



LET'S GET STARTED

Retailer applications generally take 6-8 weeks to process.
Once the application is approved, training is scheduled for your employees. New full-service
lottery retailers will agree to
start with a minimum of six Scratch-Off games.

APPLY TODAY



**Fueling Imagination.
Funding Education.**

**Kentucky Lottery Corporate
Office Hours**
Monday thru Friday
8:00am – 5:00pm

1011 West Main Street
Louisville, KY 40202
502-560-1500

The retailer hotline and IGT hotline
are available seven days a week
from 6:00am until midnight.

Retailer Hotline
800.937.8946

IGT Hotline
800.599.5686

SOMETHING FOR EVERYONE

The Kentucky Lottery offers a variety of games to appeal to any kind of player.

DRAW GAMES



SCRATCH-OFFS

kentucky's
Scratch-offs
Put a little more play in your day!

Players can choose from more than three-dozen exciting Scratch-off games with new options launching approximately every six weeks.

VENDING MACHINES

Kentucky Lottery vending machines make it easy for customers to purchase tickets without staff assistance. Vending machines are available for stores that meet certain sales criteria.



For complete details about all Kentucky Lottery games, visit kylottery.com.



RETAILER COMMISSION AND REVENUE ADVANTAGES

As a Kentucky Lottery retailer, you'll receive:



COMMISSION

on the sale of all lottery products

That translates to a \$1.50 commission per unit on our current best-selling game!



CASHING BONUS

for all tickets cashed at your store



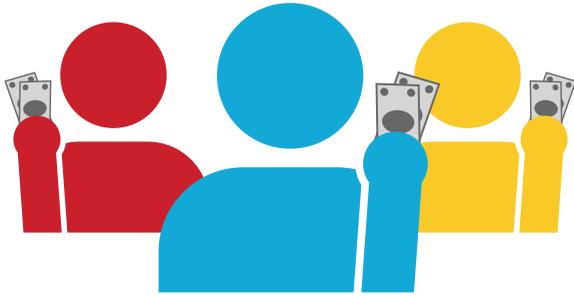
SELLING BONUS

for all validated tickets over \$600 sold from your store, including bonuses for games like Keno and the Powerball and Mega Millions jackpot games.

You will also be part of a quarterly retailer incentive program tied to your Scratch-Offs sales growth and in-store execution.

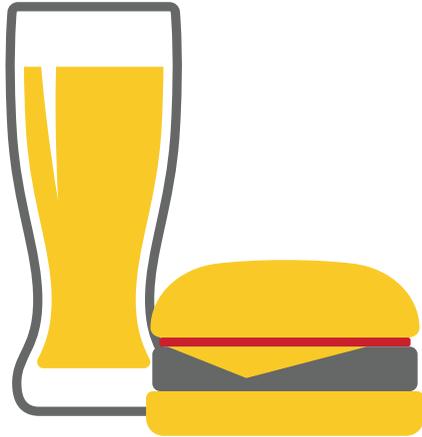


ADDITIONAL BENEFITS OF CARRYING LOTTERY PRODUCTS



INCREASED TRAFFIC AND SALES

A study by the National Association of Convenience Stores shows lottery customers spend \$7.00 per visit on average, whereas non-lottery customers spend only \$4.00.



INCREASED FOOD AND BEVERAGE SALES

Winners of games like Keno tend to spend more, as they are entertained by the drawings every four minutes. They also tend to share their winnings by purchasing food and beverages for the party and giving bigger tips to server staff.



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SUPPORT FROM THE KENTUCKY LOTTERY

The Kentucky Lottery provides free training on lottery games for you and your employees.

You'll receive free marketing materials and advertising support of our products to drive traffic to your location.

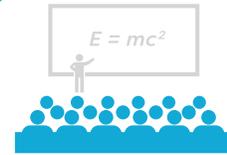


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1 out of 5
Kentucky citizens
have received grants or
scholarships funded by the
lottery

Being a Kentucky Lottery retailer is something to be proud of. Since 1989, the Kentucky Lottery has generated over \$5.4 billion for Kentucky students.



860,000
Kentucky college students have
benefitted from educational
assistance funding



2.59 million
grants and
scholarships have
been awarded

The Lottery Funds:

100%

of Kentucky Educational Excellence
Scholarships
(KEES)



95%

of Kentucky Higher Education
Assistance Authority
(KHEAA)

Lottery Proceeds Also Benefit:

COLLEGE ACCESS PROGRAM (CAP) GRANTS
DUAL CREDIT SCHOLARSHIP PROGRAM
WORK READY KENTUCKY SCHOLARSHIPS
KENTUCKY TUITION GRANTS

WHAT HAPPENS NEXT?

Equipment installation and training is coordinated once you're approved, typically within 5 days.

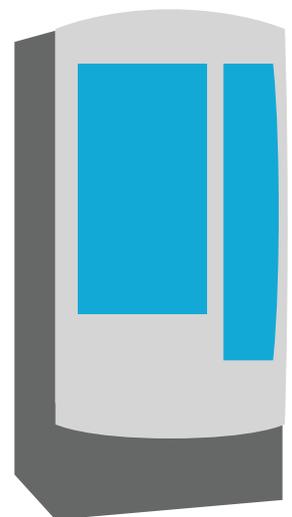
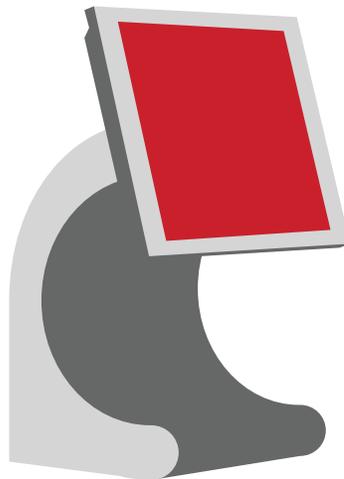
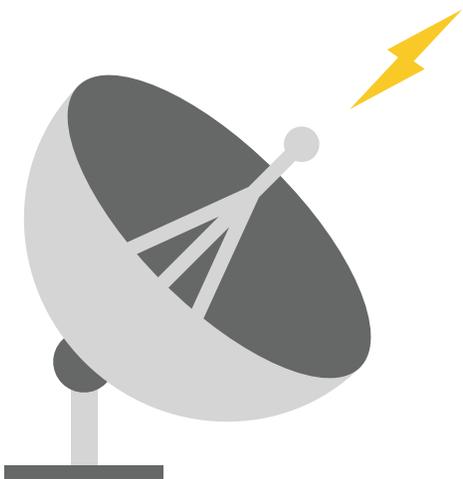
Typical Retailer Equipment Requirements Include:

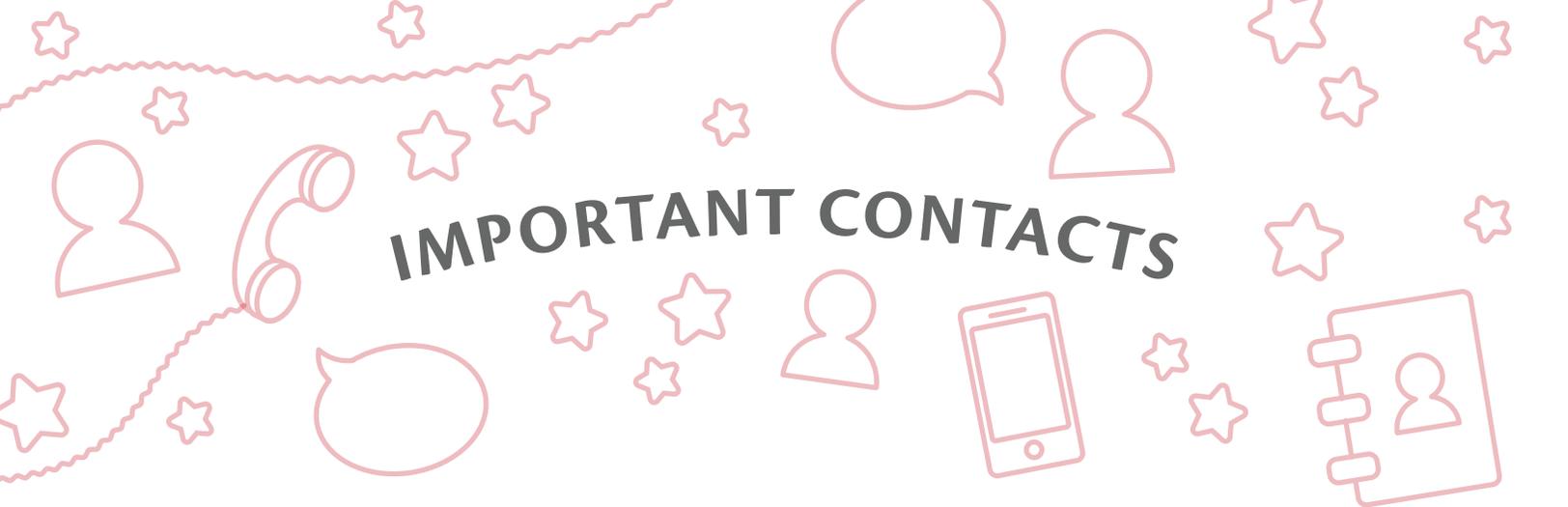
SATELLITE DISH

PROCESSOR

COUNTERTOP TOUCHSCREEN TERMINAL

PRINTER AND TICKET CHECKER





IMPORTANT CONTACTS

SCIENTIFIC GAMES (SCI GAMES)

1-833-306-5124

What does Sci Games do for the Kentucky Lottery?

Sci Games designs, produces and ships games sold by the Kentucky Lottery.

When should I contact Sci Games?

Contact Sci Games to order tickets or if you have issues with ticket orders, such as missing tickets or unreceived orders.

IGT

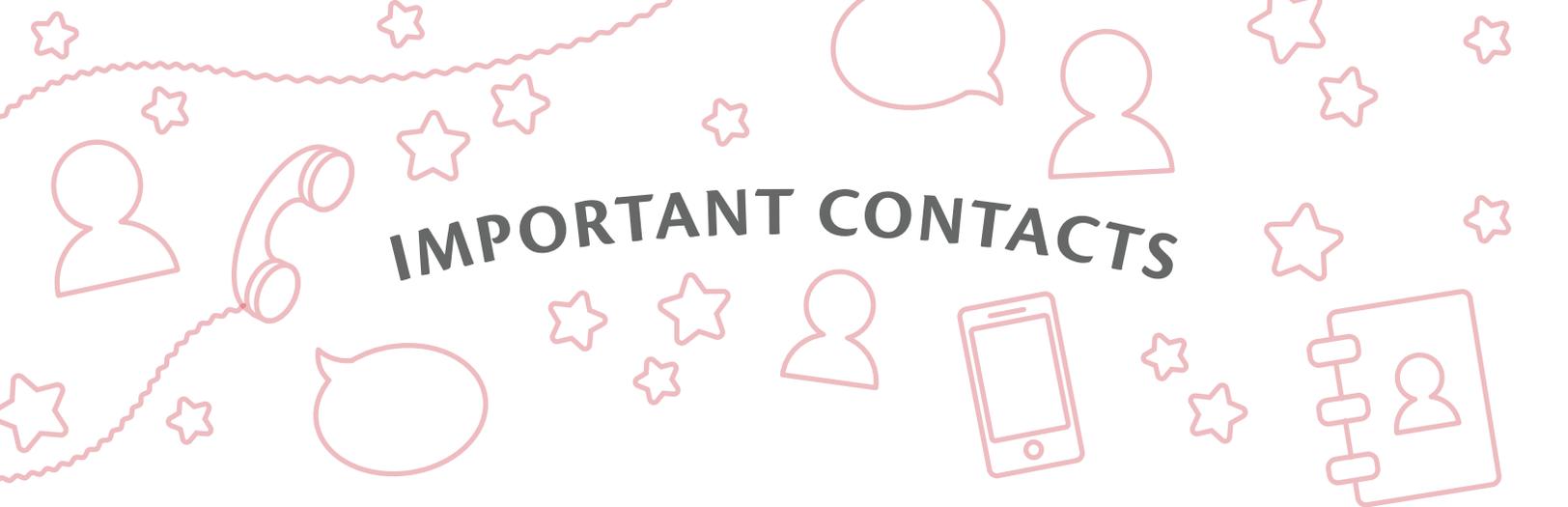
1-800-599-5686

What does IGT do for the Kentucky Lottery?

IGT makes lottery game machines and equipment, including terminals, ticket printers and game vending machines.

When should I contact IGT?

Contact IGT if you have any issues with equipment. You must also contact IGT to order supplies like paper or play slips.



IMPORTANT CONTACTS

RETAILER HOTLINE

1-800-937-8946

When should I call the Retailer Hotline?

Call the Retailer Hotline with billing issues, validation issues or general questions.

KENTUCKY LOTTERY SECURITY

502-560-1804

REPORT STOLEN TICKETS 24/7

502-560-1910

When should I call Kentucky Lottery Retailer Security?

- If you're missing packs of tickets – either from a new shipment or after the tickets have been in your store.
- If you find extra packs of tickets in a shipment.
- If you suspect or discover employee theft of lottery tickets.
- If you suspect or discover a non-employee, external theft of lottery tickets.
- In the case of a burglary that involves the lottery.
- If you receive an error message when activating a pack.
- If you receive an error message when validating that says, "Contact Lottery."



HELPFUL TIPS OVERVIEW

For a comprehensive list of Helpful Tips, including examples of Specific Promotions listed below, visit kylottery.com/apps/retailers

PRIZE DEFINITIONS

Free Ticket — Awards a free lottery product, such as a Pick 3 ticket. The free ticket may be for multiple boards and valid for more than one draw. All free tickets are Quick Picks.

Printed/Mobile Coupons — These coupons come in a variety of shapes and sizes and can be either printed on paper or presented on a mobile device screen. Some may even look homemade if printed on a home computer. All of these have a 16-digit bar validation code.

Terminal Coupons — These are produced on your terminal and can happen if we are doing a promotion such as, buy \$5 of Powerball tickets and receive a coupon for a \$1 Cash Ball ticket on your next visit. All terminal coupons have a 19-digit bar code.

All coupons have unique validation numbers and barcodes that allow them to be validated through your lottery terminal.

PROMOTION TYPES

Buy X, Get Y – Awards a free ticket, discount, coupon, voucher, or raffle ticket to customers who buy a specified ticket.

Every Nth Ticket – Awards a prize to customers who buy a specified ticket that happens to be the Nth ticket purchased at a terminal.

Coupon – Allows a customer to redeem a coupon that was awarded as the prize for another promotion.



HELPFUL TIPS OVERVIEW

SPECIFIC PROMOTIONS

Second-Chance Drawing

PROMOTION DEFINITION:

Second chance drawing using non-winning Lottery tickets to offer the customer a second chance to win a prize. These types of drawings help build customer loyalty.

Ask for the Sale

PROMOTION DEFINITION:

The object of this promotion is to ask every customer to purchase a Lottery ticket. It gives the retailer an opportunity to increase awareness and purchases of Lottery tickets.

Coupon Redemption

PROMOTION DEFINITION:

Coupons have been used successfully to promote many different products and customers are very familiar with coupon usage. This promotion is designed to increase store traffic.

Free with Purchase

PROMOTION DEFINITION:

A free Lottery ticket or premium item is used in this promotion to provide an incentive to purchase a product. The concept is simple: the customer purchases a product and receives a free Lottery ticket, premium item, a combination of both, or a certain dollar amount of products.



FREQUENTLY ASKED QUESTIONS

What does it mean when the terminal says, “Retrying Transaction”?

This may be a communication issue. Please contact IGT at 1-800-599-5686.

I have a pack of tickets that I didn’t activate and the game has ended. How do I get credit for those tickets?

Please call 1-800-937-8946. Your sales representative will be contacted and asked to pick up the tickets for review of credit to your account.

What do I do if I cannot run my billing report?

Contact the Kentucky Lottery Accounting department at 1-800-937-8946 and select option 2.

Who does the maintenance work on the “Check-a-Ticket” machines?

IGT. You can reach them at 1-800-599-5686.

How many times can I scan a non-winning ticket before I’m shut down?

For security reasons, the terminals do not have a set amount of tries.

What if I am having trouble scanning tickets?

Please call 1-800-599-5686.

What does it mean when the terminal says, “No Traffic”?

It means the phone lines are down. Contact IGT at 1-800-599-5686.

What does it mean when the terminal says, “System Suppressed”?

It may be an accounting issue. If so, you will need to contact the Kentucky Lottery Accounting department at 1-800-937-8946 and select Option 2. However, it may be that you have scanned too many non-winning lottery tickets and needs to be reset.

What happens when the top prize of a game is claimed?

Tickets may continue to be sold after some prizes, including all top prizes, have been claimed.

How do I find out what prizes are remaining in a Scratch-off game?

Remaining prizes for each Scratch-off game can be found on our website, kylottery.com or printed from your Altura terminal as a Prizes Remaining report.



FREQUENTLY ASKED QUESTIONS

For a comprehensive list of FAQs, visit kylottery.com/apps/retailers.

What online games can be canceled?

Pick 3, Pick 4, Cash Ball, and Keno tickets can be canceled.

What does it mean when the terminal says, "System Problems, Contact Lottery"?

This may be a result of system issues. Please contact IGT at 1-800-599-5686.

I need to place a ticket order after 4:00 PM or on the weekend. Can I still place an order?

Please call 1-833-306-5124. You will be prompted to leave a message, and your order will be placed on the next business day.

Why can I not activate a pack of tickets?

There is a chance that the game may be past the activation date, or the pack wasn't assigned to your store. If that pack of tickets is past the activation date, your external rep can pick them up and give you credit. If the pack wasn't assigned to you, call the Retailer Hotline at 1-800-937-8946 for assistance.

- If the terminal says, "Tickets not issued, contact Lottery," this means the tickets are not assigned to your store. Call the Retailer Hotline at 1-800-937-8946 for assistance.

- If the terminal says, "Game Not Found, Contact Lottery," this means the game is no longer in the system. It may be an old game that has ended or a new game that has not yet started. Call the Retailer Hotline at 1-800-937-8946 for assistance.

Who do I call when I am having problems with my vending machine?

Call IGT 1-800-599-5686.

Can I order supplies through my terminal?

No. To order supplies, you should call 1-800-599-5686.

My printer jammed and I didn't get all of the tickets. What should I do?

Press the reprint key and select reprint last online transaction. This will reprint the last ticket produced. If some of the tickets can still be sold, sell the player the tickets. Any tickets that are damaged should be attached with the reprint and an online adjustment form should be filled out and mailed to the lottery.

I need to get a ticket validated. What number do I call?

Call the Retailer Hotline at 1-800-937-8946 and select option 3.