First to Win - #1081

Play Style: Find
Features: 5X Multiplier

SELLING POINTS
• Win Up To $35,000!
• Take a Walk Down Memory Lane With These Throwbacks!
• Win Up To 5 Times Your Prize!

<table>
<thead>
<tr>
<th>Cost Per Pack</th>
<th>Tickets/ Pack</th>
<th>UPC</th>
<th>Top Prize</th>
<th>Overall Odds</th>
<th>Prize Payout</th>
<th>Low End $/Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>$232.50</td>
<td>50</td>
<td>7-91157-01081-2</td>
<td>$35,000</td>
<td>3.85</td>
<td>68.4%</td>
<td>$100</td>
</tr>
</tbody>
</table>

Big 7s - #1079

Play Style: Match Find
Features: 5X Multiplier

SELLING POINTS
• Brand New Looks for a Solid Seller!
• Fun New Themes, and a Special Licensed One TOO!
• Win Up To 5 Times Your Prize!
• Over $4 Million in Prizes

<table>
<thead>
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<th>Top Prize</th>
<th>Overall Odds</th>
<th>Prize Payout</th>
<th>Low End $/Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>$232.50</td>
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<td>7-91157-01079-9</td>
<td>$35,000</td>
<td>4.34</td>
<td>68.0%</td>
<td>$101</td>
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</tbody>
</table>

21 Tripler / 7-11-21 - #1055

Play Style: Cards/Gaming
Features: Tripler

SELLING POINTS
• Win Up To $1,000!
• Chance to Triple Your Prize!
• Each Half of the Game Has a Different Play Style

<table>
<thead>
<tr>
<th>Cost Per Pack</th>
<th>Tickets/ Pack</th>
<th>UPC</th>
<th>Top Prize</th>
<th>Overall Odds</th>
<th>Prize Payout</th>
<th>Low End $/Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>$186.00</td>
<td>100</td>
<td>7-91157-01055-3</td>
<td>$2,100</td>
<td>4.17</td>
<td>64.04%</td>
<td>$114</td>
</tr>
</tbody>
</table>

Pun Hundreds - #1082

Play Style: Find/Pair
Features: Doubler

SELLING POINTS
• Win Up To $100!
• Four Fun Games, The Names Will Make You Laugh!
• Chance to Double Your Prize!

<table>
<thead>
<tr>
<th>Cost Per Pack</th>
<th>Tickets/ Pack</th>
<th>UPC</th>
<th>Top Prize</th>
<th>Overall Odds</th>
<th>Prize Payout</th>
<th>Low End $/Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>$186.00</td>
<td>200</td>
<td>7-91157-01082-9</td>
<td>$100</td>
<td>5.09</td>
<td>61.1%</td>
<td>$114</td>
</tr>
</tbody>
</table>
As we approach the Lottery’s anniversary on January 9th, we would like to take this time to thank you, our retailers, for an incredible 35 years. Our mission to operate responsibly and with the highest standards of integrity and security has helped to provide a continued revenue stream for programs that benefit the citizens of our great state, and would not be possible without your help and continued partnership.

Through this partnership, we have been able to generate nearly $10.9 billion in proceeds for the State of West Virginia, which are all used in a variety of ways to improve the quality of life for West Virginians.

In 35 years, we have seen tremendous success and have been able to provide numerous services, events, and assistance as we find ways to benefit not only our citizens and economy, but our state itself. We have been able to transfer funds to help our young minds attend college and several other improvements to our education system and infrastructures, provide assistance for our seniors and veterans, and aide in projects and improvements for our tourism industry. None of this would be possible without your help and your allegiance.

Thank you. Here’s to 35 more!

Call IGT to order tickets at 888-WV-PLAYS!
wvlottery.com (987-5297)

* Limited Stock Game
KNOW YOUR REP

CONGRATULATIONS ON YOUR RETIREMENT!

Name: Roger Hupp
Territory: Wheeling and surrounding areas.
32 years working with the Lottery.

Q: What is your favorite thing about working with the Lottery, retailers and customers?
A: I really love my job! There is always something new and exciting. I might go on the same routes, but each time is different. It’s always been a fun, enjoyable job.

Q: What has been your favorite Lottery game? (The one you wish you could play, but can’t so you tell all your friends about.)
A: Lucky Dog was one of the most memorable games, it was very popular. Each time the game came out people would get excited. It created a lot of buzz with retailers and customers.

Q: What is your favorite Lottery memory?
A: There has been so many good memories. I would say my favorite Lottery memory is the very first BIG draw game winner we had. They won the largest jackpot for our state and the excitement and buzz everywhere you went was really fun! Retailers and customers were very excited!

Q: Tell us about yourself: What are your favorite activities and hobbies?
A: I have lived in the Wheeling area all my life and been involved in the community all my life. From participating in JC to the Lions Club, I love staying involved. I have been with the Lottery a little over 32 years and seen the many changes through the years. I also love to golf, and will have a little bit more time to for that soon.

Thank you Roger, for 32 years of service with the WV Lottery!

TOP INSTANT SALES RETAILERS (SEPT. 2020)

1. Par Mar Oil #115 .................................. Charleston
2. Par Mar Oil #116 .................................. Charleston
3. Mountaineer Mart .................................. Oak Hill
4. One Stop #8101 .................................. South Charleston
5. Sheetz #585 ........................................ South Charleston
6. Par Mar #84 ...................................... Elkins
7. Sheetz #234 ....................................... Weirton
8. Sheetz #155 ....................................... Martinsburg
9. Sheetz #482 ....................................... Beckley
10. Quick Check ..................................... Oak Hill

ACCEPTABLE FORMS OF PAYMENT

We wanted to remind you that debit card and cash are acceptable forms of payment for WV Lottery products.

When paying out prizes, acceptable forms of payment for prizes under $600 are check, money order, or cash. Please make sure the customer is aware of any payment other than cash BEFORE you cash the ticket, to assure the customer is satisfied. If the prize payout is over $600, they will need to follow the instructions for submitting a ticket for payment from the lottery.
35TH BLOWOUT COLLECT ‘N WIN
January 9th to April 27th, 2021
The fun and excitement continues with four monthly drawings and chances to win up to $100,000!

We are celebrating 35 years of the West Virginia Lottery with a second chance promotion with prizes totaling over $1.3 Million! Because customers give to help seniors, education and tourism by playing, we are giving back to celebrate! We are having a prize blowout with monthly drawings and a grand prize drawing that includes five winners of $100,000 each!

Customers enter non-winning FIRST TO WIN and JACKPOT Family tickets between January 9th, 2021 and April 27th, 2021 to collect the symbols on cards for chances to win cash prizes. Symbols will be awarded based on how much qualifying tickets cost – two symbols for a $1 ticket all the way up to 10 symbols for a $20 ticket!

Customers can only win once for all three monthly drawings, but everyone is back in the game for the Grand Prize Drawing. Entry deadlines are at 11:59 PM on Tuesdays: January 26th, February 23rd, March 30th, and April 27th.

Customers will be able to log in to the WV Collect ‘N Win app or visit our website to enter tickets!

NEW
1040 $10
1074 $10
1066 $5
1077 $20

NEW
1081 $5
1067 $5
1079 $5
1068 $5

NEW
1055 $2
1076 $3
1072 $3
1050 $5

NEW
1082 $1
1070 $1
1049 $2
1069 $2

TIPS & TRICKS
Start the new year on the right foot to better Lottery sales
Want to kick the year off with your best foot forward in Lottery sales? We have just a few simple tips for you to follow that have dramatically improved Lottery sales for many retailers.
1. Keep the area around your bins and/or machine clear. Having a clear view of the product encourages sales.
2. Keep your bins full at all times and stocked with the most current games. Please see our bin layouts for recommendations.
3. Post your winners. Customers want to see that they, or others, have won at your location.
4. Asking if the customer would like a scratch-off or draw game ticket with their purchase is an easy way to remind people and often will result in a sale.
5. Activate new games: don’t wait, activate! Take a few moments each day to make sure your Lottery products are looking their best and with every customer...Ask for the sale!

UPCOMING INSTANT TICKETS
1066
$10
1074
$10
1065
$10
1066
$5

Games Launch January 26, 2021

Call IGT to order tickets at 888-WV-PLAYS!
(987-5297) wvlottery.com
Call IGT to order tickets at 888-WV-PLAYS!
16-BIN PLANOGRAM
January 2021

OR

Call IGT to order tickets at 888-WV-PLAYS!

RETURN GAMES (12/31/20 – 1/29/21)

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com (987-5297)