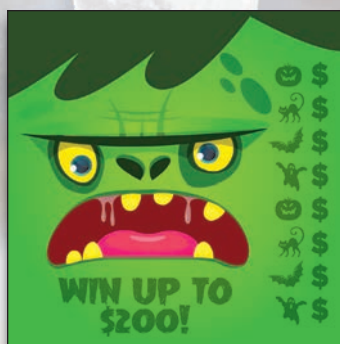


Game Menu

September 2020



- Multiplier in Each Game!
- Something Fun for Anyone!
- Pick Your Vibe - Scary, Spooky, or Retro!

PICK YOUR OWN TREAT!

\$5 - Wicked / Tis The Season #1062
UPC: 7-91157-01062-1

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$500
Overall Odds	Prize Payout	Low End \$\$/Pack
3.86	69.5%	\$130



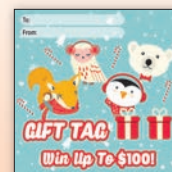
\$2 - Spooky / Jolly #1063
UPC: 7-91157-01063-8

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	100	\$200
Overall Odds	Prize Payout	Low End \$\$/Pack
4.31	65.5%	\$117



\$1 - Midnight Money / Gift Tag #1064
UPC: 7-91157-01064-5

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	200	\$100
Overall Odds	Prize Payout	Low End \$\$/Pack
4.76	61.5%	\$120

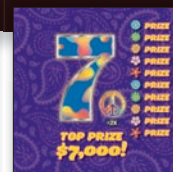
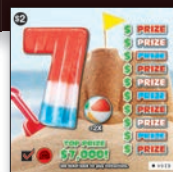


\$2 Sevens - #1069

Play Style: Find
Features: Doubler

SELLING POINTS

- Win Up To \$7,000!
- New Number and Look for the Popular 7's
- Fun Seasonal Themes in the Mix
- Reveal the Special Symbol and Win 2X Instantly!



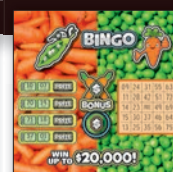
Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$186.00	100	7-91157-01069-0	\$7,000	4.98	64.0%	\$117

\$3 Together Bingo - #1072

Play Style: Bingo
Features: Instant Win

SELLING POINTS

- Win Up To \$20,000!
- Three Ways to Win; Cards, Instant, and Bonus!
- Fun and Bingo Go Together Like X's and O's
- Two Fun Looks Coming After This One



Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$223.20	80	7-91157-01072-0	\$20,000	4.47	66.0%	\$117

Find us on social media





INSTANT TICKET ORDER SHEET

September 2020

\$20



1060



1039



0991

\$5

NEW



1062



1050



1067



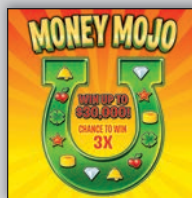
1057



1061



1052 *



1054



1046



1026 *



1028



1030 *

\$10



1065



1056



1071



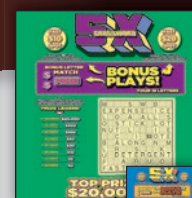
1040

\$3

NEW



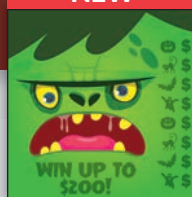
1072



1053

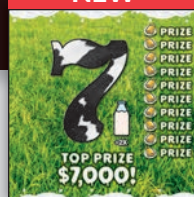
\$2

NEW



1063

NEW



1069



1058



1049



1038 *

\$1

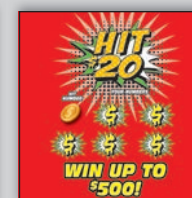
NEW



1064



1070



1059

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

wvlottery.com

(987-5297)

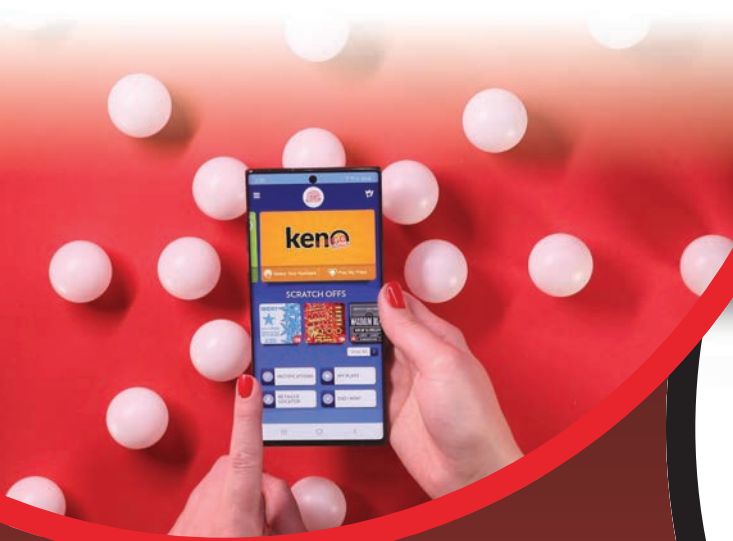
* Limited Stock Game

NEW LOOK FOR TELEVISION ADS

You may have noticed an animated television ad or two (for our mobile convenience app and Keno Go with Bonus.) The Lottery has had to think outside the box and take the safety and the health of everyone into account. So we have some new and exciting ads in the works! We will be using animation, including stop-motion, in upcoming game pushes and to inform players what good causes lottery dollars assist.

So be sure to have tickets on hand as we work to bring more customers your way!

keno
GO
BONUS



HOLIDAYS ARE COMING!

If you are like us, it's hard to remember what day it is, let alone that HALLOWEEN is just a few months away followed by Christmas and Hanukkah shortly after! But we have a little fun to add to the seasons this year. Be sure to have the holiday tickets in stock and in your bins for players so they can "pick their own treat" through Halloween!

Then before the cobwebs are even cleared away, in comes the snow and ho, ho, hos.

TIPS & TRICKS

FIFO – First In, First Out

The Lottery issues tickets from our warehouse in numerical order as they are picked and shipped. This is an extra step to add to the random distribution of prizes throughout the State. So you may notice you receive pack numbers that are sequential if you order more than a single pack of a game.

We are working hard to make sure you have enough stock at your location to serve your customers and, with stock, comes a bit of housekeeping. Please be sure to always use the lowest numbered pack of game first as this helps us with our calculations to ensure no packs are missing or lost. FIFO helps us know.



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UPCOMING INSTANT TICKETS

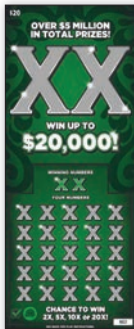
Est. Start: 9/29/20



\$20 - XX #1077

UPC: 7-91157-01077-5

Cost/Pack	Tickets/Pack	Top Prize
\$372.0	20	\$20,000
Overall Odds	Prize Payout	Low End \$\$/Pack
5.55	71.3%	\$190



Est. Start: 9/29/20



\$5 - Queen of Hearts Poker/Black Dice #1068

UPC: 7-91157-01068-3

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$10,000
Overall Odds	Prize Payout	Low End \$\$/Pack
6.55	68.1%	\$90

Est. Start: 9/29/20



\$5 - Viva Las Keno #1066

UPC: 7-91157-01066-9

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$50,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.35	68.5%	\$100

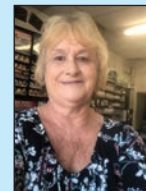


RETAILER SPOTLIGHT

Manager: Sarah Tremblay

Location: QUICK CHECK

City: Oak Hill



Q: How long have you/your location been selling Lottery?

A: I have been the manager of this location for 30 years and it has been Quick Check for 20 years.

Q: Your establishment is in the top rankings for Lottery sales, what do you think is the contributing factor(s)?

A: We love our customers and many are repeat customers! We tell them we are #1 in the county and one of the top in sales for the state. We keep 32 bins full always, never any empty bins and we keep newest games at the top. It is what our customers expect from us. When we have a big winner of \$100 or more we display the winning ticket on a board. It helps when other customers are checking out, who aren't buying lottery, to see it, which encourages them to buy. Sarah the manager looks at top prizes claimed weekly for each game and then talks about it along with suggested sales to each customer. It is rare for them to say no when we suggest the sale. Also when customers see a winner in store to be cashed, they get excited and will buy. We love to see them smile!

Q: When you hire a new employee, what do you train them on to do well in selling Lottery?

A: We have them observe and we play it like a game in training/teaching and asking questions. Before they are by themselves, the new employee will have to know lottery, how to sell draw and instant products, and to know how to solve problems. We train them to be alert and to have fun with it.

Q: What is your best practice tip for great sales and happy lottery customers?

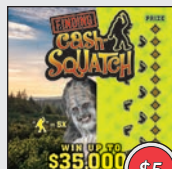
A: My biggest sales tip is to keep your bins full and visible. Suggested selling is also a big thing to get folks to purchase, even with their change, for a sale like \$1 tickets.

Q: What is your favorite thing about selling Lottery?

A: Watching people win! I love the smiles and to hear the stories.

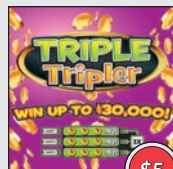
QUICK CHECK in Oak Hill was ranked 16th in overall lottery sales statewide in fiscal 2019, with over \$420,000 in total sales.

LIMITED STOCK GAMES



1052

\$5



1026

\$5



1030

\$5



1038

\$2

TOP INSTANT SALES RETAILERS (MAY 2020)

1. ONE STOP #8101 SOUTH CHARLESTON
2. SHEETZ #585 SOUTH CHARLESTON
3. PAR MAR #84 ELKINS
4. PAR MAR OIL #116 CHARLESTON
5. PAR MAR OIL #115 CHARLESTON
6. SHEETZ #234 WEIRTON
7. SHEETZ #155 MARTINSBURG
8. ONE STOP #8133 SOPHIA
9. SHEETZ #220 MARTINSBURG
10. LITTLE GENERAL #2390 BECKLEY

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24-BIN PLANOGRAM

September 2020



20-BIN PLANOGRAM

September 2020



1060



0991



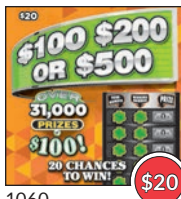
1039



1071



1039 OR 0991



1060



1065



1040



1056



1040



1065



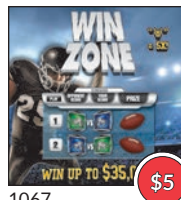
1028



1056



1061



1067



1057



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1028



1050



1046



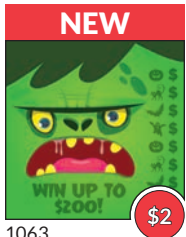
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1050



1053



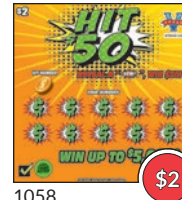
1063



1053



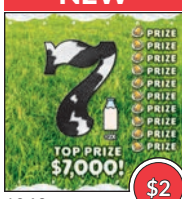
1072



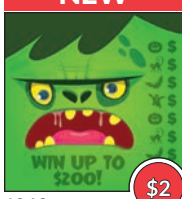
1058



1058



1069



1063



1072



1059



1070



1064



1049



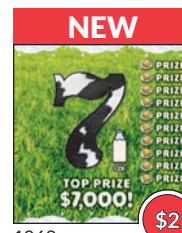
1064



1070



1049



1069

RETURN GAMES (9/1/20 - 9/30/20)



1014



1041



1051

RETURN GAMES (9/1/20 - 9/30/20)



1014



1041



1051

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16-BIN PLANOGRAM

September 2020



12-BIN PLANOGRAM

September 2020

\$100 \$200 OR \$500
31,000 PRIZES
\$100!
20 CHANCES TO WIN!

1060

OR

POWER 10X
WIN UP TO \$50,000

1040

HIT 200
SUPER PRIZES FROM \$50 TO \$50,000

1056

MONEY BAGS
WIN UP TO \$5,000
CHANCE TO WIN FOR LIFE: \$10
OVER \$2.8 MILLION
\$40 TO \$5,000 PRIZES

1065

KENO CUBES
WIN UP TO \$5,000

1028

HIT 200
SUPER PRIZES FROM \$50 TO \$50,000

1056

LOADED WITH \$50 AND \$100 PRIZES!
\$50 OR \$100
OVER \$2.1 MILLION IN TOTAL PRIZES

1071

KENO CUBES
WIN UP TO \$5,000

1028

\$100 \$200 OR \$500
31,000 PRIZES
\$100!
20 CHANCES TO WIN!

1060

MONEY BAGS
WIN UP TO \$5,000
CHANCE TO WIN FOR LIFE: \$10
OVER \$2.8 MILLION
\$40 TO \$5,000 PRIZES

1065

CRYSTAL
WIN UP TO \$5,000

1061

Quick Line KENO
WIN UP TO \$5,000

1049

NEW
WICKEN
WIN UP TO \$500!
CHANCE TO WIN \$5K

1062

WIN ZONE
WIN UP TO \$35,000

1067

CRYSTAL
WIN UP TO \$5,000

1061

HIT 100
STEADY PRIZES FROM \$10 TO \$25,000

1057

NEW
WICKEN
WIN UP TO \$500!
CHANCE TO WIN \$5K

1062

WIN ZONE
WIN UP TO \$35,000

1067

HIT 100
STEADY PRIZES FROM \$10 TO \$25,000

1057

NEW
XO BINGO
WIN UP TO \$20,000

1072

NEW
MONSTER
WIN UP TO \$200!

1063

EX
BONUS PLAYS
WIN UP TO \$20,000

1053

NEW
XO BINGO
WIN UP TO \$20,000

1072

CASH MONEY
WIN UP TO \$40,000

1050

NEW
MONSTER
WIN UP TO \$200!

1063

NEW
MIDNIGHT MONEY
WIN UP TO \$10,000

1064

"A" = 2X!
FAST
WIN UP TO \$2,000!

1070

NEW
7
TOP PRIZE \$7,000!

1069

NEW
MIDNIGHT MONEY
WIN UP TO \$10,000

1064

"A" = 2X!
FAST
WIN UP TO \$2,000!

1070

Quick Line KENO
WIN UP TO \$5,000

1049

NEW
7
TOP PRIZE \$7,000!

1069

RETURN GAMES (9/1/20 - 9/30/20)

LUCKY
WIN UP TO \$20,000!
LOADED WITH PRIZES \$50 TO \$20,000!
ALL PRIZES \$50 BONUS UP!

1014

POWER 5X
WIN UP TO \$30,000

1041

GARDEN GREEN
PRIZE PRIZE PRIZE PRIZE PRIZE
CHANCE TO WIN 2X!

1051

RETURN GAMES (9/1/20 - 9/30/20)

LUCKY
WIN UP TO \$20,000!
LOADED WITH PRIZES \$50 TO \$20,000!
ALL PRIZES \$50 BONUS UP!

1014

POWER 5X
WIN UP TO \$30,000

1041

GARDEN GREEN
PRIZE PRIZE PRIZE PRIZE PRIZE
CHANCE TO WIN 2X!

1051

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