## Lotto Max Free Extra

February 20 to April 1, 2024

Players will automatically receive 1 FREE Extra when they buy a $\$ 20$ LOTTO MAX Pack

## When is it?

February 20 to April 1, 2024

## Where is it?



In-lane with Lotto Express and on the Lottery Terminal at Customer Service

## Retailer Actions:

1. Install account-specific promotional POS at Lotto Express Retailers beginning February 20, 2024.
2. Lotto Express Retailers: review promotional programing for ECR on page 2.
3. Remove promotional POS and re-install standard POS at the end of the campaign April 1, 2024.

POS assortment is Retailer specific. Please see Installation Instructions provided in a separate document.

## Lotto Max Free Extra February 20 to April 1, 2024

## Promotional Programming Set-up

## In-lane with Lotto Express:

- One week before the start of the promotion (by February 13), set up the SKUs in ECR as follows:
- Activate Promotional SKU (6 2601090017 0)

Name: LOTTO MAX x 4 + FREE EXTRA

- The following regular purchase slips will automatically offer a FREE EXTRA during the promotional period and no action is required:
- \$20 SKU: 626010900095 (4 x LM)
- \$21 SKU: 626010900125 (4 x LM + 1 Extra)


## On the Lottery Terminal at Customer

## Service Desk:

- The FREE Extra will be honored by using the $\$ 20$ LOTTO MAX Pack play button on the Lottery Terminal.
- For the duration of the promotion, retailers will be automatically charged \$20 for each promotional ticket and no adjustments or reimbursement will be required.

Please ensure that the Player is charged $\$ 20$ for this package during the promotional period.

