



**CHAMPIONS
OF PLAY**

**HERE
COMES
THE
FUN**

my 2ndChance

Estimated Overall Odds: \$2 Sapphire 7s 1 in 4.35
\$5 Ruby 7s 1 in 3.90 • \$10 Emerald 7s 1 in 3.89
\$20 Diamond 7s 1 in 3.80

2nd Chance promotion odds are dependent
upon the number of entries received.

February 2026

Retailer Playbook

Volume 14 • Issue 2



07631.25.GB

NEW!

HOOSIER LOTTERY
**MILLIONAIRE
FOR LIFE**

07 19 27 34 58 5 QP

PLEASE PLAY RESPONSIBLY



**A CHANCE
TO WIN
\$1 MILLION.
EVERY YEAR.
FOR LIFE.**

LAUNCHING FEBRUARY 22

18+
1-800-994-8448
PROBLEM GAMBLING
HELP LINE
PLAY RESPONSIBLY

Millionaire for Life™ Overall Odds 1 in 8.47

Launching February 3

\$20 Diamond 7s #2615

- Estimated Overall Odds: 1 in 3.80
- Win up to \$570,000!
- Loaded with \$100 prizes
- Win up to 10 times your prize
- 30 chances to win
- Ticket length: 10"
- Pack size: 30



\$10 Emerald 7s #2614

- Estimated Overall Odds: 1 in 3.89
- Win up to \$270,000!
- Loaded with \$50 prizes
- Win up to 10 times your prize
- 25 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Ruby 7s #2613

- Estimated Overall Odds: 1 in 3.90
- Win up to \$77,000!
- Loaded with \$25 prizes
- Win up to 10 times your prize
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



\$2 Sapphire 7s #2612

- Estimated Overall Odds: 1 in 4.35
- Win up to \$7,000!
- Win up to 10 times your prize
- Loaded with \$10 prizes
- 12 chances to win
- **Ticket length: 5"**
- Pack size: 100



FEBRUARY 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Change all the games in your tower to the 7s family:

- \$20 Diamond 7s
- \$10 Emerald 7s
- \$5 Ruby 7s
- \$2 Sapphire 7s

Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to attract new players AND 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.



IT'S HERE!

LAUNCHING FEB 22, 2026



SELLING BENEFITS FOR RETAILERS

- Millionaire for Life™ offers a fresh and exciting new game to attract new players and retain existing ones.
- Daily drawings and the chance at life-changing prizes will keep players engaged and coming back to play.
- Grand prize selling bonus of \$20,000 for matching all five winning numbers and the Millionaire Ball™.
- Secondary grand prize selling bonus of \$5,000 for matching all five winning numbers without the Millionaire Ball™.

Scratch-offs to Pull February 3

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

\$20 - #2535 \$10 - #2515 \$5 - #2567 \$2 - #2609

44
Bin Set



\$20 - #2535 \$10 - #2551 \$5 - #2567 \$2 - #2609

40
Bin Set



\$20 - #2558 \$10 - #2577 \$5 - #2598 \$2 - #2609

36
Bin Set



\$20 - #2558 \$10 - #2588 \$5 - #2598 \$2 - #2609

32 & 28
Bin Sets



\$20 - #2573 \$10 - #2596 \$5 - #2598 \$2 - #2609

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
2594	Monster Mash	\$2	12/26/2025	2/6/2026	8/5/2026
2479	High Roller	\$5			
2514	Power 20s	\$20			
2476	7	\$30	12/30/2025	2/10/2026	8/9/2026
2593	\$500 Fall Fun	\$1	1/30/2026	3/13/2026	9/9/2026
2592	High Voltage Doubler	\$2			

- **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



Retailer Success: Washington Sunoco

Kajla Singh, who owns Washington Sunoco in Indianapolis, is a strong supporter of the lottery. Over the past two years, he's expanded his counter games to offer the 44 planogram. He also added a GT28 Self-Service machine.

The station has a large group of Daily game customers, and it's produced several winners who have taken home prizes over \$10,000 in the last two years. All employees at Washington Sunoco are knowledgeable about lottery products and recognize their importance to the business as a whole. By ensuring all bins are filled



at each sales point, they've increased lottery foot traffic. Their in-depth understanding of lottery games and how each is played has attracted new players as well.



Owner, Kajla Singh

The GT28 Self-Service machine was installed in April 2025. The GT28 offers a visual menu selection for Fast Play which has helped increase the Fast Play sales.

Currently, Washington Sunoco averages \$12,000 in weekly Scratch-off sales and \$7,800 in Draw Game sales, and sales for \$30 and \$50 Scratch-offs have increased by triple digits compared to last year.

Kajla remains committed to driving growth in the lottery segment and is considering hosting wheel spins in the future.

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

Know Your Game



Odds

Helping players understand how Scratch-off games work is an important part of promoting positive play. One of the best ways to do that is by encouraging players to know their game, starting with Scratch-off odds.

Every Scratch-off game has predetermined odds and a set number of prizes. These odds represent the likelihood that a single ticket will win a prize. Overall odds are calculated by dividing the total number of tickets printed by the total number of winning tickets in the game. For example, if a Scratch-off game lists overall odds of 1 in 4, that means any single ticket has a one-in-four chance of winning a prize.

It's also important for players to understand that lottery games are random. Buying more tickets does not change the odds of winning on any individual ticket, and outcomes are not influenced by strategy, skill, or past plays. While players may have fun routines or lucky charms, Scratch-off results are completely random and unpredictable.

Visit the Scratch-off Stats page at hoosierlottery.com/games/scratch-off/scratch-off-stats for odds information on all available games. For more information on how Scratch-off odds work, view our "Understanding Scratch-off Games Odds" video, which can be found at HoosierLottery.com/PositivePlay. Please, share these resources with players who want to learn more about how Scratch-off games work. Encouraging customers to understand odds can help set realistic expectations and support healthy play habits.

For more tools and resources please visit HoosierLottery.com/PositivePlay

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

EXCLUSIVE myLOTTERY 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**



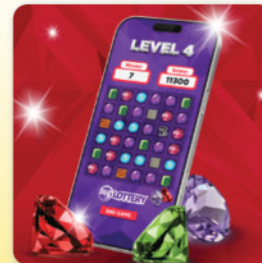
Fast Play 2nd Chance

Players can get a 2nd Chance at a Fast Play win! For a limited time, ANY non-winning Fast Play ticket purchased between Jan. 18 – Mar. 2, 2026, can be entered into the 2nd Chance drawing for a chance to win one of five \$500 prizes. Players can enter for free on the app or at HoosierLottery.com/2ndChance
Enter by March 2, 2026



7s Scratch-offs 2nd Chance

Remind players they can get a second chance at a win by entering any of their eligible non-winning 7s Scratch-off tickets into 2nd Chance. myLOTTERY members who enter could win up to \$5,000. Tickets can be entered at HoosierLottery.com/2ndChance
Promotion ends: April 27, 2026



Gemstone Smash

myLOTTERY players can play the free Gemstone Smash digital game and test their gem-smashing skills for a chance to win a Hoosier Lottery prize pack. Players can play each week to receive additional entries.

HoosierLottery.com/ComeOutToPlay
Promotion ends: April 27, 2026



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

Learn more at HoosierLottery.com/Promotions



Promotion odds are dependent
upon the number of entries received.

HoosierLottery.com | 9

February Advertising

	TV	Radio	Social Media	Outdoor	Digital
7s Family	✓	✓	✓	✓	✓
Millionaire for Life™		✓	✓	✓	✓

February Point of Sale

7s Family

- ☐ Ticket Inserts
- ☐ Change Mat
- ☐ Dispenser Bridge Toppers
- ☐ Entry Door Decal (two-sided)*
- ☐ Fountain Mat*
- ☐ GEMINI Surround
- ☐ GT20 Front Topper
- ☐ ITVM Topper
- ☐ Lighted Tower Topper

Millionaire for Life™

- ☐ Fountain Mat
- ☐ Terminal Reference Card
- ☐ Play Center Flier
- ☐ GT20 Play Center Flier
- ☐ GEMINI Button Frame
- ☐ Draw Schedule

Fast Play

- ☐ Double-side Info Card
- ☐ Change mat
- ☐ Lighted Bread Box Sign



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

February 2026 24 and 28 Bin/Self-Service POG

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

1 # 2607 THE MONEY	2 # 2576 LUXE MILLIONS	3 # 2575 \$2,000,000 ULTIMATE	4 # 2608 MULTIPLIER MANIA
5 # 2505 \$500,000 FORTUNE	6 # 2478 RED HOT MILLIONS	7 # 2585 SUPER CASH BLOWOUT	8 # 2615 DIAMOND 7
9 # 2599 POWER BLITZ	10 # 2597 DOUBLE MONEY	11 # 2509 CHROME	12 # 2568 INDIANA CASH BLOWOUT
13 # 2614 EMERALD MINE	14 # 2605 WILD MULTIPLIER	15 # 2604 WILD MULTIPLIER	16 # 2613 NEW
17 # 2595 FAST WALKER	18 # 2591 SAPPHIRE 7	19 # 2542 WIN IT ALL	20 # 2606 WINTER GREEN
21 # 2566 Cherry Crossword Tripler	22 # 2612 NEW	23 # 2611 NEW	24 # 2603 WINTER GREEN

Scratch-offs to pull from your **24 Bin** Self-Service Machines
February 3



28 Bin Set

1 # 2607 THE MONEY	2 # 2576 LUXE MILLIONS	3 # 2575 \$2,000,000 ULTIMATE	4 # 2608 MULTIPLIER MANIA
5 # 2574 EXTREME CASH BLOWOUT	6 # 2615 NEW	7 # 2585 SUPER CASH BLOWOUT	8 # 2599 POWER BLITZ
9 # 2543 7s	10 # 2573 THE MONEY	11 # 2478 RED HOT MILLIONS	12 # 2505 \$500,000 FORTUNE
13 # 2597 DOUBLE MONEY	14 # 2596 STACKS OF CASH	15 # 2605 WILD MULTIPLIER	16 # 2568 INDIANA CASH BLOWOUT
17 # 2509 CHROME	18 # 2614 NEW	19 # 2604 WILD MULTIPLIER	20 # 2542 WIN IT ALL
21 # 2595 FAST WALKER	22 # 2591 SAPPHIRE 7	23 # 2613 NEW	24 # 2606 WINTER GREEN
25 # 2566 Cherry Crossword Tripler	26 # 2612 NEW	27 # 2611 NEW	28 # 2603 WINTER GREEN

Scratch-offs to pull from your **28 Bin** Self-Service Machines
February 3



**Follow the Hoosier Lottery
on LinkedIn**

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

Hoosier Lottery Draw Times

								
Draw Days	Mon, Wed & Sat	Tues & Fri	Wed & Sat	Daily	Daily	5 Drawings Daily	Midday: Daily Evening: Daily	Midday: Daily Evening: Daily
Sales Cut-off Time	9:58 PM	10:44 PM	10:39 PM	9:58 PM	10:39 PM	Morning: 9:20 AM Matinee: 1:20 PM Afternoon: 3:20 PM Evening: 7:20 PM Late Night: 11:20 PM	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:10 PM Evening: 10:39 PM
Draw Time Around	11:00 PM	11:00 PM	11:00 PM	11:15 PM	11:00 PM	Morning: 9:30 AM Matinee: 1:30 PM Afternoon: 3:30 PM Evening: 7:30 PM Late Night: 11:30 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:20 PM Evening: 11:00 PM
Winning Numbers Posted Around	11:20 PM	11:20 PM	11:20 PM	11:40 PM	11:20 PM	Morning: 9:40 AM Matinee: 1:40 PM Afternoon: 3:40 PM Evening: 7:40 PM Late Night: 11:40 PM	Midday: 1:40 PM Evening: 11:10 PM	Midday: 1:40 PM Evening: 11:10 PM
Cancellable	No	No	No	No	Yes, without +EZ No, with +EZ	No	Yes, without +EZ No, with +EZ	Yes

All times ET. Powerball™ with Power Play®, Mega Millions® and Hoosier Lotto with +PLUS jackpots update at approximately 2:00 AM

Cashing Hours

Draw games and Scratch-offs can be sold and cashed during retailer hours of operation, except between the hours of 2 AM and 3:30 AM (ET)

Odds vary by player selection. CASH POP™ is a trademark of Brightstar Global Solutions Corporation

Retailer Hours of Operation

Individual Lottery retailers determine their own hours of operation and policy regarding the sale and cashing of Hoosier Lottery products.

