



# Strategy & Adjustments to the Plan-O-Gram Guide

## June 4 - June 30, 2024

**Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales.**

### 12-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#0632 \$4,000,000 Winner \$30	#0657 \$4,000,000 Ultimate \$30
#0629 1,000,000 Deluxe Cash \$10	#0653 Win \$50 or \$100! \$10
#0609 Golden 9's \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1

### 28-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100 \$10	#0653 Win \$50 or \$100! \$10
#0636 \$500,000 Cash Multiplier \$5	#0652 Wild Time Bingo \$5
#0634 \$5,000 Cash Multiplier \$1	#0650 Lucky Dog \$1

### 16-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#0632 \$4,000,000 Winner \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0493 Top Secret Cashword \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1

### 30-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5/ #0492 Fire & Ice Cashword \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1

### 18-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#0494 Colossal Cashword \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0493 Top Secret Cashword \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1

### 32-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#436 Diamond Wild Time \$20	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5/ #0492 Fire & Ice Cashword \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1

### 20-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#0494 Colossal Cashword \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0626 Winning Streak \$5	#0652 Wild Time Bingo \$5
#0621 Blackjack Doublor \$2	#0650 Lucky Dog \$1

### 36-Game Plan Enhancements

Return	Replace with <b>NEW GAMES</b>
#436 Diamond Wild Time \$20	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5	#0652 Wild Time Bingo \$5
#485 Luxury Cashword \$10	#0650 Lucky Dog \$1

### 24-Game Enhancements

Return	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0624 Ghostbusters \$5	#0652 Wild Time Bingo \$5
#0621 Blackjack Doublor \$2	#0650 Lucky Dog \$1



## LARGE (Super) Quad Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

Suggested Option





# June 4 - June 30, 2024

## 12-Game Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

**Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales. Any deviation from the Plan-O-Gram requires the review and approval of your District Sales Representative (DSR).**

Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#0632 \$4,000,000 Winner \$30	#0657 \$4,000,000 Ultimate \$30
#0629 1,000,000 Deluxe Cash \$10	#0653 Win \$50 or \$100! \$10
#0609 Golden 9's \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1



# June 4 - June 30, 2024

## 16-Game Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

**Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales. Any deviation from the Plan-O-Gram requires the review and approval of your District Sales Representative (DSR).**

Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#0632 \$4,000,000 Winner \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0493 Top Secret Cashword \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1



# June 4 - June 30, 2024 18-Game Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

**Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales. Any deviation from the Plan-O-Gram requires the review and approval of your District Sales Representative (DSR).**

The grid displays 18 Michigan Lottery games with their respective price points and promotional text:

- Row 1:**
  - #0630: 500X MONEY MAKER, Win up to \$6,000,000, \$50
  - #0632: \$6,000,000 JACKPOT, Win up to \$6,000,000, \$50
  - #0632: \$4,000,000 WINNER, Over \$95 million in prizes of \$100 to \$4,000,000, \$30
  - #0657: \$4,000,000 ULTIMATE, Win up to \$4,000,000, \$30 (New Game!)
  - #0648: JACKSON, Win up to \$2,000,000, \$20
  - #0643: HAMILTON, Win up to \$1,000,000, \$10
- Row 2:**
  - #0480: DIAMONDS & GOLD, Win up to \$2,000,000, \$20
  - #0600: ACE SPADES, Win up to \$2,000,000, \$20
  - #0629: \$1,000,000 DELUXE CASH, Win up to \$1,000,000, \$10
  - #0653: WIN \$50 OR \$100, Win up to \$500,000, \$10 (New Game!)
  - #0616: 50X WILDTIME, Win up to \$500,000, \$10
  - #0640: LINCOLN, Win up to \$500,000, \$5
- Row 3:**
  - #0609: GOLDEN 9s, Win up to \$500,000, \$5
  - #0652: WILD TIME BINGO, Win up to \$300,000, \$5 (New Game!)
  - #0617: 20X WILDTIME, Win up to \$300,000, \$5
  - #0638: CLASSIC CASHWORD, Win up to \$30,000, \$2
  - #0650: LUCKY DOG, Win up to \$5,000, \$1 (New Game!)
  - #0639: JEFFERSON, Win up to \$50,000, \$2

Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#0494 Colossal Cashword \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0493 Top Secret Cashword \$5	#0652 Wild Time Bingo \$5
#0633 \$50,000 Gold Rush \$2	#0650 Lucky Dog \$1



June 4 - June 30, 2024

# 20-Game Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#0494 Colossal Cashword \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0626 Winning Streak \$5	#0652 Wild Time Bingo \$5
#0621 Blackjack Doubler \$2	#0650 Lucky Dog \$1



June 4 - June 30, 2024

# 24-Game Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0624 Ghostbusters \$5	#0652 Wild Time Bingo \$5
#0621 Blackjack Doubler \$2	#0650 Lucky Dog \$1



# June 4 - June 30, 2024

## 24-Game ITVM Lineup

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0621 Blackjack Doubler \$2	#0652 Wild Time Bingo \$5
#0634 \$5,000 Cash Multiplier \$1	#0650 Lucky Dog \$1





# June 4 - June 30, 2024

## 24 Game Bridge

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#0628 Gold Multiplier \$10	#0653 Win \$50 or \$100! \$10
#0626 Winning Streak \$5	#0652 Wild Time Bingo \$5
#0621 Blackjack Doubler \$2	#0650 Lucky Dog \$1

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## 24-Game Kroger Fuel

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales. Deviations require the review and approval of your District Sales Representative (DSR).



The image displays two 6x4 grids of Michigan Lottery game posters. The left grid shows a variety of games including 500X Money Maker, \$6,000,000 Jackpot, \$4,000,000 Winner, Colossal Cashword, \$4,000,000 Ultimate, \$2,000,000 Cash Multiplier, Jackson 20, Diamonds & Gold, \$100, \$200, \$500, Ace Spades, Hamilton 10, Major Cashword, Win \$50 or \$100, 50X Wildtime, Lincoln 5, \$1,000,000 Deluxe Cash, 20X Wildtime, Wildtime Bingo, Jefferson 5, Golden 9s, Top Secret Cashword, Classic Cashword, \$50,000 Gold Rush, and Lucky Dog. The right grid shows a similar selection with some games highlighted as 'New Game' (0657, 0653, 0652, 0650). Each poster includes the game name, price, and potential prizes.

Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing
#602 World Class Millions \$30
#0628 Gold Multiplier \$10
#0626 Winning Streak \$10
#0621 Blackjack Doubler \$2

Replace with NEW GAMES
#0657 \$4,000,000 Ultimate \$30
#0653 Win \$50 or \$100! \$10
#0652 Wild Time Bingo \$5
#0650 Lucky Dog \$1



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# 28-Game Gemini Touch Lineup

Please note: Plan-O-Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100 \$10	#0653 Win \$50 or \$100! \$10
#0636 \$500,000 Cash Multiplier \$5	#0652 Wild Time Bingo \$5
#0634 \$5,000 Cash Multiplier \$1	#0650 Lucky Dog \$1



# June 4 - June 30, 2024 28-Game Bridge Lineup

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#0636 \$500,000 Cash Multiplier \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1



June 4 - June 30, 2024

# 30-Game Lineup

Plan-O-Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#602 World Class Millions \$30	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5/ #0492 Fire & Ice Cashword \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1

# June 4 - June 30, 2024 32-Game Counter Mat

Add dispensers where possible to promote all new launch games and allow for additional price points. Place newest family games in vertical line down the top right side; all other games should be placed in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#0488 Diamonds & Pearls \$10	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#0624 Ghostbusters \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1
#436 Diamond Wild Time \$20	#465 Millionaire's Club

# June 4 - June 30, 2024

## 32-Game Optional Lineup

Add dispensers where possible to promote all new launch games and allow for additional price points. Place newest family games in vertical line down the top right side; all other games should be placed in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#436 Diamond Wild Time \$20	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5/ #0492 Fire & Ice Cashword \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1

Place non-SBO games in price point order.



# June 4 - June 30, 2024

## 32-Game Bridge

Plan O Gram diagrams are set to reflect what the customer views as they approach the counter or set.

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Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#436 Diamond Wild Time \$20	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5/ #0492 Fire & Ice Cashword \$5	#0652 Wild Time Bingo \$5
#434 Sapphire Blue Wild Time \$2	#0650 Lucky Dog \$1





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# 36-Game Lineup

Plan-O-Gram diagrams are set to reflect what the customer views as they approach the counter or set.

**Note: The Plan-O-Gram is to be used as a guide, game selection should be based on maximizing retailer's sales. Any deviation from the Plan-O-Gram requires the review and approval of your District Sales Representative (DSR).**

Add dispensers where possible to promote all new launch games and allow for additional price points.

Place non-SBO games in price point order.

Return or Replacing	Replace with <b>NEW GAMES</b>
#436 Diamond Wild Time \$20	#0657 \$4,000,000 Ultimate \$30
#490 Win \$50! Or \$100! \$10	#0653 Win \$50 or \$100! \$10
#489 X's & O's Bingo \$5	#0652 Wild Time Bingo \$5
#485 Luxury Cashword \$10	#0650 Lucky Dog \$1
#0492 Fire & Ice Cashword \$5	#0624 Ghostbusters \$5