



CHAMPIONS OF PLAY

May 2026

Retailer Playbook

Volume 14 • Issue 5

NEW GAMES



NEW. FAST. FUN.

ON SALE MAY 17



Odds vary by player selection. SPACE INVADERS™ © TAITO

07801.26.GB

1-800-994-8448
PROBLEM GAMBLING
HELP LINE
PLAY RESPONSIBLY

18+
OR OLDER

Launching May 5



\$5 Aces & 8s #2622

- Estimated Overall Odds: 1 in 5.00
- Win up to 80,000!
- Winnings start at \$10
- Win double your prize
- 4 scenes to play
- Ticket length: 8"
- Pack size: 100



\$2 Lion's Share #2621

- Estimated Overall Odds: 1 in 4.17
- Win up to \$5,000!
- Win 2 times your prize
- 12 chances to win
- Win \$20 instantly
- **Ticket length: 6"**
- Pack size: 100



MAY 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Change out the games in your tower to promote the following Scratch-offs:

- \$20 Loaded \$10,000
- \$10 Emerald 7s
- \$5 Aces & 8s
- \$2 Lion's Share

Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- Attract new players
- Encourage existing players to try new price points

For retailers that DO NOT double-face games:

Games carried in the feature tower should be allocated from the planogram

- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.



Scratch-offs to Pull May 5

Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.

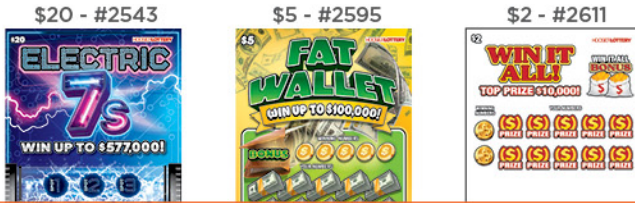
**44
&
40**
Bin Sets



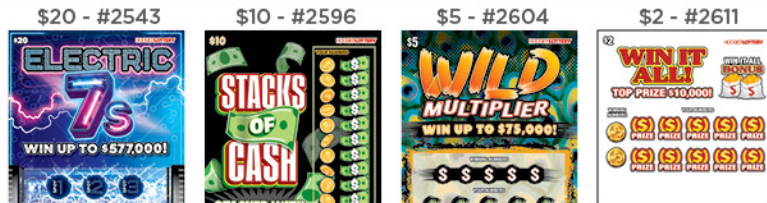
36
Bin Set



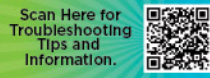
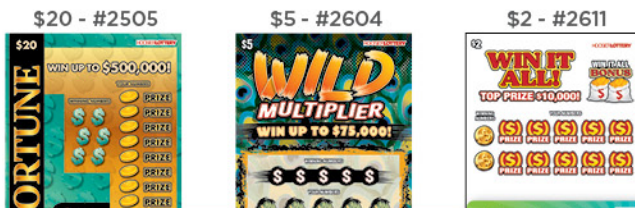
32
Bin Set



28
Bin Set



24
Bin Set and
Self-Service
Machines



Customer Service Numbers

Hotline	1-800-955-6886
Ticket Orders	Option 3 - Option 2
Terminal Problems or Tech Support	Option 3 - Option 1 - Option 1
Gemini, ITVM, GT20, GT28	Option 3 - Option 1 - Option 2
Paper Stock	Option 3 - Option 1 - Option 2

Accounting	Option 3 - Option 5
Licensing	Option 3 - Option 4
Security	Option 3 - Option 7
Regional Offices	Option 3 - Option 3
Draw Game Validations	Option 3 - Option 6

Between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.
Questions and Suggestions: info@HoosierLottery.com
 Visit HoosierLottery.com for more information.



Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2600	Deck the Halls	\$1	2/27/26	4/10/26	10/7/26
2601	Jingle all the Way	\$2			
2507	Plus the Money	\$5			
2602	Holiday 7s	\$5			
2506	Triple Diamond Payout	\$20	3/27/26	5/8/26	11/4/26
2540	Hoosier Dreams	\$1			
2545	Double Red 77	\$10			
2509	Chrome	\$10	3/31/26	5/12/26	11/8/26
2609	THE WIZARD OF OZ™	\$2	5/1/26	6/12/26	12/9/26
2567	\$500 Winfall	\$5			

- **Last Return Date:** Last day inventory of a closing game can be returned through the Lottery terminal for retailer credit
- **Last Date for Validations:** Final day for winners to claim a prize on a closed game (180 days after the last return date)

All inventory of games listed in the above table should be given to your LSR for return processing before the displayed Last Return Date.

- After the return date:
 - Affected games/packs are no longer eligible for return
 - Any confirmed packs remaining in your location will be charged during the next invoicing period

Do you have inventory that needs to be returned? Here's how to find out:

- On the lottery terminal, print a **Pack Status Report** for each affected game by following the below steps:
 - Select "Scratch Function"
 - Select "Inventory Report"
 - Select "Pack Status" and enter the game number
- Print the report, and locate any listed packs

Note: Set aside all packs listed on the Pack Status Report for your LSR to return on their next visit.

Customer Service & Player Support: 1-800-955-6886,
 between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week

When a Scratch-off order arrives at your location you should confirm within 1-2 days of delivery. Confirmation of the order lets us know that you received the order, and that all packs were included. If we notice an order is not confirmed, we will call to verify that you received it, and request it gets confirmed.

Prior to confirming you should check the following:

- The total number of packs included matches the unit number displayed on the Ticket Delivery Form (see below)
- That the game and pack number(s) displayed at the bottom of the Ticket Delivery Form matches the numbers displayed on each physical pack(s) received

Note: If you are missing a pack(s) or the pack numbers do not match what is displayed, call the ITS number below for assistance.

ITS phone number: 1-800-955-6886, Option 3, Option 2

Confirming the order:

- Using your terminal, scan the barcode on the Ticket Delivery Form
- Attach the receipt of confirmation that prints to the Ticket Delivery Form and save for your records
- If the barcode is not scanning, you can manually enter the Order Number displayed on the Ticket Delivery form (Scratch Functions > Order Confirmation)
- If you are missing the Ticket Delivery Form call ITS for assistance

Use this number if manual confirmation is needed

Scan to confirm order

Quantity of packs by game number

Game/Pack numbers you should receive

TICKET DELIVERY FORM

RETAILER: [REDACTED]
 ORDER: 01-01783429-01 DATE: 02/01/2021
 ORDERED: 02/01/2021
 FILLED: 02/01/2021

ORDER NUMBER
 01-01783429-01

TRACKING NUMBER

12 A75 255 03 1768 1971

ORDER SUMMARY

GAME	COST	UNITS	AMOUNT
2162 \$150,000,000 Extravaganza	500.00	1	500.00
2298 MILLIONAIRE SERIES	500.00	1	500.00
2298 WILD CHERRY CROSSWORD SX	500.00	1	500.00
2319 MEGA BUCKS	600.00	1	600.00
2362 SUPER CASH BLOWOUT	600.00	1	600.00
2380 HOT 55	500.00	1	500.00
2381 \$500 GRAND	600.00	2	1,200.00
2395 BLAZING 777	200.00	1	200.00
2399 INDIANA CASH BLOWOUT	500.00	4	2,000.00
TOTAL GAMES: 9		UNITS: 13	AMOUNT: 6,600.00

ORDER DETAIL

2162-290040	2288-211099	2298-156229	2319-078767
2362-100438	2380-051617	2381-074244	2381-074245
2395-021323	2399-027491	2399-027492	2399-027493
2399-027494			

Receipt printed from terminal once you confirm your order.

Dispatch Acknowledgment
Of Order

Tracking Number: 12A752550317681971

Amount : 6,600.00
 Commission : -396.00

Date : Fri Feb12 2021
 Agent ID : 780729
 TSN : 1731-038141184-271509



Security Tips for your Scratch-off Inventory

1. Always store in a secure location.
2. Keep your activation receipts for each pack on display so that you know what packs are out for sale. If you have a theft, you are required to provide the game, pack and ticket range so that Security can move to a "Stolen Status" and prevent validations from occurring.
3. Once a pack is completely sold, throw away that pack's activation slip. Keep the activation slip for the replacement pack.
4. Sell from the back of the pack. This will make it easier to know how many tickets are left in the dispenser.

What is an Exchange Ticket?

An Exchange Ticket prints from the terminal when a player redeems a winning Multi-Draw Ticket with future draw dates remaining.

Players do not need to wait until all draws are completed on a single ticket to claim their winnings. The player can redeem a winning ticket once they realize they have won. If there are future draws remaining on their original ticket, an Exchange Ticket will print from the terminal reflecting the remaining draw dates. This ticket prints immediately after the pay receipt.

It is especially important the Exchange Ticket is always given to the player.

This is an Exchange Ticket that printed after the original winning ticket was redeemed. The words 'Exchange Ticket' are printed at the top of the ticket. This is the ticket given back to the player.



Hoosier Lottery Play Policy: Retail Employee

Reminder: Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, may not purchase Hoosier Lottery products in the location in which they work.

- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee who are in violation* can be convicted of a Class A misdemeanor, serve up to one year in prison and pay up to \$5,000 in fines.
- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, can purchase Lottery products at an **alternate location** that is authorized to sell Hoosier Lottery tickets.
- Hoosier Lottery Security Department investigates all reported violations.



*INDIANA CODE 4-30-12-4

Retailer or employee of retailer; relative living in the same household

Sec. 4. A retailer or employee of the retailer or a relative living in the same household with a retailer or employee of the retailer may not purchase a lottery ticket at the premises where the retailer is authorized to sell tickets.



INDIANA CODE 4-30-12-5

Violation; misdemeanor

Sec. 5. A person who violates this chapter commits a Class A misdemeanor.

Winning Ticket Compliance Update

A reminder that Retailers must only redeem winning tickets that are original paper Scratch-offs or Draw Game tickets that have been issued by a terminal and printed on Lottery issued paper stock. Accepting a digital photograph, photocopy of a ticket or digital barcode for redemption is a Retailer Policy violation and may subject you to Lottery Certificate of Authority termination. The Retailer Policy Manual can be found online at:

<https://hoosierlottery.com/who-we-are/retailer-resources/policies>



CHAMPIONS OF PLAY™

Retailer Success: Brown and Sons Convenience Stores



Office Staff

Brown and Sons, owned by Paul and Jay Brown, has operated for over five decades. The company's Chief Financial Officer, Austin Brown, represents the third generation of family involvement. The office staff, store managers and President of Operations, Huey White, effectively run the daily operations at the store level. Currently, the business manages five convenience stores with fuel located in Kendallville, Auburn, Waterloo, and LaGrange.

Since partnering with the lottery 36 years ago, Brown and Sons has consistently maintained a customer-focused environment with a distinctive hometown atmosphere. Their loyal clientele relies on attentive store personnel to meet their lottery needs.

At LA Express in LaGrange, customers frequently play Scratch-offs in designated seating areas while enjoying food service offerings. All locations benefit from a supportive customer base.

The organization has achieved notable lottery success over the years, including three \$1 million winners at Auburn Fuel Mart, Kendallville Finish Line, and Brown's BP Food Shop. Brown and Sons actively supports all lottery initiatives and regularly participates in promotional campaigns such as "Ask for the Sale," "While I'm Here," and Wheel Spin events during customer appreciation days.



The Event Marketing Team joined LA Express for a Wheel Spin Event



Cathy Deter, Store Manager - Browns BP Food Shop

Each store maintains a clean appearance, featuring optimally placed ticket displays, averaging 40 games, on the front counter. In June, the addition of a Self-Service Gemini machine at LA Express contributed to a 142% increase in total sales compared to the previous year. Brown's BP Food Shop also reports a 10% growth in total sales this year. All locations accept debit cards for lottery payments and process winnings up to \$599, further enhancing customer satisfaction and retention.



Shaylynn, Store Manager - Kendallville Finish Line

Exterior signage at every site includes digital jackpot signs, window and door decals, bollards, and pole signs. Inside, winner posters and shopper marketing materials showcase current promotions and game information. Brown and Sons remains committed to continued partnership growth and to delighting customers with ongoing lottery successes.

To learn more about Hoosier Lottery best practices as a path to sales growth, contact your LSR today!



This month of May is a special time in Indiana as we welcome warmer temperatures and the Greatest Spectacle in Racing. For the Hoosier Lottery, this month gives us the chance to say thank you to our beneficiaries. It is the month which includes International Firefighters' Day (May 4), Teacher Appreciation Week (May 4-8) and National Police Week (May 15-21). The Hoosier Lottery is honored to champion our Hoosier Heroes for their dedicated public service with the help of retail partners like you.

Since the sale of the first ticket in 1989, the Hoosier Lottery has provided more than \$8.1 billion to good causes as we dream of a Stronger, Safer, Smarter Indiana. Thanks to players and retailers, the Hoosier Lottery annually contributes \$30 million to the Teachers' Retirement Fund and \$30 million to local police and firefighters' pensions. Additionally, our proceeds are directed to the Lottery Surplus Fund, which is used to lower excise taxes by up to 50 percent for Hoosier vehicle owners.

\$8.1 BILLION

GIVEN BACK TO INDIANA SINCE 1989

HELPING TO MAKE INDIANA STRONGER, SAFER AND SMARTER



HoosierLottery.com/GivingBack

BE AN A+ GIFTER. ONLY GIFT 18+.

KEEP *Play* POSITIVE

Graduation season is a time for celebration! It is an exciting milestone where friends and family come together to recognize years of hard work and new beginnings. This May, we're reminding retailers and players alike that while lottery tickets can be a fun way to celebrate life's big moments, they are only appropriate gifts for adults 18 and older. As you help customers choose the perfect "congratulations" gift, the Hoosier Lottery encourages everyone to keep responsible gifting top of mind.

Part of our ongoing commitment to responsible gaming, the Hoosier Lottery proudly participates in the National Council on Problem Gambling's Gift Responsibly initiative. This national campaign reinforces that gifting lottery products should always align with safe and appropriate play.

Our simple reminder, "To: Adults, From: Adults" helps connect the excitement of graduation season with the importance of keeping gifts suitable for the right age group.

Thank you for helping us promote positive play and for sharing this important message with your customers. Together, we can keep celebrations fun and responsible by ensuring lottery products are only enjoyed by adults 18 and older.



If you have Responsible Gaming questions, please reach out to socialresponsibility@hoosierlottery.com



Estimated Overall Odds:
\$5 Cash Money 1 in 4.01

Ticket Dispensing Errors In Self-Service Machines:

To determine if a machine error occurred while attempting to dispense Scratch-off or Draw Game tickets, you must check the Cash Log. The log will identify any errors during the cash acceptance process or ticket dispensing.

Steps:

1. Select "Manager Functions"
2. Select "Logging/Security"
3. Select "Cash Log"

When reviewing the Cash Log, you can see when and how much cash was inserted into the machine, reinvestments, purchase failures, and games successfully purchased. These easy steps will indicate how you should proceed with assisting the player.

How to Validate Draw Game Tickets with Non-Readable Barcodes:

1. Select "Draw Game Validation" on the terminal.
2. Enter the numbers below the barcode on the front of the ticket.
3. After the numbers have been entered, the "Send" button will appear for you to push and then validate the ticket.

Credit for Damaged Terminal Tickets

Occasionally, terminals may print Draw game tickets that are torn or too lightly printed for play. Accounting is here to ensure you receive credit for damaged tickets that are unable to be presented to our customers. To ensure consideration for credit for damaged tickets due to printer malfunction, you should do the following:

- Save the damaged ticket
- If the ticket does not print or is not complete:
 - o Reprint the ticket
 - o Print the Last 50 Transactions report from your terminal
 - o Present the above to your LSR on his/her next visit
 - o Fill out an Online Ticket Adjustment Form
 - Use the "Other" section on the form to include details of the issue

Accounting Hours and Phone Number:

Monday-Friday,
8:30 AM - 5:00 PM ET
1-800-955-6886
(option 3, option 5)

EXCLUSIVE LOTTERY PROMOTIONS

Players can join myLOTTERY for FREE to get access to VIP experiences, FREE digital games, 2nd Chance promotions and so much more!

Encourage players to create an account and join today for FREE at HoosierLottery.com/myLOTTERY



JURASSIC PARK 2nd Chance

Adventure awaits with the 2nd Chance promotion for a once-in-a-lifetime trip to Hawaii plus a chance at up to \$1 million! Encourage players to enter their eligible, non-winning JURASSIC PARK Scratch-offs to be entered for a chance to win at HoosierLottery.com/JurassicPark

Enter by: June 30, 2026

Concert Flyaway

Encourage players to enter the Concert Flyaway Promotion for a chance to win a trip for two to a concert anywhere in the U.S.! The grand prize includes concert tickets, airfare, hotel accommodations, and more. Plus, eight more winners will receive \$500 Concert Cash and more. myLOTTERY members can enter for FREE at HoosierLottery.com/Music

Promotion ends: June 15, 2026



Grand Slam Giveaway

Players can win a free trip to Pittsburgh. myLOTTERY members can enter for a chance to win tickets and a weekend getaway to watch Pittsburgh vs. Boston play at PNC Park. Plus, 10 other winners will win a baseball prize pack. myLOTTERY members can enter for FREE at HoosierLottery.com/Baseball

Promotion ends: June 16, 2026



NASCAR Powerball - The Chase to \$1 Million

Encourage players to enter FREE for a chance to win a trip to the NASCAR Championship Weekend™ Miami and up to \$1 million

HoosierLottery.com/NASCAR

Promotion ends: June 15, 2026

Promotion odds are dependent upon the number of entries received.



Learn more at HoosierLottery.com/Promotions

	Radio	Social Media	Outdoor	Digital
Fast Play	✓	✓	✓	✓
Where the Money Goes	✓	✓	✓	✓

May Point of Sale

Scratch-offs

Ticket Inserts

7s Family

- Ticket Inserts
- Change Mat
- Dispenser Bridge Topper Large
- Dispenser Bridge Topper Small
- Entry Door Decal*
- Fountain Mat*
- GEMINI Surround
- GT20 Front Topper
- ITVM Topper
- Lighted Tower Topper

Millionaire for Life™

- Entry Door Decal
- Fountain Mat
- Terminal Reference Card
- Play Center Flyer
- GT20 Play Center Flyer
- GEMINI Button Frame

Fast Play

- Double-sided Info Card
- Change Mat (after 5/17)
- Lighted Bread Box Sign

Champions of Play

- Play Center Insert
- Play Center Footer
- ITVM/On-Counter Merchandiser Header
- ITVM Merchandiser Right Panel
- Poster
- Play Center WTMG

*Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.
Select retailers only. While supplies last.

The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24 and 28 bin planograms. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

The 24 and 28 bin planograms below can be torn out and posted inside the Self-Service machines as a convenient reference.

Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

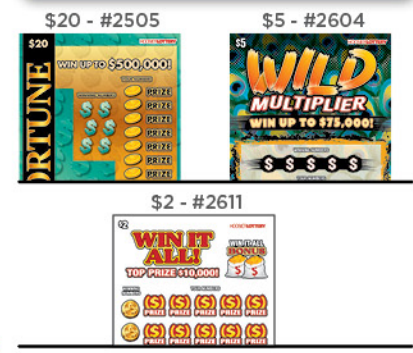
24 Bin Set



28 Bin Set



Scratch-offs to pull from your 24 Bin Self-Service Machines May 5



Scratch-offs to pull from your 28 Bin Self-Service Machines May 5



Follow the Hoosier Lottery on LinkedIn

[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)

**NEW.
FAST.
FUN.**

FastPlay

**ON SALE
MAY 17**

How to play:

\$10 \$100 Explosion

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.

\$50 BONUS:

- If the \$50 BONUS NUMBER matches any of the WINNING NUMBERS, win \$50 instantly!

\$5 Diamond Mine 5X

- Match the WINNING NUMBERS to any of YOUR NUMBERS, win the prize shown for that number.
- Match the WINNING NUMBERS to any of the DIAMOND NUMBERS, win 5X the prize shown for that number.

\$5 SPACE INVADERS™

- Match YOUR LASER BLASTS to the numbers under each of YOUR INVADERS. Count the number of matches and refer to the PRIZE LEGEND to determine PRIZE won. Only the highest PRIZE won will be paid.

\$1 Wild Cash

- In Each Game: Match the WINNING NUMBERS to the numbers in each ROW.
- Match all the numbers in EXACT ORDER from left to right, win PRIZE shown for the STRIGHT win.
- Match all the numbers in ANY order, win PRIZE shown for the BOX win.
- Each ROW is played separately.
- ONLY THE HIGHEST PRIZE WON WILL BE PAID OUT ON EACH ROW.



Overall Odds: \$10 \$100 Explosion 1 in 3.30 • \$5 Diamond Mine 5X 1 in 3.46
\$5 SPACE INVADERS™ 1 in 3.50 • \$1 Wild Cash 1 in 3.62
SPACE INVADERS™ & © TAITO

18+
TO PLAY

1-800-994-8448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY