

LOTTO MAX: Launch

After 7:30 PM PT on April 10, 2026 – May 31, 2026



Instructions

Please remove all existing POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.



Please recycle all paper POS materials responsibly

New Poster A:

8.5" x 11"



lotto!

NEW
Lotto MAX GIVES YOU MORE
NEW \$100,000 PRIZES EVERY DRAW
BELIEVE IT.
bccl Use your GameSense 19+

Most Recent Winning #'s

Lotto MAX GIVES YOU MORE
JACKPOTS NOW GROWING UP TO \$90 MILLION
BELIEVE IT.
bccl Use your GameSense 19+

6/49 R-49	lotto MAX	GRAND	Keno	Keno
6/49 R-49 Combo	lotto MAX Combo	GameSense	GameSense	Keno Patterns Play

IS THE LOTTERY REALLY random?
WHAT ARE my odds?
DO SOME NUMBERS COME UP more often?

Visit bccl.com

- jackpots
- winning numbers
- winner stories

and more!
bccl

New Poster B:

8.5" x 11"



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



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New: Large Poster

17" x 22"



New: Display Case Strip

\$20 Vault S&W



New: Bubble Case Banner

\$20 Vault S&W



New: How to Play Card (Laminated)

3.75" x 7"

Keep by the till for retailer and player education



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LOTTO MAX Launch: Quick Pick Packages



After 7:30 PM PT on April 10, 2026 – Ongoing

Instructions

Please remove all existing POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.

New: Package Play Decal 13" x 3.75"

QUICK PICK PACKAGES
More packages available. Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$14

Lotto Max Pack

2 2

\$25

Lotto Max Pack

4 1

\$48

Lotto Max Pack

8 2 BONUS

\$100 NEW

Lotto Max Pack

16 4 2 BONUS

\$15

Triple Dip Pack

3 3 3

\$11

Big Jackpot Pack

1 1 1 1

\$15 NEW

National Lottery Pack

1 1 1 1 1 1

\$22

Mega Pack

2 1 2 1 2

\$32 WEEKLY

Weekly Pack

2 2 2 2 2 2 2

\$120 MONTHLY

Monthly Pack

8 8 8 8 8 8 8 6 BONUS For next draw

*1 play per game for each upcoming draw.

bcle

When you gamble, use your GameSense 19+

New: Package Play Sign 5" x 7"

Retailer Guide
QUICK PICK PACKAGES
Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$8

Bundle

1 1 1 1

\$11

Big Jackpot Pack

1 1 1 1

\$15 NEW

National Lottery Pack

1 1 1 1 1 1

\$22

Mega Pack

2 1 2 1 2

\$32 WEEKLY

Weekly Pack

2 2 2 2 2 2 2

\$120 MONTHLY

Monthly Pack

8 8 8 8 8 8 8 6 BONUS For next draw

*1 play per game for each upcoming draw.

lotto!

bcle

Use your GameSense 19+

Retailer Guide
QUICK PICK PACKAGES
Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$14

Lotto Max Pack

2 2

\$25

Lotto Max Pack

4 1

\$48

Lotto Max Pack

8 2 BONUS

\$100 NEW

Lotto Max Pack

16 4 2 BONUS

\$5

Mini Dip Pack

1 1 1

\$10

Double Dip Pack

2 2 2

\$15

Triple Dip Pack

3 3 3

*1 play per game for each upcoming draw.

lotto!

bcle

Use your GameSense 19+



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