

Lotto Max Free Extra

Installation Date: April 1, 2024



The installation instructions below guide you in replacing promotional assets with regular assets. Remove promotional POS on **April 1, 2024**, in line with the end date of the promotion. The POS for these locations will be shipped directly to the store for store staff to install.

What is it?

Lotto Max \$20 Free Extra Promotion ends on April 1, and pricing will return to \$21 starting April 2, 2024.

Remove promotional POS on
April 1, 2024

POS assortment is Retailer-specific.

Please disregard if POS is not applicable to your store.



1 Promotional Purchase Slip

REMOVE



INSTALL



Please remove \$20 promotional Purchase Slip from existing PSM insert and install the \$21 Purchase Slip.



PSMs vary by store, so the PSM image above might not match what you have.



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



Retailer
Hub

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2 End of Lane Decal



Remove and dispose of current promotional End of Lane decal.

3 Wobbler

Remove and dispose of the current promotional wobblers.



4 LX PSM Touchless Insert Long (\$ Premium)

- Remove and dispose of Promotional PSM.
- Install original PSM Insert with wing facing in same direction as the previous PSM Insert.
- Please **do not** remove wing unless necessary.

REMOVE

Promotional PSM



INSTALL

Original PSM



This PSM insert is only applicable to Your Independent Grocer stores



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