

# JUMP-START

## POWERBALL® & MEGA MILLIONS SALES

*Breathe life back into the most valuable flagship games with a Pooling Ticket Option that creates more Multi-Millionaires and gives millions of inactive and core players an affordable way to get a lot more chances to win.*

### THE PROBLEM & THE SOLUTION

Three problems are driving the decline of the big National Games.

1. The difficult challenge of winning a significant prize
2. The small number of significant prize winners
3. The infrequency of winning experiences for the average player

Overcome these obstacles and we have a winning game again. Easier said than done? No. It's done. That is the value proposition of the pooling option which targets these issues head-on. A 10-Play Pooling Option gives players 10X as many chances to win, TRIPLES the total number of significant prize winners, and delivers to the players a winning experience every 2.5 drawings.

**The Pooling Ticket is comprised of two parts:** A REQUIRED purchase of at least 1 wholly-owned play, AND the pooling option: a 10% share of 10 more plays (PoolPlays™) for an additional \$2 (see illustration of Pooling Ticket). There is no discounting. Each play is paid for in full.

**The value of the Pooling Option is based on multiple research studies** including a 1400 player study by Crestwood Associates that concludes while players do want to play for the huge jackpot, a majority of them would also spend an extra \$2 for 10 more plays to win a 10% share of the same huge jackpot plus other great prizes. **Currently, however, there are NO options in Powerball or Mega Millions that target the millions of players, who are willing to pay extra for a share of the jackpot.**

The pooling option will provide players with the best of both worlds: playing for the BIG Jackpot while dramatically increasing their odds to win a life-changing prize plus other great prizes.

**The logic is simple:** Who wouldn't be happy to win \$2,000,000, \$5,000,000, or \$10,000,000? Whose life wouldn't be transformed by winning a Multi-Million Dollar Prize? Even 10% of the \$1,000,000 prize (\$100,000) would be a windfall. Additionally, like all plays, every play in the pool offers 9 ways to win. Thus, **the pooling ticket offers 10 more plays with 90 new ways to win for only \$2.**

It should be no surprise that research supports pooling to be a significant opportunity to grow sales by as much as 25%.

**Create More Millionaires from the Jackpot Prize Fund.** How? With the pooling option, the SAME fund can be used to create 10 New Multi-Million Dollar Prizes that are 10X easier to win. The money is already available. **Why not use it and make lots of Multi-Millionaires?**

**Technology is Key.** Pooling is a long established and proven way to play. It's as old as the games themselves, but pools are hard to find and difficult to assemble. Ask yourself - If you wanted to join a pool right now, where would you find it? The PoolingPLUS™ pooling technology brings the Horse &

Buggy office-pool process into the 21st Century, **making pooling as simple as buying a ticket** - always available, always anonymous, and a lot more exciting.

**The Pooling Ticket Option is a Local Offering.** As such, **it can be implemented by any state as a promotion** without requiring any game changes by any other state.



## THE POOLINGPLUS BENEFITS

1. **Significant Sales Increases.** Projected sales increase is 18% - 25% with 85% product awareness.
2. **Winner Awareness Grows Exponentially.** Increased winner awareness will come not only from jackpot wins, but from 2nd and 3rd prize wins as well. Winner Awareness will grow exponentially because each player in the pool has their own social media friends and work circles. Picture the ripple effect.
3. **Retention Increases.** Players get tired of seeing the same results and they look for different ways of playing to change things up. Adding a pooling option gives players a new way to add to their play. An example is in the Horse Race Industry. Win-Place-Show got boring, so they added the Exacta, Quinella, and Trifecta options for more layers of excitement.
4. **Pooling Introduces Visual Excitement and Significantly More Positive Playing Experiences.** For the same cost as a single play, players will see 10 more rows of plays on their ticket. They will also win 10X more often - winning every 2.5 drawings. And they will see more matching numbers and more "close calls," all of which adds up to a more positive playing experience.
5. **More Frequent Press and Media Attention. Imagine the positive media coverage when 10 New Multi-Millionaires are created overnight!** The industry will no longer have to wait for jackpots to reach \$500 Million before getting positive media coverage. TEN NEW \$20,000,000 Winners, for example, is news.
6. **RollOver™ Pools Add Value and New Winning Experiences.** When the prize won by the pool is less than \$10, each player's share is less than \$1. Each player's small cash winnings are "rolled over" into a new pool (RollOver Pool) consisting of one or more new PoolPlays. The retailer scans the winning ticket and a new ticket is automatically printed, making for a seamless payout. The research by Crestwood showed

"tremendous appeal" for RollOver pools. Players valued each PoolPlay almost on par with the regular \$2 play (See illustration of RollOver Pool with 2 PoolPlays).

7. **RollOver Pools Bring Players Back To the Point of Purchase.** Retailers will benefit as pooling winners return to pick up their RollOver Plays, providing the retailer with new sales opportunities.
8. **RollOver Pools provide the Lottery with the opportunity to create new surprise wins.** The number of PoolPlays included in the RollOver pools are based on the retail value, but the cost to the Lottery is half the retail value. This additional profit allows the Lottery to create instant surprise wins such as a Doubler Feature, where the plays are doubled. (See illustration of RollOver Pool with 2 Bonus PoolPlays).
9. **PoolPlays provide the Lottery with a New Marketing Platform.** The Lottery will be able to use PoolPlays as an inexpensive, but highly valued incentive for existing and new lottery programs. For example "Join the Lottery VIP Club and get 2 PoolPlays" or "Buy the \$10 Mega Scratcher and get 3 PoolPlays." In addition, new pooling promotions can be created such as 5-player pools, SantaPak™ pools for Christmas, PartyPak™ pools for special occasions, etc.



**The Pooling Option Reinvents Draw Games.** The Pooling option will become a permanent addition to the mix of lottery offerings throughout the country. Every traditional draw game can benefit. There is no downside to offering a pooling option, but there is substantial upside. Reinvigorate sales, reclaim lost players, and rebuild Lottery's most powerful flagship games. Unlock the power of Pooling to become the next big thing.

I look forward to discussing the pooling option with you.



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