



\$20 DRAGON'S HOARD

#1201

Play Style: Key Number | Features: Bonus

Est. Start: 7/30/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$75,000
- INSTANT WIN BONUS SPOTS
- MAY THE DRAGON SCALES TIP IN YOUR FAVOR

| Cost/Pack | Tickets/Pack | UPC | Top Prize | Overall Odds | Prize Payout | Low End \$\$/Pack |
|-----------|--------------|-----------------|-----------|--------------|--------------|-------------------|
| \$558.00 | 30 | 7-91157-01201-4 | \$75,000 | 3.70 | 71.5% | \$310 |



\$10 WIZARD'S KEEP

#1202

Play Style: Key Number | Features: Bonus

Est. Start: 7/30/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$50,000
- INSTANT WIN BONUS SPOTS
- MAGICAL WIZARD WINS WITHOUT THE SMOKE

| Cost/Pack | Tickets/Pack | UPC | Top Prize | Overall Odds | Prize Payout | Low End \$\$/Pack |
|-----------|--------------|-----------------|-----------|--------------|--------------|-------------------|
| \$465.00 | 50 | 7-91157-01202-1 | \$50,000 | 3.95 | 70.1% | \$250 |



\$5 DARK WOOD'S TROVE

#1203

Play Style: Key Number | Features: Bonus

Est. Start: 7/30/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$30,000
- INSTANT WIN BONUS SPOT
- TREASURE TO BE HAD WITHOUT THE QUESTING

| Cost/Pack | Tickets/Pack | UPC | Top Prize | Overall Odds | Prize Payout | Low End \$\$/Pack |
|-----------|--------------|-----------------|-----------|--------------|--------------|-------------------|
| \$372.00 | 80 | 7-91157-01203-8 | \$30,000 | 4.51 | 67.5% | \$185 |

WHAT'S INSIDE

- Find Your Store and Win
- Player Engagement & Loyalty Program
- Changes In Non-Sufficient Funds (NSF) Policy
- Win Tickets to Sports Games and Concerts!
- Have You Signed Up for Learning Wizard?

FIND



STORE AND WIN!

Each month as you review the Lottery Game Menu, be on the lookout for your store's ID number! We will list three (3) different location ID numbers randomly in the game menu each month for you to find. It is a hidden object game built right in.

If you find your store's ID number in the current month's game menu, email jmcclure@wvlottery.com with the subject line HIDDEN FIGURES to receive a pack of promotional scratch-off tickets for your location.

Please note some locations are exempt from participation because of your company's policies. Prize may only be claimed through the end of the Game Menu month in which the Retailer ID is found. The Retailer numbers listed in the Top Instant, Top Online and Top Overall reporting are not included in the hidden object game, as they are for reporting purposes only.

145039

Player Engagement & Loyalty Program

This fall, we're excited to introduce the Lottery's first loyalty program, **PlayON!** The program was created to reward players and drive sales at your location. Starting soon, all West Virginia players 18 and above can join **PlayON** in our upcoming new app and website to **earn points** for each lottery ticket (scratch-offs first, then draw games shortly after.) Players can also earn points by participating in polls and quizzes.

Points can be redeemed for experiential prizing, gift cards, and entries into special drawings. We are working to have fun, new second chances and drawings will be each month to engage players and drive them to you to play.

More information coming over the next few months.

Players will earn 100 points for each \$1 spent on Lottery Games



Changes in Non-Sufficient Funds (NSF) Policy

Recently the Lottery Commission amended the non-sufficient funds policy. The biggest change to the policy was the implementation of a \$100 administrative fee plus interest for all NSFs. Also, the Lottery Director has discretion on when a suspension or revocation of a traditional Lottery license will occur based on the severity of the circumstances, instead of being on the 4th NSF.

To view the entire Policy Statement, please visit <https://wvlottery.com/about-us/rules-and-regulations/> and click to open.

130511



Lottery Retailers Here's Your Chance to Win Tickets to Sports Games and Concerts!

The WV Lottery is offering a chance for lottery retailers to put their names in the hat for winning tickets to coveted sports games and concerts. Those interested can simply reach out to csmith@wvlottery.com for a chance to win¹. Don't miss this unique chance to experience live events and make unforgettable memories! Available upcoming events are:

- Jordan DavisFriday, July 26, 2024Charleston
- Bailey ZimmermanThursday, August 15, 2024Lewisburg - WV State Fair
- Heart and Cheap TrickFriday, August 23, 2024Charleston
- MegadethThursday, September 5, 2024Huntington
- Brantley GilbertThursday, September 19, 2024Huntington
- ForeignerMonday, September 23, 2024Charleston
- Lainey WilsonSunday, November 3, 2024Charleston

We also have tickets for every WVU and Marshall home football game.

¹Availability and winners are selected through random draws. Retail locations' staff may attend only one event per quarter. Only two tickets permitted per request. Review your chain policies, as some retail locations may prohibit participation.

145311



Have You Signed Up For Learning Wizard?



You have the opportunity to sign up for our WV Lottery Learning Wizard, a platform that is allowing us to offer our retailers up-to-date training materials on everything lottery. We have videos on how to use your equipment and training on increasing your sales. Learning Wizard is meant to be a place you can always visit and reference as you need for a refresher, new staff training, or learning about great new games when introduced.

To sign in, visit <https://learningwizard.lotteryservices.net/wvs>. If you are new to the Wizard, enter your Lottery Retailer Number in the Username / Retailer # field. Enter Password: WelcomeToLW and then click Login. If you have problems viewing Learning Wizard, try using a different browser.

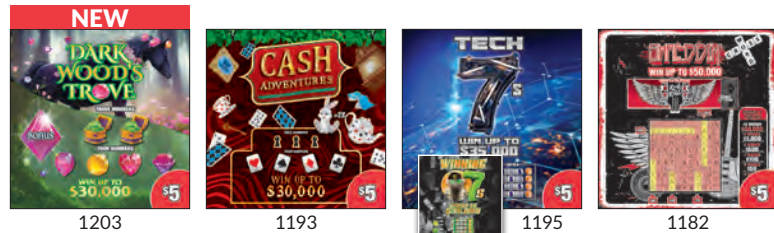
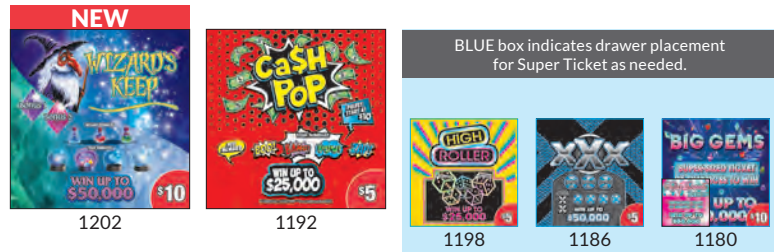
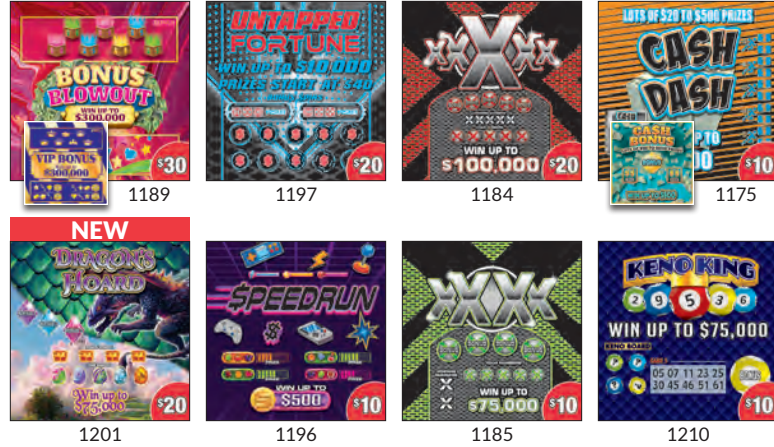
<https://learningwizard.lotteryservices.net/wvs>

24-Bin Planogram

August 2024



Planogram changes on July 30, 2024.



RETURN GAMES (8/1/24 - 8/30/24)



Top Instant Sales Retailers

April 2024

1. One Stop #8101 South Charleston
2. Go-Mart #115 Parkersburg
3. Go-Mart #95 Summersville
4. Go-Mart #84 Bridgeport
5. Piggly Wiggly of Kanawha City Charleston
6. Terra-Petro #1 Beaver
7. Sheetz #234 Weirton
8. Little General Store #2240 Princeton
9. Sheetz #220 Martinsburg
10. Par Mar Oil #84 Elkins

Top Draw Sales Retailers

April 2024

1. Winners Corner WV White Hall
2. Giant Eagle #59 Morgantown
3. One Stop #8101 South Charleston
4. Go-Mart #32 Saint Albans
5. Welch Bantam Market Welch
6. Mimi's - Dunbar Village Dunbar
7. Giant Eagle #58 Morgantown
8. Little General Store #2240 Princeton
9. Neely's Grocery Wheeling
10. M & M Mart Charleston

Top Total Sales Retailers

April 2024

1. Winners Corner WV White Hall
2. One Stop #8101 South Charleston
3. Go-Mart #115 Parkersburg
4. Go-Mart #84 Bridgeport
5. Go-Mart #95 Summersville
6. Little General Store #2240 Princeton
7. Sheetz #234 Weirton
8. Piggly Wiggly of Kanawha City Charleston
9. Terra-Petro #1 Beaver
10. Sheetz #220 Martinsburg

BLUE box indicates drawer placement for Super Ticket as needed.

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

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wvlottery.com

(987-5297)

28-Bin Planogram

August 2024



30+ Bin Game Availability

Planogram changes on July 30, 2024.

Planogram grid showing 28 bins of instant tickets:

- 1189: BONUS BLOWOUT (\$30)
- 1197: UNTAPPED FORTUNE (\$20)
- 1184: XXX (\$20)
- 1176: Colossal CASH (\$20)
- 1201: NEW DRAGON BOARD (\$20)
- 1196: SPEEDRUN (\$10)
- 1185: XXX (\$10)
- 1210: KENO KING (\$10)
- 1202: NEW WIZARD'S KEEP (\$10)
- 1175: CASH DASH (\$10)
- 1186: XXX (\$5)
- 1158: Colossal (\$5)
- 1180: BIG GEMS (\$10)
- 1193: CASH ADVENTURES (\$5)
- 1198: HIGH ROLLER (\$5)
- 1182: XXX (\$5)
- 1190: KENO (\$5)
- 1203: NEW DARK WOODS TROVE (\$5)
- 1195: TECH 7 (\$5)
- 1192: CASH POP (\$5)
- 1161: KENO (\$3)
- 1187: XXX (\$2)
- 1179: ROLLIN' RICHES (\$2)
- 1166: 7 (\$2)
- 1181: LEMONADE (\$3)
- 1188: XXX (\$1)
- 1191: HONEY MONEY (\$1)
- 1172: Sudden Victory (\$1)
- 1200: COSMIC KENO (\$2)

1131: Mega HOT (\$20)
 1136: HIGH HAND (\$20)
 1132: Slotter HOT (\$10)

1157: SLOTS OF CASH (\$10)
 1173: Lady LUCK (\$10)
 1164: LUCKY WINNERS (\$5)
 1177: SLOK CASH (\$5)

Upcoming Instant Tickets

Est. Start: 8/27/24

\$10 - Hit the Jackpot #1194
 UPC: 7-91157-01194-9

| Cost/Pack | Tickets/Pack | Top Prize |
|--------------|--------------|-------------------|
| \$465.00 | 50 | \$50,000 |
| Overall Odds | Prize Payout | Low End \$\$/Pack |
| 3.98 | 70.00% | \$240 |

Special Gleam™ Print!
 It's shiny all over!

Est. Start: 8/27/24

\$5 - Cashferatu - Holiday Wishes . . . #1205
 UPC: 7-91157-01205-2

| Cost/Pack | Tickets/Pack | Top Prize |
|--------------|--------------|-------------------|
| \$372.00 | 80 | \$5,000 |
| Overall Odds | Prize Payout | Low End \$\$/Pack |
| 3.78 | 69.02% | \$205 |

Est. Start: 8/27/24

\$2 - Swamp Money - Holiday Seven . . . #1207
 UPC: 7-91157-01207-6

| Cost/Pack | Tickets/Pack | Top Prize |
|--------------|--------------|-------------------|
| \$186.00 | 100 | \$7,000 |
| Overall Odds | Prize Payout | Low End \$\$/Pack |
| 4.74 | 65.05% | \$119 |

Est. Start: 8/27/24

\$1 - Neferkitty - Holiday Greetings . . #1208
 UPC: 7-91157-01208-3

| Cost/Pack | Tickets/Pack | Top Prize |
|--------------|--------------|-------------------|
| \$93.00 | 100 | \$100 |
| Overall Odds | Prize Payout | Low End \$\$/Pack |
| 4.12 | 62.33% | \$61 |