

THE PRICE IS RIGHT™ Bi-Channel Promotion

June 13 – December 8, 2024

Statewide Second Chance Promotion

Rules & Regulations

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a second chance Fun Club promotion with \$5 THE PRICE IS RIGHT™ Scratch-off Ticket (931) and THE PRICE IS RIGHT™ Fast Play ticket (055) pursuant to the provisions provided in these rules and regulations.

2. This Second Chance Promotion and its odds and prizes are separate from the \$5 THE PRICE IS RIGHT™ Scratch-off Ticket (931) and THE PRICE IS RIGHT™ Fast Play ticket (055) prize structure or odds of the Game.

3. The Promotion will take place from 12:00:00 AM ET on Thursday, June 13, 2024, until 11:59:59 PM ET on Sunday, December 8, 2024 (the “Promotional Period”). To be eligible, all tickets must be purchased and entered during each Promotional Period as detailed below:

- **Promotional Periods and Drawing Dates:**

- i. **First Promotional Period:** Thursday, June 13 to Sunday, July 21, 2024
 - Drawing will be conducted on Thursday, July 25, 2024
- ii. **Second Promotional Period:** Monday, July 22 to Sunday, August 18, 2024.
 - Drawing will be conducted on Thursday, August 22, 2024
- iii. **Third Promotional Period:** Monday, August 19 to Sunday, September 15, 2024
 - Drawing will be conducted on Thursday, September 19, 2024
- iv. **Fourth Promotional Period:** Monday, September 16, to Sunday, October 13, 2024
 - Drawing will be conducted on Thursday, October 17, 2024
- v. **Fifth Promotional Period:** Monday, October 14 to Sunday, November 10, 2024
 - Drawing will be conducted on Thursday, November 14, 2024
- vi. **Sixth Promotional Period:** Monday, November 11, to Sunday, December 8, 2024
 - Drawing will be conducted on Thursday, December 12, 2024

4. Players who purchase \$5 THE PRICE IS RIGHT™ Scratch-off (931) or THE PRICE IS RIGHT™ Fast Play ticket (055) and enter into the promotion will have the option to participate in a second chance interactive promotional game detailed in **Items 30-34**. When a player has entered their fourth (4th) eligible ticket into THE PRICE IS RIGHT™ Second Chance promotion from the Kentucky Lottery, players will have the opportunity to spin the SHOWCASE SHOWDOWN™ Bonus wheel for a chance to win bonus promotional drawing entries.

5. Players who purchase and enter their eligible THE PRICE IS RIGHT™ Scratch-off or Fast Play tickets will receive a computer-assigned number of promotional entries based on the percentages as listed in **item 7**.

6. Players who purchase and enter tickets but decline to play the interactive promotional game will still be awarded entries as listed in **item 7**.

7. For each eligible ticket entered, the number of promotional entries received will be assigned and awarded based on the percentages of tickets entered in the charts below:

Chart 1 - Base Number of Promotional Entries:

Number of Base Promotional Entries Awarded	Percentage of Eligible Tickets Awarded Entries*
5	25%
10	25%
15	25%
20	25%

*25% of eligible tickets entered will receive 5 base promotional entries; 25% of eligible tickets entered will receive 10 base promotional entries; 25% of eligible tickets entered will receive 15 base promotional entries; 25% of eligible tickets entered will receive 20 base promotional entries.

Chart 2 – Bonus Number of Promotional Entries (when the 4th eligible ticket is entered)

Number of Bonus Promotional Entries Awarded	Percentage of Eligible Tickets Awarded Entries*
Ranges	
5 – 20	30%
25 – 40	30%
45 – 60	25%
65 – 80	10%
85 – 100	5%

*30% of eligible tickets entered will receive 5-20 bonus promotional entries; 30% of eligible tickets entered will receive 25-40 bonus promotional entries; 25% of eligible tickets entered will receive 45-60 bonus promotional entries; 10% of eligible tickets entered will receive 65-80 bonus promotional entries; 5% of eligible tickets entered will receive 85-100 bonus promotional entries.

8. There will be six (6) scheduled drawings pursuant to **Item 3**. A winner may win only once for each prize drawing. Prizes will be awarded as follows at each of the six (6) scheduled drawings:

- One (1) Grand Prize winner will be awarded \$10,000 at each of the (6) prize drawings.
- Four (4) Second Tier winners will be awarded \$250 at each of the (6) prize drawings.

9. To enter the promotion, players must first log-in or register for a Fun Club account at kylottery.com. Players must comply with all requirements of the Fun Club Terms of Use, including requirements for registering for or updating an existing account in order to submit tickets to enter a promotion.

10. Once logged in, a player will be able to submit their eligible tickets to enter this promotion.

11. Entries must be received by 11:59:59 PM ET on the last date to enter during the specified period (See Item 2), inclusively, to be eligible for the prizes on that drawing date.

12. Entrants are only permitted to win one (1) prize in the promotion.

13. Failure to fully provide information will cause a player's request to be rejected. Failure to provide accurate information could cause a player whose entry is selected as a winner for the promotion to be disqualified. A player shall be considered ineligible if the KLC determines that a player does not meet all player eligibility requirements or provided false information.

14. The KLC assumes no responsibility for incorrect information provided by a player on the registration form. After completing the registration, a player is responsible for updating account information as needed by logging in and going to his or her account profile page.

15. A player may have no more than one (1) account. A player is not permitted to create additional accounts if his or her email or other relevant information changes. The player may log in with his or her existing account credentials and make any desired changes at any time.

ELIGIBILITY:

16. An entrant must be at least eighteen (18) years old to participate. No one under 18 years of age and no one otherwise prohibited by KRS Chapter 154A from playing KLC games are eligible to participate in this promotion or win any prize.

17. Entrants must have a valid U.S. address to register and participate.

18. Tickets purchased via the internet using the KLC's website or iLottery tickets are not eligible for this promotion.

19. Players may enter up to 200 total tickets per week as part of Fun Club. A week is defined as Sunday at 12:00:00 AM ET until the following Saturday at 11:59:59 PM ET. The KLC reserves the right to change, without notice, this limit on the number of tickets that may be entered weekly or daily.

20. Each Promotional Period is subject to the 10,000,000 entry threshold limit. The promotional entry limit will reset to zero (0) at the start of each Promotional Period.

ODDS:

21. Odds of being selected as a winner in the promotion will depend on the number of entries submitted for each drawing.

SUBMITTING TICKETS:

22. Players can submit eligible tickets for this promotion at the KLC’s website, kylottery.com, or through The Official Kentucky Lottery App. Any ticket physically sent to or dropped off at any location whatsoever, will be ineligible. The KLC will destroy all non-winning physical tickets received at any lottery office and the tickets will not be returned.

23. To submit a ticket using the KLC’s website, a player must first log onto kylottery.com using his or her unique account information.

24. Once logged in, a player submits an entry per the instructions on the “Enter Tickets” page of the website. Required information from the Scratch-off ticket includes the 18-digit VIRN (void if removed number), which is located underneath the latex on the front of each Scratch-off ticket. Required entry information from the draw game ticket includes the 25 digit draw game code on the front of the draw game ticket.

25. To submit a ticket using The KY Lottery App, a player must have a functioning camera on his or her mobile device. The player must choose “Second Chance” from the side navigation menu on the App, and then must log onto the player’s Fun Club account using his or her unique account information. The player must choose Promotions from the side navigation menu on the App. A player must then select “Enter Second Chance Tickets” from the menu. To submit an eligible ticket, a player must use his or her mobile device camera to line up the barcode (located on the front of the ticket under the latex) on the Scratch-off ticket or the 25 digit code (at the top of the ticket) on the Fast Play ticket within the viewfinder. A graphic with instructions can be found on the Enter Tickets tab of the App. The player will receive a message if the ticket has been successfully scanned and entered into the promotion. The player will receive an error message if the ticket could not be scanned or was ineligible for entry.

26. An eligible ticket may be submitted one (1) time only into the promotion. The entry system will reject a ticket that has been previously submitted.

27. To prevent fraudulent entries, after five (5) consecutive attempts to submit tickets that are not recognized as eligible tickets, a player will be unable to submit tickets for twelve (12) hours.

28. After an entry is accepted, the player does not need to retain his or her ticket for the promotion.

29. By entering this promotion, the players agree to these rules and regulations and the Terms of Use for Fun Club.

THE PRICE IS RIGHT™ SECOND CHANCE INTERACTIVE PROMOTIONAL GAME COMPONENT AND SHOWCASE SHOWDOWN™ BONUS:

30. Each player who enters a ticket will have the option to play an interactive promotional game. The interactive promotional game consists of four mini games: PLINKO®, PUNCH A BUNCH™, the SHELL GAME™, SECRET X™, and the SHOWCASE SHOWDOWN™ Bonus.

31. Players may decline to participate in the interactive promotional component and still be awarded drawing entries as listed in **item 7**.

32. To participate in the interactive promotion component of the game, a player must submit eligible Fast Play and Scratch-off tickets according to **Items 22-29** and select “Play THE PRICE IS RIGHT™” game on the Second Chance Promotions entry screen. The player will then be directed to THE PRICE IS RIGHT™ second chance interactive promotional game page where one (1) of the four (4) mini games described below will be computer-selected for play:

- **Game 1: PLINKO®**
 - i. Select Play to begin. The game begins with four (4) picks. At the start of the game, a PLINKO® chip will move right and left across the top of the game board. Click or tap anywhere on the game board to make the chip drop and fall into one of the nine (9) spaces at the bottom. Once the chip is at the bottom of the board, you win the total number of entries associated with the spaces in which all four chips landed. The game ends when all four (4) picks have been played to completion.
- **Game 2: PUNCH A BUNCH™**
 - i. Select Play to begin. The game begins with twenty-five (25) dollar sign token symbols displayed in a 5x5 grid and four (4) plays. The object of the game is to punch an available prize hole by clicking or tapping a token to reveal the prize hidden beneath. Each prize hole will either be empty or award entries. You win the total number of entries from all four (4) plays. The game ends when all four (4) prize holes have been revealed and the total number of entries won have been awarded.
- **Game 3: SHELL GAME™**
 - i. Select Play to begin. At the start of the game, four (4) cups are displayed in a horizontal line. One (1) of the four (4) cups will raise and reveal a ball underneath. The object of the game is to follow the ball. The cups will shuffle around the table and then stop. Click or tap the cup where you believe the ball is. If the ball is under the cup you select, you will be awarded drawing entries. – This process repeats until all four (4) plays have been completed and the total number of entries won have been awarded.
- **Game 4: SECRET X™**
 - i. Select Play to begin. The game begins with nine (9) squares displayed in a 3x3 grid. The left and right columns are empty. The center column has three question marks. The object of the game is to match three X’s in a row, diagonally, or horizontally. Place three (3) X’s on the right or left side of the grid. Once all three (3) X’s have been placed, the middle column will reveal where the hidden X is. If you matched three (3) X’s in a row, you win the total number of entries associated with the matched X’s.

33. **SHOWCASE SHOWDOWN™ Bonus.** When a player has entered their fourth (4th) eligible ticket into ‘THE PRICE IS RIGHT™’ Second Chance promotion, players will have the opportunity to spin the SHOWCASE SHOWN™ Bonus wheel (the “**Bonus Game**”) for a chance to win bonus drawing entries. Playing the Bonus Game is optional. Players may decline to play the Bonus Game and still be awarded the associated number of bonus entries as listed in item 7. Once the required number of tickets have been successfully entered, players will be directed to the Bonus Game screen.

- i. Press Spin to activate the SHOWCASE SHOWDOWN™ Bonus wheel. Once activated, the wheel will spin and stop on a number. The number the wheel lands on when it stops spinning is the number of bonus drawing entries you’ve won. The Bonus Game ends when all spins have been completed and all bonus entries have been awarded.

34. Game mechanics for the four (4) mini-games in **item 32** and the **Bonus Game** in **item 33** are for entertainment purposes only and do not impact the outcome of the promotional drawings or how drawing entries are awarded. Drawing entries as awarded according to **item 7**. In the event that there is a discrepancy between the game graphics and the rules, the system of record will control the number of entries received.

PRIZE DRAWING:

35. All drawing management services associated with this promotion will be conducted by the KLC.

36. The drawings will be conducted per KLC drawing procedures.

37. At each drawing, one (1) winner will be selected for the Grand Prize, followed by three (3) alternates, and four (4) winners will be selected for the Second-Tier prizes, followed by fifteen (15) alternates. If there is an insufficient number of entries, the KLC may reduce the number of alternates selected in its sole discretion. Alternates are not prize winners, but are selected if the winner is disqualified, unable to claim the prize, or declines to accept. Once an eligible alternate is moved up to become a prize winner, his or her alternate status in the drawing will be voided.

38. THE PRICE IS RIGHT™ Second Chance Promotion from the Kentucky Lottery runs from June 13 – December 8, 2024. There will be six (6) prize drawings during the promotional period with the final drawing occurring on Thursday, December 12, 2024. THE PRICE IS RIGHT™ Scratch-off tickets (931) and Fast Play tickets (055) from the Kentucky Lottery may continue to be sold after the final drawing occurs. Visit kylottery.com for promotion details. If either THE PRICE IS RIGHT™ Scratch-off tickets or Fast Play tickets are sold out or ended prior to the end of the six promotion periods in **Item 3**, the promotion will continue with eligible tickets remaining on sale (either Scratch-off or Fast Play) at the discretion of the KLC.

PRIZE FULFILLMENT:

39. A member of the KLC’s Marketing Department will attempt to contact the winner using the email and phone contact information provided in the winner’s Fun Club profile at the time of the drawings. The KLC may take the following steps to contact the winner:

- Email the winner’s email address provided on the profile. The KLC may also provide a courtesy call to both the primary and secondary phone number provided on the profile. Continued attempts to contact by phone will not be made. The email contact is the official notice of the win starting the claim period set forth in item 41 below.

40. If the KLC determines that dialogue with the winner has not been established by phone, email, or other means acceptable to the KLC, within three (3) business days following the date of the KLC’s initial attempted telephone contact, the winner will be disqualified, and the prize will be awarded to the first eligible alternate selected.

41. A winner must claim their prize within three (3) business of the initial contact date the KLC Marketing Department made initial contact with the winner. The person whose name is on the entry must be the person who claims the prize. The winner must provide a valid government issued photograph identification, such as a driver’s license, or other form of photograph identification acceptable to the KLC, and a completed Promotion Claim Form that they will receive from the KLC Marketing Department. The prize will be awarded only after the KLC receives the prize winner’s required accurate and complete information. If all required information is not received within three (3) business days, the prize will be forfeited and awarded to the first alternate selected in the drawing. This process will continue until a winner has claimed the prize or all alternates have been exhausted, whichever comes first. If all alternates have been exhausted, the prize(s) will not be awarded. All required information may be provided to the KLC by fax, email, U.S. Mail, or hand-delivery to the KLC Corporate Office. The KLC in its discretion may also provide a digital claim process with a verified electronic signature, such as DocuSign. If sent by fax or email, a member of the KLC’s Marketing Department will provide a fax number or email address upon winner’s request. If sent by U.S. Mail, winner can send all required information to: ATTENTION: DRAWING MANAGER, Kentucky Lottery Corporation, 1011 West Main Street, Louisville, KY 40202.

NOTE: When sending personally identifiable information, such as a Social Security Number, to the KLC by email, winners should use a secure or encrypted email. Information about how to use a secure or encrypted email may be requested from the Marketing Department.

42. If, prior to the expiration of the three (3) business days referenced in the preceding paragraph, the winner declines to accept and claim the prize by notifying a member of the KLC Marketing Department in writing via the winner's e-mail, the prize may be forfeited immediately upon receipt of the written notification and the first eligible alternate declared the winner.

43. The KLC or its designee will withhold federal, state and all applicable taxes, per federal and state withholding requirements. Any taxes above the standard formulas are the responsibility of the winner. Prizes may be subject to set off of certain debts as required by law.

44. The prize is not transferable or assignable.

45. Fulfillment of the prize will be handled by the KLC.

ADDITIONAL CONDITIONS:

46. The KLC nor other companies, including, but not limited to FremantleMedia North America, Inc. and/or FremantleMedia Netherlands B.V. or its affiliates are not responsible for the electronic misdelivery, late delivery, or failure to receive ticket information entered electronically, and the risk of loss remains with the entrant regardless of the cause of the transmission failure.

47. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of entries, drawings, and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.

48. By submitting an entry into the promotion and claiming the prize, the player certifies they are the sole owner of the entry, the player is at least 18 year old, the ticket has been legally purchased, possessed and entered into the promotion, and the player is not disqualified from receiving a prize.

49. By entering this Promotion, the player acknowledges and agrees that the KLC may use and release the player's name, city/state and likeness (photograph) to the public, without limitation and without compensation.

50. By entering this promotion, accepting the prize, or any other prize, each winner, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, and each of their employees, officers and directors, including but not limited to FremantleMedia North America, Inc. and/or FremantleMedia Netherlands B.V. or its affiliates, from and against any loss, claim, damages, or injury arising out of or relating to the promotion, any action taken pursuant to these rules, or the acceptance of any prize.

51. The KLC and FremantleMedia North America, Inc. and/or FremantleMedia Netherlands B.V. or its affiliates are not responsible for any rules, regulations or restrictions imposed by its promotional partners. The KLC is not responsible for and has no obligation regarding the condition, quality, defects or other attributes of the prizes awarded during a promotion and expressly disclaims all warranties, expressed or implied, including, but not limited to, all implied warranties of merchantability and fitness for particular purpose.

52. Age restrictions may apply to redeem vouchers for certain products, merchandise or services.
53. The KLC in its discretion reserves the right to change or extend any of the dates set out in these rules. The KLC reserves the right, in its sole discretion, to modify, suspend, postpone or cancel, with or without notice, any portion of this promotion including the drawing at any time and for any reason including the award of any prize with the approval of the President & CEO or her designee from the Executive Management group.
54. The KLC reserves the right to substitute prizes of equivalent value.
55. FremantleMedia North America, Inc. and/or FremantleMedia Netherlands B.V. or its affiliates are not sponsors of this promotion.
56. In computing any period of time under these rules, the day of the designated act or event is not to be included; the last day of the period so computed is to be included. The term "business day" means a day that the KLC Corporate Office is actually open for business (holidays, weekends and other days the KLC is closed are excluded), and such day is from 8:00 AM to 5:00 PM ET.
57. All other matters and claims relating to this second chance promotion, including but not limited to purchases, transactions, determination of prize winners, validation, and prize claims, are governed by Kentucky law and the official Fast Play and Scratch Off General Rules, incorporated herein by reference. The Rules contain the sole and exclusive remedy for any and all claims.
58. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the President & CEO or her designee from the KLC's Executive Management Group, will be final.
59. This promotion is void where prohibited by law.