

Keno Bulls-Eye Terminal Promotion
January 15 – February 11, 2024
Rules & Regulations

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a Keno Bulls-Eye Terminal Promotion with Keno at qualifying Kentucky Lottery locations statewide. For participating qualifying locations, go to the KLC website at kylottery.com.
2. The Keno Bulls Eye Promotion will run at all qualifying Kentucky Lottery Retailers from 12:00:00 AM ET on Monday, January 15, 2024, until 11:59:59 PM ET on Sunday, February 11, 2024 (the Promotional period), subject to the Promotional payout limit in Item 4.
3. Keno tickets with the Bulls-Eye add-on feature purchased during the Promotional period will win 20% higher Bulls-Eye prize amounts on winning tickets that match the Bulls-Eye number. Keno Multiplier does not apply to Bulls-Eye. The 20% promotional prize increase does not apply to the winnings on the base Keno wager.

The increased Bulls-Eye prize amounts a player may win during this promotion are:

| Match | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|-------|------------|-----------|-----------|----------|----------|--------|--------|--------|-------|-------|
| 10 | \$ 240,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 9 | \$ 18,000 | \$ 66,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 8 | \$ 1,800 | \$ 7,200 | \$ 48,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 7 | \$ 210 | \$ 480 | \$ 1,440 | \$ 9,600 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 6 | \$ 24 | \$ 54 | \$ 180 | \$ 480 | \$ 2,280 | \$ - | \$ - | \$ - | \$ - | \$ - |
| 5 | \$ 5 | \$ 18 | \$ 24 | \$ 89 | \$ 112 | \$ 708 | \$ - | \$ - | \$ - | \$ - |
| 4 | \$ 5 | \$ 5 | \$ 10 | \$ 12 | \$ 28 | \$ 74 | \$ 304 | \$ - | \$ - | \$ - |
| 3 | \$ 2 | \$ 2 | \$ 2 | \$ 5 | \$ 11 | \$ 16 | \$ 32 | \$ 118 | \$ - | \$ - |
| 2 | \$ 2 | \$ 2 | \$ 2 | \$ 2 | \$ 5 | \$ 7 | \$ 11 | \$ 19 | \$ 71 | \$ - |
| 1 | \$ 6 | \$ 6 | \$ 6 | \$ 5 | \$ 5 | \$ 5 | \$ 7 | \$ 12 | \$ 18 | \$ 58 |

*Prize amounts shown are for a \$1 wager. If more than \$1 is wagered per draw, multiply prize shown by amount wagered for that draw.

4. The Keno Bulls-Eye promotion is only available during the promotional period and will occur until the total promotional payout limit as set by the KLC is reached.
5. Promotion is valid at qualifying Kentucky Lottery retail locations only.
6. Tickets purchased via the internet using the KLC's website or iLottery tickets are not eligible for this promotion.

ADDITIONAL CONDITIONS:

7. 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 promotional payout limit, at any time and for any reason, including the award of any prize, with the approval of the KLC's President & CEO or her designee from the Executive Management group.
8. This promotion is subject to Kentucky law, the rules and regulations of the KLC, and the rules and regulations for Keno.
9. You must be at least 18 years old to play.

10. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the KLC's President & CEO or her designee from the KLC's Executive Management Group, after consultation with the KLC's Internal Audit, Security and Legal Departments (if necessary), will be final.
11. By participating in this promotional offer and accepting the prize/promotional value, each player, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, their employees, officers and directors 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.
12. This promotion is void where prohibited by law.