



FOR IMMEDIATE RELEASE

Oklahoma Lottery Launching Powerball Xs & Os™, a New Game with the NFL

OKLAHOMA CITY (Sept. 3, 2026) — Oklahoma Lottery players have a new way to play this football season. Powerball® is launching Powerball Xs & Os™, a weekly draw game that combines Powerball with the NFL, giving players a shot at cash prizes and NFL experiences all year long.

Ticket sales begin Tuesday, Sept. 8, with the first drawing Sunday, Sept. 13. Players pick eight NFL team logos from all 32 teams for \$5 a ticket. Winning logos are drawn every Sunday night, with a rolling jackpot for players who match all eight and smaller cash prizes for matching four or more.

Every ticket also earns points toward a new national prize program, the first of its kind for Powerball. Players enter eligible tickets, winning or not, at PowerballOfficial.com and put their points toward drawings for a trip to Super Bowl LXI, NFL Shop gift cards and other NFL experiences, at no added cost beyond the ticket price. Oklahoma players can also scan their tickets in the Oklahoma Lottery app for additional chances of winning prizes through the Oklahoma Lottery.

“Powerball Xs & Os brings together the excitement of Powerball with one of the most iconic brands in sports,” said Abby Morgan, Director of Marketing and Product Development for the Oklahoma Lottery. “It gives our players a new way to experience the energy of the NFL, with chances to win unique prizes and experiences, including a trip to the Super Bowl.”

The game was developed under the leadership of Oklahoma Lottery Executive Director Jay Finks, who chairs the multi-state product group behind the launch. Finks said the program gives lotteries a way to offer top-tier NFL prizes and experiences at a scale not previously possible through a Powerball promotion.

“It’s the debut of the first national promotional prize program in Powerball history,” Finks said.

Powerball Xs & Os tickets will be available at Oklahoma Lottery retailers statewide. The game launches in 24 lottery jurisdictions nationwide, with more expected to join later this year.

For more information, visit www.oklottery.com or www.powerball.com/xo.

About the Oklahoma Lottery

Last fiscal year, the Oklahoma Lottery awarded more than \$193 million in prizes to players, boosting both the local and state economy and supporting retail revenue throughout Oklahoma.

Since its launch, the Lottery has contributed more than \$1.45 billion to the Oklahoma Education Lottery Trust Fund. As sales continue to grow, so do the funds benefiting students and teachers across the state.

For more information about how the Oklahoma Lottery contributes to Oklahoma Education, please visit www.oklottery.com/about-us/who-benefits

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Media Contact:

Macie May

mmay@saxum.com

405-517-5161