



**CHAMPIONS  
OF PLAY™**

**HERE  
COMES  
THE  
FUN**



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



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

LAUNCHING FEBRUARY 22

**NEW!**



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



## \$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



**40**  
Bin Set



**36**  
Bin Set



**32 & 28**  
Bin Sets



**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](mailto:info@HoosierLottery.com)  
 Visit [HoosierLottery.com](http://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			
2479	High Roller	\$5	12/26/2025	2/6/2026	8/5/2026
2514	Power 20s	\$20			
2476	7	\$30	12/30/2025	2/10/2026	8/9/2026
2593	\$500 Fall Fun	\$1			
2592	High Voltage Doubler	\$2	1/30/2026	3/13/2026	9/9/2026

- 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



# CHAMPIONS OF PLAY™

## 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](http://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](http://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](http://HoosierLottery.com/PositivePlay)

**If you have Responsible Gaming questions,  
please reach out to  
[socialresponsibility@hoosierlottery.com](mailto:socialresponsibility@hoosierlottery.com)**

## EXCLUSIVE 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](http://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](http://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](http://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](http://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](http://HoosierLottery.com/JurassicPark) Enter by June 30, 2026

Learn more at [HoosierLottery.com/Promotions](http://HoosierLottery.com/Promotions)



Promotion odds are dependent upon the number of entries received.

## February Advertising

	TV	Radio	Social Media	Outdoor	Digital
<b>7s Family</b>	✓	✓	✓	✓	✓
<b>Millionaire for Life™</b>		✓	✓	✓	✓

## 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



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

### 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

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

<b>THE MONEY</b> # 2607	1	<b>LUXE MILLIONS</b> # 2576	2	<b>\$2,000,000 ULTIMATE</b> # 2575	3	<b>MULTIPLIER MANIA</b> # 2608	4
<b>\$500,000 FORTUNE</b> # 2505	5	<b>RED HOT MILLIONS</b> # 2478	6	<b>SUPER CASH BLOWOUT</b> # 2585	7	<b>DIAMOND 7</b> # 2615	8
<b>POWER BLITZ</b> # 2599	9	<b>DOUBLE DOWNS MONEY</b> # 2597	10	<b>CHROME</b> # 2509	11	<b>INDIANA CASH BLOWOUT</b> # 2568	12
<b>ENTERTRAINMENT 7</b> # 2614	10	<b>BREAKING BAD BONUS</b> # 2605	14	<b>WILD MULTIPLIER</b> # 2604	15	<b>RUBBY 7</b> # 2613	16
<b>FAT WALLET</b> # 2595	17	<b>JURASSIC PARK</b> # 2591	18	<b>NEON 9</b> # 2542	19	<b>It's This WOODY</b> # 2606	20
<b>Wild Cherry Crossword Tripler</b> # 2566	25	<b>SAPPHIRE 7</b> # 2612	26	<b>WIN IT ALL!</b> # 2611	27	<b>Winter GREEN</b> # 2603	28

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



### 28 Bin Set

<b>THE MONEY</b> # 2607	1	<b>LUXE MILLIONS</b> # 2576	2	<b>\$2,000,000 ULTIMATE</b> # 2575	3	<b>MULTIPLIER MANIA</b> # 2608	4
<b>EXTREME CASH BLOWOUT</b> # 2574	5	<b>DIAMOND 7</b> # 2615	6	<b>SUPER CASH BLOWOUT</b> # 2585	7	<b>POWER BLITZ</b> # 2599	8
<b>ELECTRIC 7s</b> # 2543	9	<b>THE MONEY</b> # 2573	10	<b>RED HOT MILLIONS</b> # 2478	11	<b>\$500,000 FORTUNE</b> # 2505	12
<b>DOUBLE DOWNS MONEY</b> # 2597	13	<b>STACKS OF CASH</b> # 2596	14	<b>BREAKING BAD BONUS</b> # 2605	15	<b>INDIANA CASH BLOWOUT</b> # 2568	16
<b>CHROME</b> # 2509	17	<b>ENTERTRAINMENT 7</b> # 2614	18	<b>WILD MULTIPLIER</b> # 2604	19	<b>It's This WOODY</b> # 2542	20
<b>FAT WALLET</b> # 2595	21	<b>JURASSIC PARK</b> # 2591	22	<b>RUBBY 7</b> # 2613	23	<b>It's This WOODY</b> # 2606	24
<b>Wild Cherry Crossword Tripler</b> # 2566	25	<b>SAPPHIRE 7</b> # 2612	26	<b>WIN IT ALL!</b> # 2611	27	<b>Winter GREEN</b> # 2603	28

**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://linkedin.com/company/hoosier-lottery)

# Hoosier Lottery Draw Times

					
Draw Days	Mon, Wed & Sat	Tues & Fri	Wed & Sat	Daily	5 Drawings Daily
Sales Cut-off Time	9:58 PM	10:44 PM	10:39 PM	9:58 PM	10:39 PM
Draw Time Around	11:00 PM	11:00 PM	11:15 PM	11:00 PM	11:00 PM
Winning Numbers Posted Around	11:20 PM	11:20 PM	11:40 PM	11:20 PM	11:20 PM
Cancellable	No	No	No	No	Yes, without  No, with 

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.

