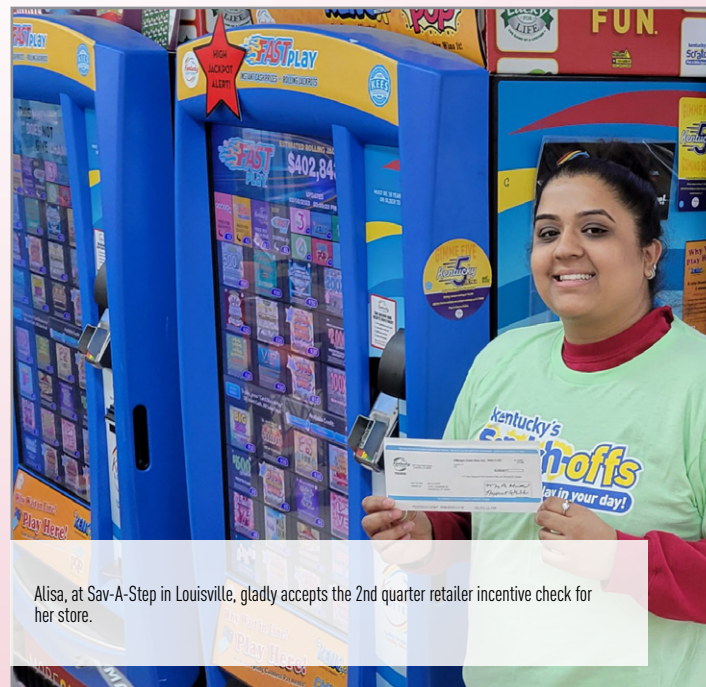
Rocky, manager at Next Door Convenience Food Mart in Louisville, proudly holds the store's incentive check while rocking Kentucky 5 shirt.



Cheryl and Paige at Cox's Smokers Outlet #18 in Louisville do a great job of keeping both counter and vending full and on plan-o-gram. Their out-of-stocks are always under 5%.



Soni and Anu at E-Z Food Mart in Louisville love when they receive an incentive check.



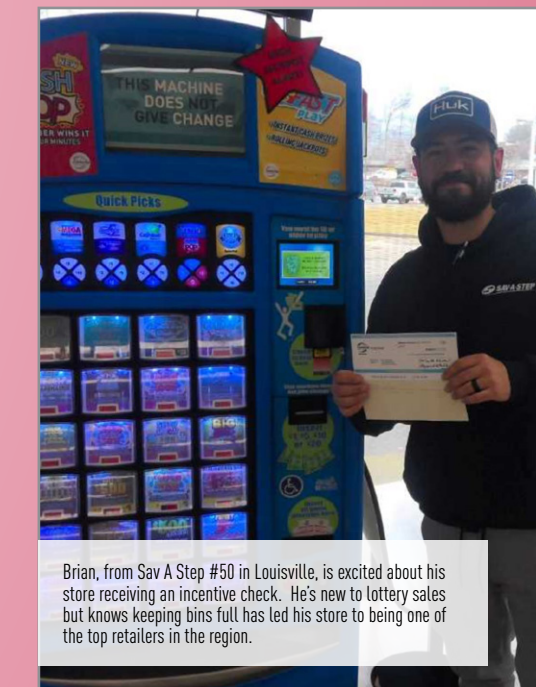
Alisa, at Sav-A-Step in Louisville, gladly accepts the 2nd quarter retailer incentive check for her store.



Becky, of Circle K #117 in Louisville, deserves many kudos for her outstanding job and efforts with supporting our product. She has taken lottery sales to historic heights since she has taken over. This year, her total sales are up 28% due to a massive increase of 39% from her Scratch-off sales.



Sales have increased by 30% and out-of-stocks are under 5% for ValuMarket in Mount Washington with Madison's help.



Brian, from Sav A Step #50 in Louisville, is excited about his store receiving an incentive check. He's new to lottery sales but knows keeping bins full has led his store to being one of the top retailers in the region.



Nick Patel at Hunters Market in Louisville helped the store achieve their Scratch-off quota last quarter. Their 26-week out-of-stock average is 0.31% & 0.11%. The store is continually on plan-o-gram, they adjust retailer's choice for sales trends, and are always asking customers if they would like to add lottery to their purchases.



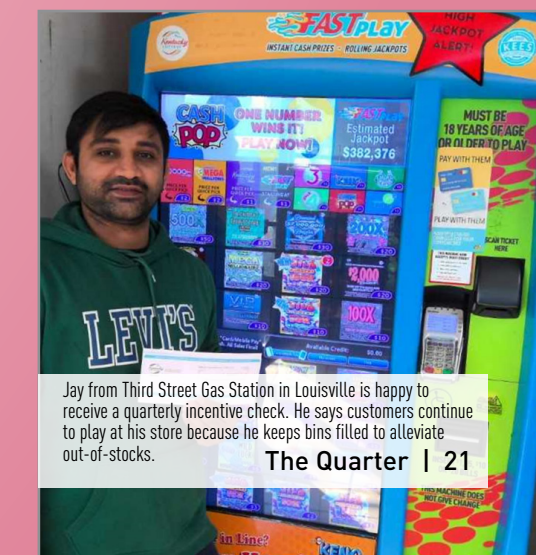
Nick Patel and wife at Rockford Mini Mart are always focused on lottery and does small things like adding rope lights around counter bins to draw focus and attention to Scratch-offs. Scratch-off sales are up 11% and terminal generated game sales up 52%.



Anil and Raju from Fastway Food Mart #5 in Shepherdsville are great partners with the lottery. They always activate the new games on launch.



Raj, owner of JYOT in Louisville, continues to improve his sales every year due to his dedication to selling our product. He always follows our best practices and consistently has his out-of-stocks under 3%.



Jay from Third Street Gas Station in Louisville is happy to receive a quarterly incentive check. He says customers continue to play at his store because he keeps bins filled to alleviate out-of-stocks.

BLUEGRASS SPOTLIGHT

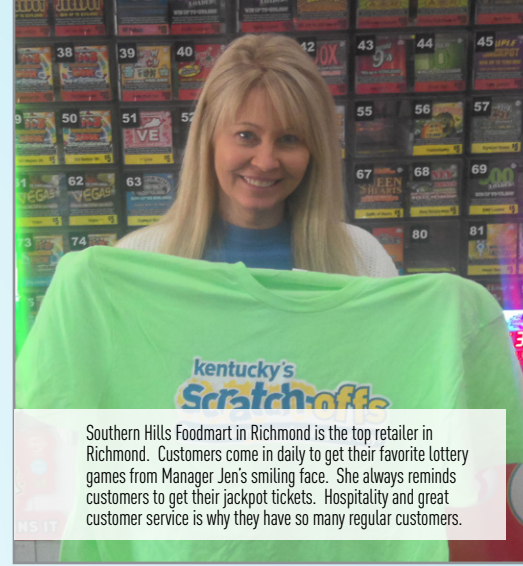
By Rusty Reid, Bluegrass Regional Sales Manager

Greetings from the Bluegrass region! Thanks to your continued efforts, we continue to find ways to adapt and be successful. For that, we are very thankful for your support as are the students of Kentucky and our mission to fund education.

As we move into the spring and summer, the new \$30 game launched in February is sure to be strong seller and along with the spring refresh of the very popular "Full of 500's!" Later this spring we will have a new \$50, \$100, \$500 Blowout ticket and a new family of games called "Precious Metals" in June. Our goal is to support your business, drive sales and to make our partnership as successful as it can be. With your continued support, we will always Fuel Imagination and Fund Education!



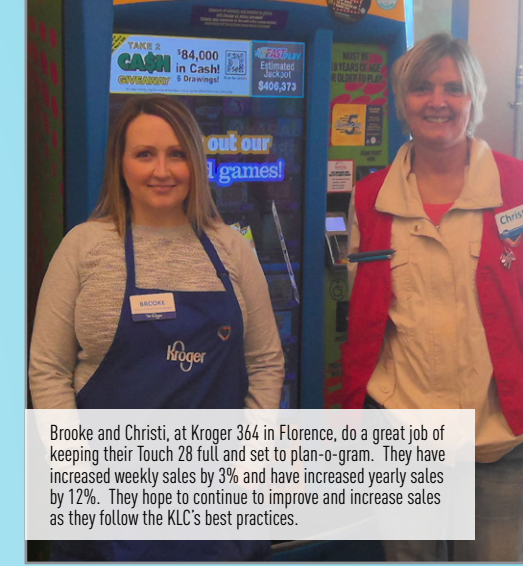
SCAN FOR A DIGITAL COPY OF THE QUARTER TO SEE WHO CAME OUT ON TOP!



Southern Hills Foodmart in Richmond is the top retailer in Richmond. Customers come in daily to get their favorite lottery games from Manager Jen's smiling face. She always reminds customers to get their jackpot tickets. Hospitality and great customer service is why they have so many regular customers.



Donna stands in front of the dispensers at Alexandria Wine and Liquor. The store's dispensers are kept full, and the staff loves their lottery customers. They have fun selling tickets and encourage their customers to play the Kentucky Lottery.



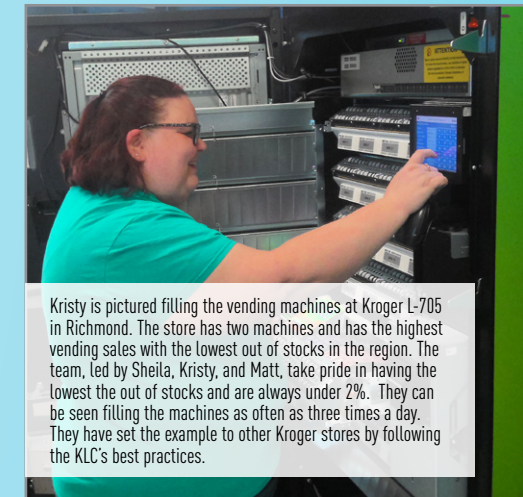
Brooke and Christi, at Kroger 364 in Florence, do a great job of keeping their Touch 28 full and set to plan-o-gram. They have increased weekly sales by 3% and have increased yearly sales by 12%. They hope to continue to improve and increase sales as they follow the KLC's best practices.



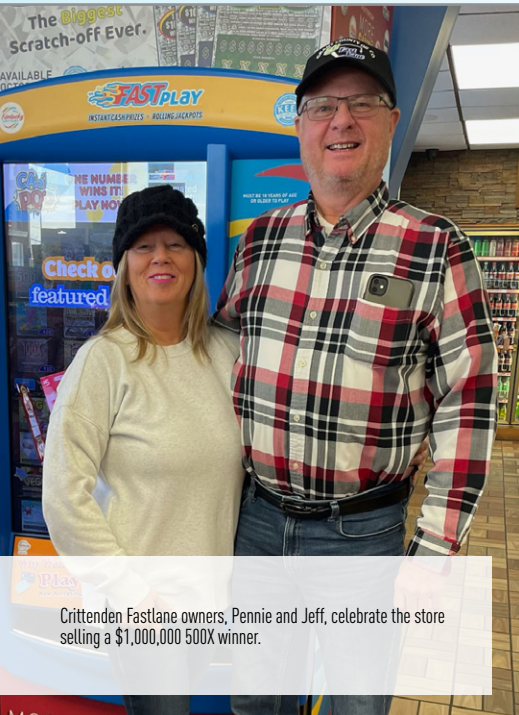
Tammy and Sandy at Circle K #3208 recently received a new digital menu board. It's brought a lot of excitement to the Alexandria store. Customers ask about it and some try to touch it to get tickets. It has helped with their front counter sales.



TJ and Harry from Horsepark BP in Lexington follow all the KLC's best practices and have a total of 80 Scratch-off facings at their store. Their sales are up 71% compared to this time last year.



Kristy is pictured filling the vending machines at Kroger L-705 in Richmond. The store has two machines and has the highest vending sales with the lowest out of stocks in the region. The team, led by Sheila, Kristy, and Matt, take pride in having the lowest the out of stocks and are always under 2%. They can be seen filling the machines as often as three times a day. They have set the example to other Kroger stores by following the KLC's best practices.



Crittenden Fastlane owners, Pennie and Jeff, celebrate the store selling a \$1,000,000 500X winner.



Katherine shares her excitement for the record setting Powerball jackpot and our newest draw game, Kentucky 5, at Kroger L-779 in Georgetown.



Sabtee Amera says the lottery drives business to his store, Marathon Food Mart #4 in Lexington.



How does Kroger #784, one of the busiest Kroger stores in Lexington, keep their out-of-stocks below 5%? They have clerks on day and night shift who keep the machines loaded, including clerks Ethan and Hunter.



Kroger C-434 in Burlington has recently risen to the #2 retailer in its territory. This year, Scratch-offs sales have increased by 32% and terminal-generated game sales have increased by 58%. The Kentucky Lottery is very grateful for this front-end crew: Jacob, Ashley (pictured), Isaiah, Rita, Lauren, and Megan.



Gaurav (left) and Gobinda (right) from Main Street Marathon in Lexington are holding the retailer incentive check from the second quarter. This location added a 2nd vending machine a few months ago, increasing their facings to 100, and their Scratch-off sales are up 35%!



Nick, Remke Market manager in Taylor Mill, recently sold a \$10,000 Scratch-off ticket to a regular lottery customer. The store's Gemini is always fully stocked and on plan-o-gram. Their total sales are up 33% for a 13-week average.



H and M Grocery's Muhammad Rehman holds an incentive check the Lexington store earned. He always stays on plan-o-gram and his store is up 56% in Scratch-offs year over year.



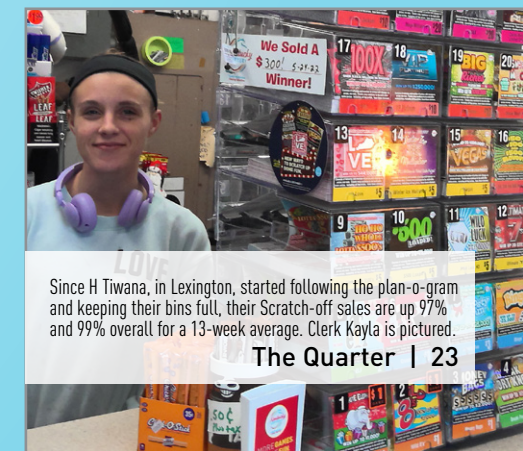
Meijer #168 in Cold Spring recently sold a winning \$50,000 500X ticket. The Meijer team, shown here with their winner banner, invites everyone to come play the lottery at their store.



Winston BP managers Carrie and Sejal love selling lottery and advertising new games. The Covington retailer recently added more counter facings for a new total of 40 bins on counter plus their Gemini 24. Their LSR also re-stickered all bins in the correct order and by dollar amount.



Selena, manager at Z Market #2 in Lexington, always has 0% out-of-stocks! When she prints her vending inventory report from her Altura and there are 14 or less tickets remaining for a single game, she tapes on a new pack.



Since H Tiwana, in Lexington, started following the plan-o-gram and keeping their bins full, their Scratch-off sales are up 97% and 99% overall for a 13-week average. Clerk Kayla is pictured.

CENTRAL SPOTLIGHT

By Garrett Trabue, Central Regional Sales Manager

Greetings Central Region Lottery Partners!

Spring is in the air as we approach the end of Fiscal Year 2023! They say time flies when you are having fun and we have had a lot of fun this year funding education across our great commonwealth.

Winners, winners, winners! Can you believe all the winners we have had on the \$50 scratch off ticket, 500X? Since its launch in October of 2022, our region alone has had 81 \$10,000 winners and 6 \$50,000 winners!

Remind your players to try their luck for a buck with Kentucky's very own jackpot game, Kentucky 5. With increased odds of winning and drawings every evening, it's a game worthy of excitement. Since its launch in November of 2022, the jackpot has been hit four times!

Our last game launch of the fiscal year will be in June to introduce a new family of games called "Precious Metals". Let's finish out the fourth quarter strong!

We can't thank you enough for all that you do each and every day. With great partners like you, we will continue to Fuel Imagination and Fund Education!



SCAN FOR A DIGITAL COPY OF THE QUARTER TO SEE WHO CAME OUT ON TOP!



Rocking his new lottery t-shirt, Nayan Patel of Daily Stop in Horse Cave shows off his incentive check. They do an exemplary job at keeping out of stocks consistently below 1%. This allows them to increase sales by having all the tickets readily available as players walk through the door.



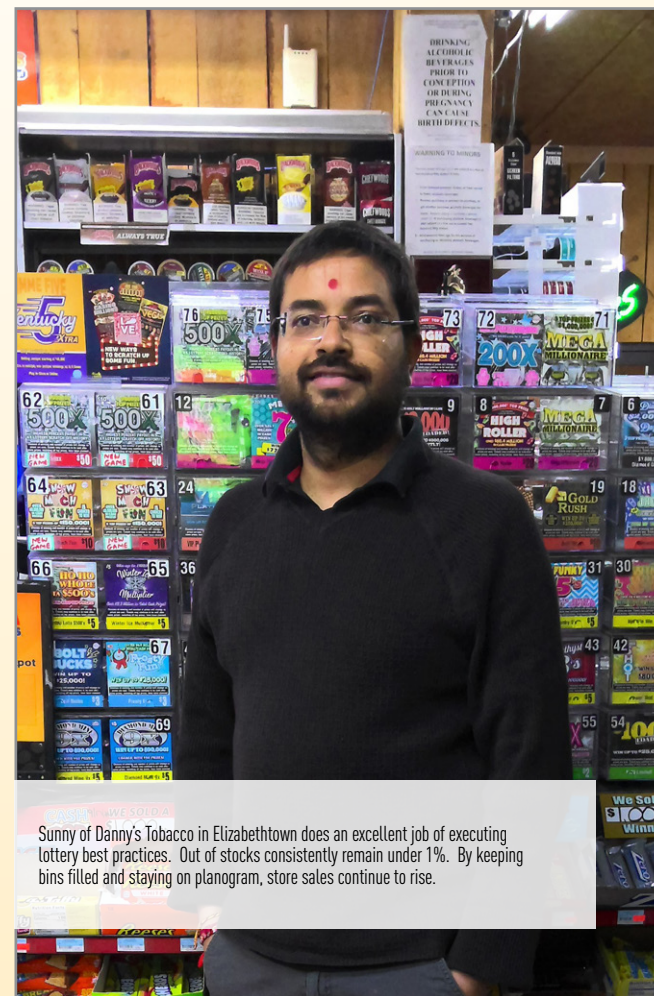
Jigs Patel of South Green Market shows off his quarter incentive check. Jigs does an amazing job keeping loyal, happy customers by always having the tickets they want on display. Maintaining a low out of stock percentage equates to more money for the Glasgow store.



Bipin Patel, the manager of D&D Shell in Science Hill, proudly holds his retailer incentive check. Bipin is an all-star partner with the Lottery. His scratch off sales are up 15% and terminal-generated sales are up 32%! By following our vending best practices, his out-of-stocks are 0.15%!



The Chavda brothers of Warren's Vine Grove Food Mart in Vine Grove proudly display their back-to-back \$10,000 winner banners. Both winning tickets were from the new \$50 Scratch-off game.



Sunny of Danny's Tobacco in Elizabethtown does an excellent job of executing lottery best practices. Out of stocks consistently remain under 1%. By keeping bins filled and staying on planogram, store sales continue to rise.



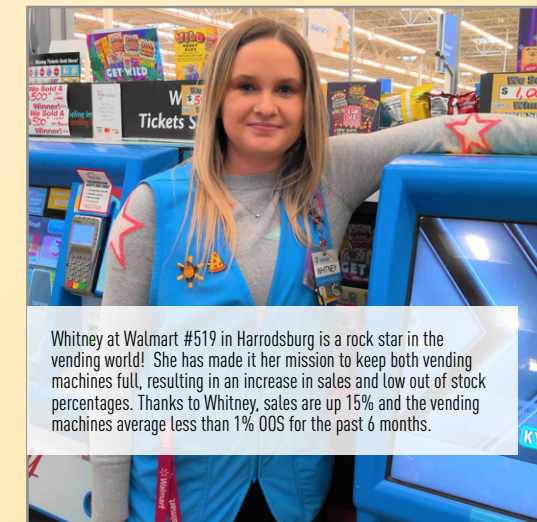
Danny Patel from Daily Stop in Glasgow was pleased to receive the store's quarter incentive check. His store keeps generating great sales by keeping out of stock below 1%.



Sonny and Paula own 2 Way Stop N Go in Lawrenceburg. They are very proud of their lottery sales and work hard to keep their vending machine and counter full of tickets. As a result of their hard work, their out of stocks are at 1.8%! They believe that being on auto-order is a major part of their success, enabling them to always having the right inventory when they need it.



Phyllis (General Manager) and Aimee (floating Assistant Manager) at Five Star #5125 in Leitchfield are committed to maintaining low out of stocks in their vending machine. By keeping bins filled, they are able generate impressive sales. Their out-of-stock average over the last 26 weeks is .55%! WOW!



Whitney at Walmart #519 in Harrodsburg is a rock star in the vending world! She has made it her mission to keep both vending machines full, resulting in an increase in sales and low out of stock percentages. Thanks to Whitney, sales are up 15% and the vending machines average less than 1% OOS for the past 6 months.



Vaishali Patel is the new manager at Russell Shell Mart in Russell Springs. Since taking over this location, her great personality along with her drive to grow lottery sales has made a big statement. Terminal-generated game sales are up an impressive 108%, while Scratch-off sales are up 14%. **The Quarter | 25**

EASTERN SPOTLIGHT

By Wes Hardin, Eastern Regional Sales Manager

I wanted to remind our Eastern retailers about our new Kentucky 5 draw game & the retailer promotion associated with it!

Kentucky 5 Retailer Promotion:

- Promotional Period: March 19 – April 29, 2023
- Baseline Period: February 5 – March 18, 2023

Stores are encouraged to Ask for the Sale for Kentucky 5. The Kentucky Lottery will measure sales through sales reports. All Kentucky 5 sales during the promotional period will be added and compared to all Kentucky 5 sales during the baseline measurement period. Stores who have a 50% increase in Kentucky 5 Sales during the promotional period compared to sales from the baseline period will earn one (1) entry into a drawing. Retailers must have a \$100 minimum average weekly sales for Kentucky 5 during the promotional period to be entered into the drawing.

Winners will be announced the week of May 1st, 2023. Prizes will be awarded as follows:

- One (1) retailer from each region will be drawn from qualifying retailers to receive a \$500 credit to their KLC account.
- Remember, Kentucky 5 is a daily jackpot game that is only available in Kentucky! An easy way to ask for the sale is to suggest it to your draw game players when they are making their draw game purchases. YOU could be the \$500 winner!



SCAN FOR A DIGITAL COPY OF THE QUARTER TO SEE WHO CAME OUT ON TOP!



Manish & Manisha at Laker Express in London show off their "We Sold a \$77,000 Winner" banner for selling a top prize on Ultimate 7s.



Bhupendra K Patel at Git N Go in London does a great job of never losing a sale by making sure the counter display and vending machine are never empty.



Q Zone #2 Manager Victor Patel and his employees, including Barbara Brown, do a great job keeping the Gemini and counter full and on plan at the Barbourville retailer.



Grab-N-Go owner Jessica Asher has done a great job on out-of-stocks. She keeps her Gemini machine full and on plan-o-gram at the Gray location.



Since taking over as manager at Martin Kwik Mart, Dianna Prater has worked very hard to get out-of-stocks down, now around 1%. This has resulted in an 11% increase sales.



Pintu Raval at Quick Stop #7 in Hindman has been doing a tremendous job the past few months. Sales are up 115% and he is very excited to become the newest Cashing Agent in the area.



Toni, Manager of Super Quik #9 in Cannonsburg, stands in front of a new dispenser display on the front counter. By moving games to the top of the counter from two 16-game in-counter displays, this store has increased Scratch-off sales and is up 50%.



JK Patel, Manager of Quick Tobacco #3 in Catlettsburg, is excited to have recently sold a \$10,000 winner on 500X.

WESTERN SPOTLIGHT

By Chris Green, Western Regional Sales Manager

Hello everyone from the Western Region. By the time of this printing, we should really be excited to have made it through another winter and bring on the excitement of sunshine and roses. Well speaking of sunshine and roses we have had a lot of winners in our region. We have had over 50 \$10,000 winners from the 500X game.

We still have a lot of excitement around our newest draw game, Kentucky 5. The Kentucky-only jackpot game has rolling jackpots that start at \$40,000. We are looking forward to seeing many more winners in our games whether from Scratch-offs or our terminal games like Kentucky 5. We will continue to celebrate the winners with each of you. If you have questions about the games or winners, please ask your lottery sales rep.



SCAN FOR A DIGITAL COPY OF THE QUARTER TO SEE WHO CAME OUT ON TOP!



Devon is pictured with a lottery ticket wreath she created for Floyd's Super Market in Uniontown. Chances were sold to win the display full of Holiday Scratch-off tickets. The proceeds they collected were donated to the local Food Basket organization.



Jennifer and Dhaval at Fastway 5 in Central City proudly display their winner banner for selling a \$10,000 Mega Millions ticket.



Amber is pictured with the banner 101 Lotto in Oak Grove received for selling a \$25,000 Keno ticket.



Sanjay from C Store Food Mart, in Owensboro, always has a smile on his face and is willing to help his customers with anything. He follows our best practices and earns an incentive check for his efforts.



Big K at QQ Food Mart in Owensboro helps his store reach top sales each quarter. The store has an average of below 1% for out-of-stocks.



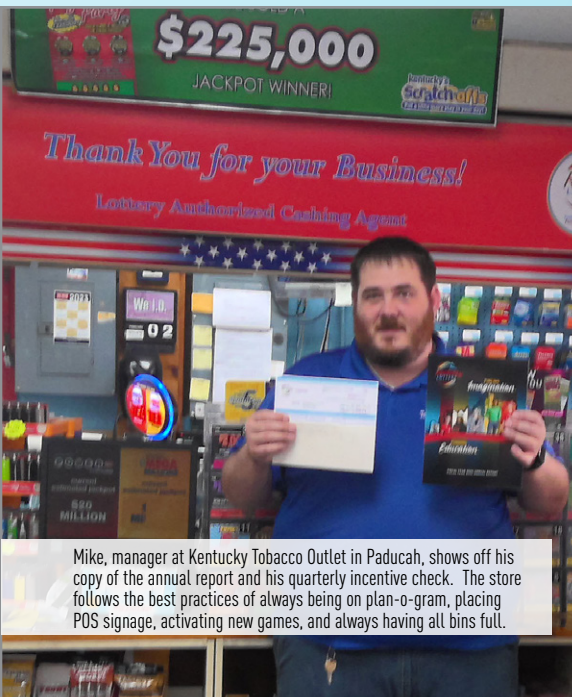
Shirlonda, the manager at Pockets #17 in Paducah, gets excited every time her LSR brings her the new Quarter magazine. She says it's very informative and loves seeing all the winners!



Pattie Hackney, store manager for Ideal Market #12, in Marion, and Angela Lane, ASM, have consistently taken pride in ensuring that out of stocks are eliminated, bins have face cards, and that new games are activated and displayed first thing on launch days. Their efforts show Scratch-off sales up 40% and terminal generated games up 70%, both over last year's sales.



Mike at One Stop in Madisonville received an incentive check for following lottery's best practices.



Mike, manager at Kentucky Tobacco Outlet in Paducah, shows off his copy of the annual report and his quarterly incentive check. The store follows the best practices of always being on plan-o-gram, placing POS signage, activating new games, and always having all bins full.



The crew, Ashley, Lexie, Store Manager Gwen, at Circle K #3346, in Hopkinsville, wear stickers to let players know about the Mega Millions and Powerball high jackpots. Their LSR Shannon Knight is pictured far right.

NEW FACES

WELCOME TO A NEW FIELD SALES REPRESENTATIVE IN THE JEFFERSON REGION!

Anthony Randle



TIPS FROM THE TRAINERS



We would like to remind you that our Retailer Manual is located on our website:

KYLOTTERY.COM

RETAILERS

TRAINING MATERIALS

You can also scan this QR Code to view the manual.



Need to know how many packs of tickets you have in inventory?

JUST SIGN IN YOUR ALTURA TERMINAL

REPORTS

PACKS ON HAND REPORT

SELECT AND PRINT

The letter 'T' is for in Transit

'B' is for Backstock

'A' is for Activated.

Also, under the Altura Reports Key is report for the Top 25 Selling Scratch-off games in the state.

Rank	Game#	Name	Price Pt
1	859	500X	\$50
2	870	WILD NUMBERS 100X	\$20
3	872	WILD NUMBERS 20X	\$5
4	871	WILD NUMBERS 50X	\$10
5	808	MEGA MILLIONAIRE	\$20
The top 5 games made up 34% of activations			
6	771	200X	\$20
7	887	CASINO MILLIONS LIMITED	\$20
8	810	\$2,000,000 DIAMOND DAZZL	\$30
9	873	WILD NUMBERS 15X	\$3
10	788	\$50, \$100 AND \$500 BLOWOU	\$10
The top 10 games made up 63% of activations			
11	868	HIT THE JACKPOT	\$10
12	856	VEGAS	\$20
13	844	ULTIMATE 7'S	\$20
14	840	\$500 LOADED!	\$30
15	809	JACKPOT FORTUNE LIMITED	\$30
The top 15 games made up 87% of activations			
16	874	WILD NUMBERS 10X	\$2
17	855	BIG RICHES	\$10
18	758	CROSSWORD	\$2
19	775	100X	\$10
20	534	VIP PLATINUM	\$10
The top 20 games made up 76% of activations			
21	842	\$2,000 LOADED!	\$20
22	851	WINTER ICE MULTIPLIER	\$20
23	875	WILD NUMBERS 5X	\$5
24	850	WILD LUCK 10	\$10
25	851	FULL OF \$500'S LIMITED E	\$5
The top 25 games made up 86% of activations			

AMY'S CLOSING THOUGHTS

April showers definitely brought more than just May flowers! Especially at the Kentucky Lottery.

In the Spring and Summer your players will be "Grillin and Chillin" at the \$5 dollar price point and sparkling like a beautiful warm body of water at other price points. That's right our family of games will have a special foil treatment to appeal to your customers in June at the \$1, \$2, \$5, \$10 and \$20 price points. New Fast Play games will launch in May and there will be plenty of second chance opportunities for your players to win.

Along with showers and flowers, there is usually some 'Spring Cleaning' too. Below you will find a few reminders that can assist with lottery products.

- Daily logs for inventory tracking – Your Sales Rep can order these
- Top 25 Scratch-Offs – Terminal Report
- Packs on Hand Report – Actual Inventory/Terminal Report
- Vending - Bin Report on Terminal/Keep out-of-stocks low

All of these and many more "best practices" plus "tips and tricks" can be found at kylottery.com/retailers on our website. If you haven't checked it out, please do. It's loaded with helpful information.

The Kentucky Lottery has adopted 'Core Values' to continue to grow as a company and to grow with you, our business partners. Teamwork, fun, innovation, integrity, diversity, equity & inclusion, accountability, and social responsibility are values that you display and practice every day. We are happy to be able to practice these beside you.

Our field staff, corporate account team, and sales operations team are constantly looking for ways to provide excellent customer service and grow your business. Thank you again for your commitment to excellence in execution and partnering in our continued mission of "Fueling Imagination and Funding Education".

Amy

Amy Drooker
Kentucky Lottery Vice President and Chief Revenue Officer



WHERE THE MONEY GOES

Do you know where lottery proceeds go? Check out our website at kylottery.com/wherethemoneygoes to see how many students in Kentucky have benefited from the sale of Kentucky Lottery tickets. You can also search by county and college/university.

SHARE THE WINS!

Share your store's wins! If a Kentucky Lottery player wins on a Scratch-off, ask if your store can share it on social media. Ask if the player is OK with a photo and then post to your feeds. If the winner doesn't want a photo, you can always include a picture of the winning ticket. Our players love seeing how others have won. Don't forget to tag @KyLottery in the post, we love celebrating wins!

Here are some examples of Kentucky Lottery wins shared by retailers:

