

PRODUCING iGIFTS

1. Select the iGIFT button located at the bottom right of the Altura screen.



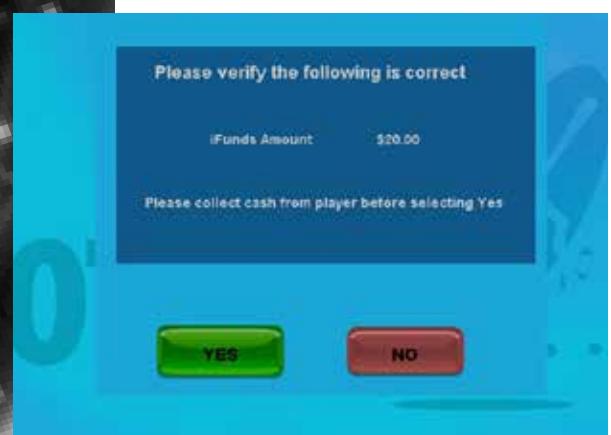
2. Select an amount shown (\$5, \$10, \$20 or \$50) or manually enter the desired amount up to \$200.



When manually entering the desired amount **ONLY** enter the whole dollar amount, the system will automatically add the .00!

3. Select NEXT

4. The Confirmation Screen will appear;
Verify Purchase amount!



5. 'Successful Purchase' screen will appear, give iGift voucher to player.

Note: iGIFT can be canceled, but for only 5 minutes after purchase.

Please verify purchase before selecting 'YES'!



3. Select an amount shown (\$5, \$10, \$20 or \$50) or manually enter the desired amount.



When manually entering the desired amount **ONLY** enter the whole dollar amount, the system will automatically add the .00!

NOTE: Online players are limited in the amount of funds they can deposit at any given time. This screen will indicate the max amount the player can purchase. An error message will indicate if the desired purchase is over this amount.

4. Select NEXT

5. The Confirmation Screen will appear;



Note: iFUNDS CANNOT be canceled!

Please verify purchase before selecting YES!

6. Successful Purchase screen will appear, give receipt to player.

Player Card can be printed or shown as a bar code via the player's phone from the website or mobile app.

Once the card has been scanned, no other transaction can happen until iFunds has been completed.



**ATTRACTING
NEW
PLAYERS!**



FREQUENTLY ASKED QUESTIONS

WHY SELL ON THE INTERNET?

Internet sales allows us to reach new players. Kentucky's experience has shown having multiple ways to purchase tickets increases sales for retailers and the Lottery.

WILL THIS REDUCE SALES AT MY STORE?

Since Kentucky started selling online in 2016, retail sales continue to rise. Retail sales have grown 17% over the past four years.

WHAT GAMES ARE OFFERED ONLINE?

Powerball, Mega Millions, Kentucky Cash Ball 225, Lucky for Life and Keno are all available online. Pick 3 and Pick 4 will be added in 2021. We also offer Instant Play games from 50¢ - \$20.

BASICS OF PLAYING ONLINE

To purchase online tickets via the Internet a player must have successfully completed the process for registering for an account or updating an existing account; have his or her identity verified; have sufficient funds in the account to make the purchase; have a valid Kentucky address, and be physically located in Kentucky at the time of purchase.

Players can go to kylottery.com to create a Fun Club account.

- Purchase an iGift or iFunds at any participating Lottery Retail location.
- ACH transfer from a bank account.
- A credit or debit card.
- Via their PayPal account

Players can then use the money in their account to purchase lottery tickets.

Draw Game Tickets

The draw game tickets they purchase will be virtual tickets, meaning they will not have a physical ticket. They are however just like tickets bought in your store, good for a specific game and draw with all the current add on features such as Power Play, and Megaplier.

Instant Play Games

The instant play games are similar to our current scratch-off tickets, but may offer different features.

Prize Payment

Unlike prizes that are redeemed at your retail location, prizes won of \$600 or less by iLottery players will be automatically added to their account.

FUNDING PLAYER'S ONLINE ACCOUNTS AT RETAIL

Players can purchase an iGift or iFund in your store to fund their online account.



You earn 5% of the sale when online players choose to fund their account through you!



iGift gives your customers the ability to buy a voucher, like a gift card to use for their online account or give as a gift.

This is not connected directly to a players account, but will be added by simply entering the voucher code in the players Fun Club account.



iFunds allows an online player to add monies directly to their account from your retail location.

Unlike the iGift, they DO NOT have to enter a voucher code once they get home, the money automatically goes into their account.

WHAT WOULD MOTIVATE PLAYERS TO PURCHASE AT MY STORE?

Since launch, we have found that there are players who prefer to keep their lottery purchases in cash and want to fund via iFunds and iGifts. In addition, typically annually, the Kentucky Lottery runs an exclusive promotion that provides players an incentive to fund via iFunds and iGifts. The specifics of this promotion will differ, and when running, can be found at kylottery.com/promotions.

DOES THIS WORK LIKE OTHER LOTTERY PROMOTIONS?

NO, with other lottery promotions the 'free' or additional product is supplied by you and you are given credit for the product.

With online promotions players will fund their accounts through you. Once they enter the code (if using iGift) or complete the purchase using their player card and iFunds the additional monies will automatically be added to their account.

WHAT IS A PLAYER CARD?

A player card is a card the player has that allows you to scan the bar code to link the iFunds purchase to their online account.

The card may be presented in two (2) forms;

- Printed card
- Bar code via the website or the Official Kentucky Lottery Mobile App.

The scanner at the bottom of your Altura screen, currently used to validate/activate tickets, will read this bar code and establish a link to the players account for immediate deposit of iFunds purchased.

WHAT IF THE BARCODE WON'T SCAN?

If the barcode won't scan, inform player of issue and offer to sell them an iGift instead.

Like coupons, there may be issues with barcodes that are printed on home computers.