

LOTTO MAX NEW \$60M JACKPOT CAP

Coming July 17, 2015



NEW RECORD-BREAKING JACKPOTS TO BE OFFERED!

Exciting changes are coming to LOTTO MAX starting the July 17, 2015 draw. The LOTTO MAX jackpot will grow from \$50 Million to \$60 Million, meaning there will be the potential for new jackpot levels and record-breaking jackpots the first time it hits these new heights!

WHAT YOU NEED TO KNOW:

- The LOTTO MAX jackpot cap will increase from \$50 Million to \$60 Million, which means the jackpot can increase beyond \$50 Million, to \$55 Million and then \$60 Million if not won
- MAXMILLIONS will still start when the jackpot reaches \$50 Million and continue to grow as the jackpot increases (if not won)
- The prize structure has been changed slightly to support the bigger jackpots
- New jackpot roll sequence **could look like** the following:
 - \$10M → \$15M → \$20M → \$30M → \$40M → \$50M + 2 Maxmillions → \$55 + 4 Maxmillions
 - \$60 + 6 Maxmillions etc.
- \$5 price does not change and the odds of winning does not change

WHY ARE WE TELLING YOU NOW?

Players require reasonable notice of these changes, particularly for players who have purchased via advance buy up to 26 weeks in advance. As such, information regarding changes will be posted on <http://lotto.bclc.com/> for 6 months prior to launch starting January 15 2015. Messages will also be placed on live ticket messaging and social media to notify players.

More information about the changes will be shared with you in Spring 2015 with your Territory Manager before the launch.



A NEW MARKETING CAMPAIGN WILL LAUNCH TO SUPPORT THE RECORD-BREAKING JACKPOTS.

LOTTO MAX NEW \$60M JACKPOT CAP – Q&A

Coming July 17, 2015



WHY ARE YOU RAISING THE JACKPOT CAP FROM \$50 MILLION TO \$60 MILLION?

LOTTO MAX will offer Canadian lottery players higher jackpots, with the main jackpot cap increasing from \$50 million up to \$60 million. LOTTO MAX has been offering jackpots up to \$50 million for 5 years. In talking to our lottery players, they have told us that they would be excited by even bigger main jackpots. The move to higher jackpots will excite our lottery players while still offering the opportunity for \$1 Million MAXMILLIONS prizes after the jackpot reaches \$50 million.

WHEN WILL MAXMILLIONS START BEING OFFERED IN THE NEW FORMAT?

MAXMILLIONS will still start when the main jackpot reaches \$50 million. Both the main jackpot and MAXMILLIONS will grow with each draw until the main jackpot reaches \$60 million or is won. For example, it may grow from \$50M+ 2 MAXMILLIONS to \$55M+ 4 MAXMILLIONS to \$60M+ 6 MAXMILLIONS. After the main jackpot reaches \$60 million, only the number of MAXMILLIONS will grow.

HAVE YOU MADE CHANGES TO THE PRIZE STRUCTURE?

In order to support a new jackpot cap of \$60 million, some minor adjustments have been made to the LOTTO MAX prize structure. Prize payout will still remain the same at 48% of ticket sales.

Category	OLD - Pool fund %	NEW - Pool fund %
7/7	87 %	89.25 %
6/7 + Bonus	4 %	3.15%
6/7	4 %	3.35 %
5/7	5 %	4.25 %
4/7	Fixed prize (\$20)	Fixed prize (\$20)
3/7 + Bonus	Fixed prize (\$20)	Fixed prize (\$20)
3/7	Free Play	Free Play

WHEN DOES THE NEW PRIZE STRUCTURE (I.E. THE NEW POOLS FUND PERCENTAGES) TAKE EFFECT?

The first LOTTO MAX draw with these new changes will take place on July 17, 2015 at 6pm PST.

WILL THE JACKPOT BE \$60 MILLION PLUS MAXMILLIONS ON JULY 17, 2015, WHEN THE CHANGES TAKE EFFECT?

We don't know in advance what the jackpot will be when the changes are made. It depends on sales and when jackpots are won between now and then. A \$55 million and/or \$60 million will happen at the first opportunity on or after July 17, 2015 when a \$50 million or \$55 million jackpot is not won.

HOW OFTEN HAS THE LOTTO MAX JACKPOT REACHED THE \$50 MILLION JACKPOT CAP?

LOTTO MAX has offered a \$50 million main jackpot 67 times in five years. A \$50 million LOTTO MAX jackpot was won 29 times. LOTTO MAX has offered \$50 million and 50 MAXMILLIONS – \$100 million in total jackpot prizing – five times.

WILL WE BE RECEIVING NEW SIGNAGE?

Yes, you will be receiving new LOTTO MAX flip pads. More details to come in Spring 2015.

