

New LOTTO MAX Launch Preparation

Launch April 11, 2026



What Is It?

Starting April 11th, LOTTO MAX is getting even better—with a new Canadian record-breaking \$90 million jackpot limit, new \$100,000 prizes with every draw, and improved overall odds of winning. To bring these enhancements to life, the ticket price will increase by \$1.



BIGGER
Jackpots growing
up to \$90M



NEW
\$100,000 cash prizes
with every draw



IMPROVED
Odds of winning
any prize

When Is It?

Display New LOTTO MAX Launch Materials: After 7:30PM PT, April 10, 2026

New LOTTO MAX Tickets Available for Purchase: Saturday, April 11, 2026

New LOTTO MAX First Draw: Tuesday, April 14, 2026

New Game Enhancements

	CURRENT LOTTO MAX	NEW LOTTO MAX
KEY PRIZING	Jackpots from \$10M-\$80M + MAXMILLIONS	Jackpots from \$10M-\$90M + MAXMILLIONS + \$100K Prizes
MAIN JACKPOT ODDS	1 in ~33M	1 in ~33M
ODDS OVERALL	1 in 7	1 in 5.8
GAME MECHANICS	3 lines 7 numbers per line Numbers 1-50	4 lines 7 numbers per line Numbers 1-52
PRICE	\$5	\$6



Text or call Lottery Retail Support:
1-800-667-1649



New LOTTO MAX Launch Preparation

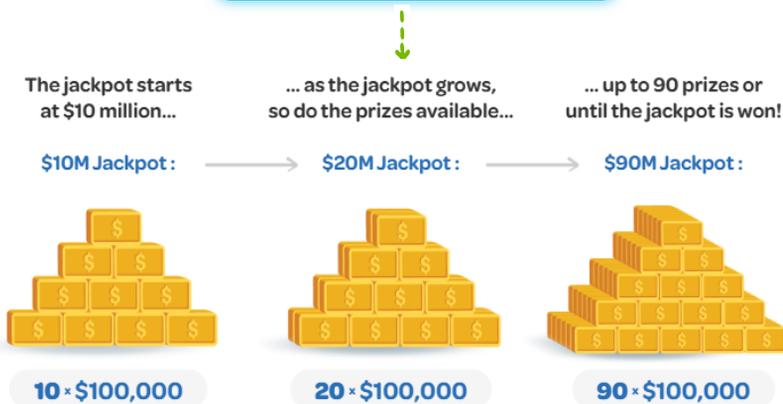
Launch April 11, 2026



New \$100,000 Prizes

- Every LOTTO MAX draw includes multiple \$100,000 prizes and the bigger the jackpot, the more prizes and chances to win!
- Each LOTTO MAX ticket includes four (4) sets of seven (7) numbers. Any one (1) of these sets must match all seven (7) numbers drawn in the separate \$100,000 draw, in order to win a prize.

For every \$1 million in the main jackpot,
a \$100,000 prize is added to the draw



Match all seven numbers on your ticket to win a prize
Each prize draws its own seven winning numbers!



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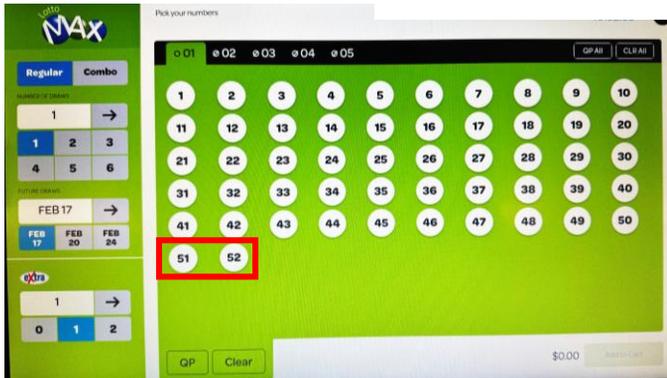
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New Additional Line of Play

For every \$6 play,
get **four sets** of numbers
between 1 - 52

That's one more set with the new
LOTTO MAX for an extra chance to win!



Regular – Pick Your Numbers



Combo – Pick Your Numbers

New 1-52 Matrix

- Choose numbers between 1-52
- Players can choose:
 - ✓ **Quick Pick** - 4 sets of numbers randomly generated
 - ✓ **Pick Your Own** first set of numbers & 3 sets will be randomly generated



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Quick Pick Packages

- Increase all price points to reflect \$6 LOTTO MAX
- **New Packages:** \$15 National Lottery, \$100 LOTTO MAX, \$120 Monthly
- **Updated:** \$25 LOTTO MAX package +Extra (Replaces \$20 package)
- **Discontinued:** \$10 LOTTO MAX/DAILY GRAND package

New Packages

\$15 <small>NEW</small> National Lottery Pack	\$100 <small>NEW</small> Lotto Max Pack	\$120 <small>MONTHLY</small> Monthly Pack
1 1 1 1 1 1	16 4 2 BONUS	8 8 8 8 8 8 \$49 6 BONUS for next draw

Retailer Guide

QUICK PICK PACKAGES

Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$8 Bundle	\$11 Big Jackpot Pack	\$15 <small>NEW</small> National Lottery Pack
1 1 1 1	1 1 1 1	1 1 1 1 1 1
\$22 Mega Pack	\$32 <small>WEEKLY</small> Weekly Pack	\$120 <small>MONTHLY</small> Monthly Pack
2 1 2 1 2	2 2 2 2 2 2	8 8 8 8 8 8 6 BONUS for next draw

*1 play per game for each upcoming draw.

Use your GameSense 19+

Retailer Guide

QUICK PICK PACKAGES

Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$14 Lotto Max Pack	\$25 Lotto Max Pack	\$48 Lotto Max Pack	\$100 <small>NEW</small> Lotto Max Pack
2 2	4 1	8 2 BONUS	16 4 2 BONUS
\$5 Mini Dip Pack	\$10 Double Dip Pack	\$15 Triple Dip Pack	
1 1 1	2 2 2	3 3 3	

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Lottery Terminal – What to Expect?

Lottery terminals will begin updating to the new LOTTO MAX after 7:30 PM PT on April 10, 2026.

As soon as the lottery terminal is updated, new LOTTO MAX sales may begin!



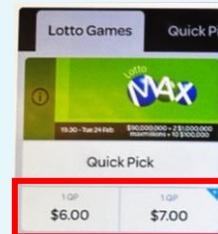
Action:

- If the lottery terminal has not been updated with new LOTTO MAX by the morning of April 11th, please complete a reboot.
- If the LOTTO MAX update does not appear on the lottery terminal after the reboot, please call Lottery Retail Support.

How can I tell if a lottery terminal has been updated?

There are several ways to determine if your lottery terminal has been updated with new LOTTO MAX:

- 1. Lotto Games Screen** will display updated pricing for Quick Pick
 - \$6.00 for 1 Quick Pick
 - \$7.00 for 1 Quick Pick +Extra



- 2. Pick Your Numbers Screen** will display the 1–52 matrix



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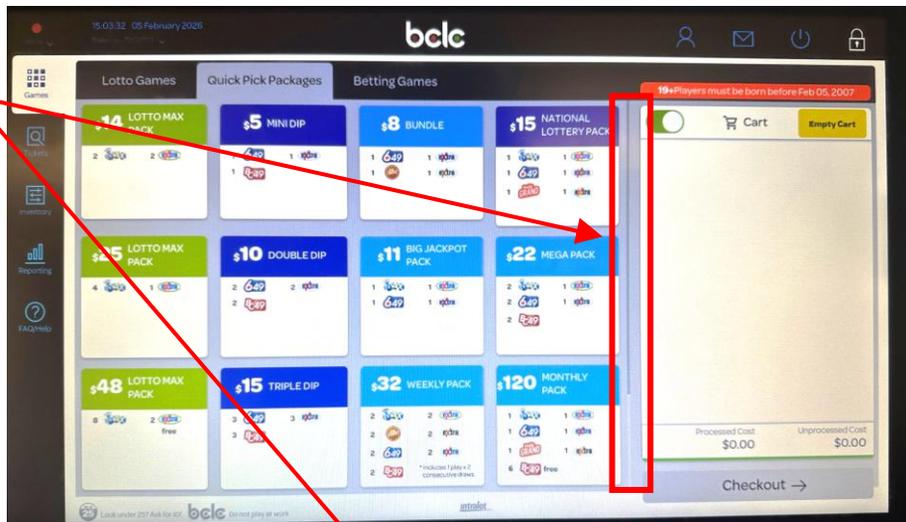
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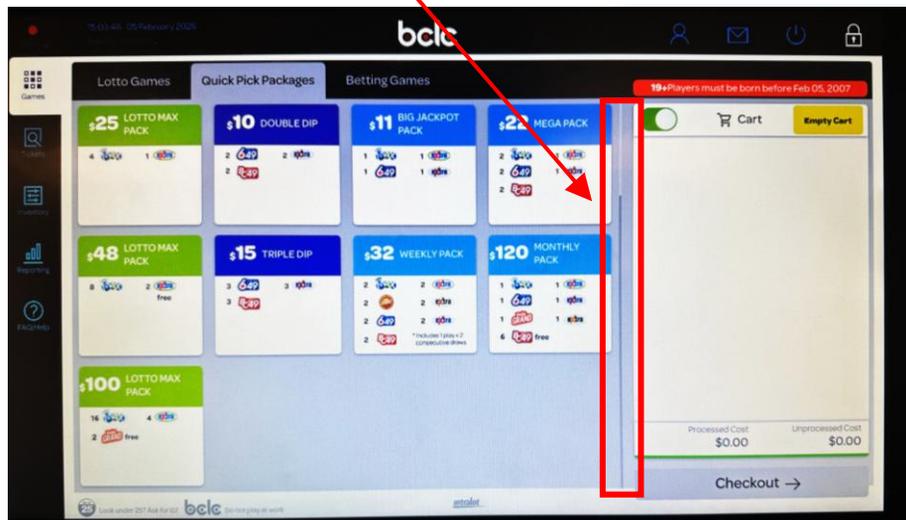
- Quick Pick Packages Screen** will display updated tiles, a new scroll bar, and new second page

New
Scroll bar



Quick Pick Packages Screen – Page 1

New
Second Page



Quick Pick Packages Screen – Page 2



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Launch Materials

Retailers should expect to receive launch materials — including marketing assets and new selection slips and/or purchase slips — **by Tuesday, April 7, 2026.**



Important:

- Launch materials may be delivered in multiple shipments.
- **April 7th** – If shipments have not been received, please contact Lottery Retail Support.
- Store launch materials in a safe place until **April 10th**.
- Display New LOTTO MAX launch materials **after 7:30PM PT on April 10th**.

How to identify if a shipment box contains LOTTO MAX launch materials?

- The exterior of shipment boxes containing LOTTO MAX launch materials will be clearly labeled.
- Individual new Selection Slip packs will be clearly labeled.

Label Example



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Marketing Support

Teaser: In-Market April 1–10, 2026

- Paid media across online video and social
- Retail presence on digital screens
- Key message: “Something More is Coming”

Launch: In-Market April 11–May 31, 2026

- Paid media across TV, online video, out-of-home, social, radio, display banners
- Hospitality and Retail network support across digital and print signage
- Educational content across PlayNow, social, and retailer hub
- Key message: “More chances to win with new \$100,000 prizes”



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When do the LOTTO MAX game enhancements take effect?

The enhancements take effect after 7:30 PM PT on Friday, April 10, 2026. Ticket sales for the new LOTTO MAX start on April 11, 2026. The first draw featuring the new game will be held on Tuesday, April 14, 2026.

Why make these changes?

BCLC is updating LOTTO MAX to give players more of what they've been asking for: Bigger jackpots and more chances to win.

The enhanced LOTTO MAX delivers both. The jackpot can now grow up to \$90 million, and every draw includes new \$100,000 prizes—with even more added as the jackpot grows.

Why is the price of a LOTTO MAX ticket increasing?

The price adjustment allows us to introduce exciting new features:

- The jackpot can now grow to \$90 million.
- New prizes of \$100,000 are included in every draw, with more added as the jackpot grows.
- Players now get 4 selections of 7 numbers, from 1 to 52, for \$6 per play.
- The overall odds of winning any prize have improved to approximately 1-in-5.8.

MAXMILLIONS remains unchanged—\$1 million prizes are still added once the jackpot reaches \$50 million or more .

Draws continue to take place on Tuesdays and Fridays.



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New LOTTO MAX

Frequently Asked Questions



Is this the first time the price of a LOTTO MAX ticket has increased?

Yes. LOTTO MAX has been \$5 for 3 selections since it launched in September 2009. This is the first price increase in over 15 years.

Why not add more MAXMILLIONS or \$100,000 prizes rather than raise the jackpot limit?

These updates deliver on what players want most: bigger jackpots and more secondary prizes.

What are \$100,000 prize draws?

\$100,000 prizes are new prizes added to every LOTTO MAX draw. Separate draws (different from the main jackpot and MAXMILLIONS draws) determines the 7 winning numbers for each \$100,000 prize.

How are the number of \$100,000 prizes determined?

The number of \$100,000 prizes are based on the size of the main jackpot.

A \$10 million jackpot will have 10 x \$100,000 prizes; \$20 million jackpot, will have 20 x \$100,000 prizes...up to a \$90 million jackpot, with 90 x \$100,000 prizes.

How will players be informed about how many \$100,000-prizes are available in a LOTTO MAX draw?

The number of \$100,000 prizes will be advertised along with the Jackpot in paid media Jackpot Ads, online on PlayNow & Lotto! Mobile App, as well as on DSN & PDU Jackpot Ads.

What happens if more than 1 ticket wins a \$100,000 prize?

As with the main jackpot, each additional \$100,000 prize drawn is equally shared among the winning tickets for that prize.



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New LOTTO MAX

Frequently Asked Questions



Why are the overall chances of winning better than before?

The overall odds of winning any prize are improved to approximately 1 in 5.8, due to the addition of a fourth selection for each play (instead of three).

The odds of winning a secondary prize vary by prize category.

Winning Selection	Per Play (one in:)
7/7	33,446,140
6/7 +	4,778,020
6/7	108,591
5/7 +	36,197
5/7	1,684
4/7 +	1,010
4/7	72.2
3/7 +	72.2
3/7	7.0
Any prize	5.8

What are the odds of winning the main jackpot?

The odds of winning the main jackpot are approximately 1 in 33 million.

What secondary prizes are available?

Secondary prizes are still in play when a player matches at least 3 of the 7 numbers from the main jackpot draw.

What are the odds of winning a \$1 million MAXMILLIONS prize or a \$100,000 additional prize?

For each play, the odds of winning a MAXMILLIONS prize or a \$100,000 additional prize are the same as the jackpot approximately 1 in 33 million.



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New LOTTO MAX

Frequently Asked Questions



Does LOTTO MAX offer any guaranteed prizes, like LOTTO 6/49 does?

No, LOTTO MAX does not offer any guaranteed prizes.

If the jackpot is not won on April 10, will it roll over to the next LOTTO MAX draw?

Yes. If the LOTTO MAX jackpot is not won on April 10, it will increase for the April 14 LOTTO MAX draw, plus new additional \$100,000 prizes will be added according to the new rules.

Can a LOTTO MAX Free Play from tickets purchased for draws on or before April 10, 2026, be redeemed for draws on or after April 14, 2026?

Yes. Free Plays won from tickets purchased on or before April 10, 2026, can be redeemed for the new LOTTO MAX draw at no extra cost to the player.

Ticket sales for the new LOTTO MAX begin on April 11, 2026, and the first draw will be on April 14, 2026.

Will Advance Buy Number of Draws and Future Draw dates be fully restored?

Yes. Advance Buy Number of Draws and Future Draw will be fully restored with the new LOTTO MAX update.

Retailers will no longer need to complete a reboot after each LOTTO MAX draw.

Will the Retailer Seller's Prize payout amount limit increase?

Yes. For prizes between \$2 million and \$90 million, the Seller's Prize Amount will remain 0.10%, and the maximum payout limit for retailers will increase to \$90,000.



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