

**KENTUCKY LOTTERY CORPORATION  
SUMMER RETAILER SCRATCH-OFF PROMO**

Retailer Incentive Promotion  
Rules & Regulations

**GENERAL:**

1. The Kentucky Lottery Corporation (KLC) plans to conduct a Scratch-off Retailer Promotion highlighting the \$5 and \$10 price points (“Retailer Promotion”). The Retailer Promotion will take place from Thursday, May 11, 2023, until Friday, June 30, 2023 (the “Promotional Period”). This Promotion will award five (5) eligible independent retailers and five (5) eligible key account retailers from each region a \$500 credit to the KLC retailer account. Drawings for the promotion will be conducted the week of July 17, 2023.
2. A traditional KLC Retailer is defined as an individual store and is the person or entity whose name appears on the Kentucky Lottery Retailer License to sell both Scratch and Draw Games tickets. Retailers shall be identified by their unique five-digit assigned KLC license number.
3. Eligibility for the promotional drawing will be based on tiers for all Kentucky retailers measuring sales volume from weekly average sales during the promotional period Thursday, May 11, 2023 until Friday, June 30, 2023. Retailers will receive a maximum of one (1) entry into the drawing for the \$500 if all eligibility criteria are met. To be eligible to enter the Promotion, Retailers must meet the following metrics:
  - Must activate four (4) games during the May launch by close of business Thursday, May 11, 2023. Not activating all four (4) new games will disqualify the retailer from the promotion.
  - Must activate six (6) games during the June launch by close of business Thursday, June 15, 2023. Not activating all six (6) new games, will disqualify the retailer from the promotion.
  - Increase sales based on sales volume in comparison to the same time period of the previous year. Sales volume tiers would be based on weekly average sales with a minimum requirement of \$2,000. The tiers are as following:
    - i. Retailers averaging \$2000 to \$4,999 a week in sales would need to increase sales over the same period last year by 10%
    - ii. Retailers averaging \$5,000 - \$9,999 a week in sales would need to increase sales over the same period last year by 8%
    - iii. Retailers averaging \$10,000 a week or more in sales would need to increase sales over the same period last year by 6%
4. To be eligible for the \$500 credit, independent retailers and key account retailers participating in this promotion must meet the eligibility criteria listed in Section 2 during the promotional period
5. To be eligible to participate in the Retailer Promotion or be awarded a prize, Retailers must be in good standing with the KLC and must be active at the end of the promotional period. Good standing is defined as having no past due balance and no NSF (Non-sufficient funds) during 2022 or 2023 up to the end of the drawing date.

**PRIZE DRAWING:**

6. On Monday, July 17, 2023, a report will be generated utilizing the criteria set forth in Section 2 for this Promotion. The report will be sent to the KLC Marketing Specialist and Promotions and Production Manager.
7. The scheduled drawing(s) for the Summer Scratch-off Retail Promotion will take place the week of July 17, 2023, after the Promotional Period ends. The date, time, and place of the drawing(s) are subject to change without notice.
8. All drawing management services associated with this promotion will be conducted by the KLC.
9. The drawing will be conducted per KLC drawing procedures.
10. The KLC Marketing Specialist will upload the report into the KLC Promotional Drawing System.
11. One (1) independent retailer, one (1) key account retailer, and three (3) alternates for each region will be selected for the \$500 prize credit. Alternates are not prize winners, but may be selected to win if a winner is disqualified, unable to accept, or declines to accept. Once an eligible alternate is moved up to become a winner, his or her alternate status in the drawing will be voided.
12. The list of winning retailers will be provided to the KLC Accounting Department to ensure stores are in good standing prior to the distribution of prizes.
13. Once winners are verified for good standing, the prize will be awarded.

**PRIZE FULFILLMENT:**

14. Once the winners' eligibility is verified by the KLC Vice President & Corporate Controller as stated above, the KLC Marketing Specialist will provide the Retail Accounting department the final list of winners.
15. The KLC Marketing Specialist will provide the list of winning retailers to the Regional Managers of each Kentucky Lottery retail region.
16. The Regional Managers will notify winning Retailers and provide information regarding the credit to the Retailer's account to the Manager on duty.

**ADDITIONAL CONDITIONS:**

17. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of sales, drawings (if applicable), and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.
18. By entering this promotion, accepting the prize, or accepting 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 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 acceptance of any prize.

19. 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 KLC's President & CEO or his designee from the Executive Management group.
20. 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 his 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.