

STAR GAME NEWS

April 2017



National Lottery



Holiday Cash

HOLIDAY CASH is a new €3 game which goes on sale in early May. Holiday Cash will replace Winning Streak whilst the ticket and associated TV Game Show goes on a Summer break.

Holiday Cash offers players the chance to win both cash and holidays during the Summer months.

Holiday Cash has a top prize of **€25,000** plus thousands of cash prizes to be won.

In addition Holiday Cash offers the player the chance to win 1 of **60 holidays each worth €2,500** via a series of **Holiday Prize Draws**.

Like Winning Streak and its legendary '3 Stars' draw mechanism, with Holiday Cash if the player reveals **3 'Sun' symbols** they are eligible to enter the **Holiday Prize Draw**. Just like the green envelope associated with Winning Streak, we have designed a new yellow '3-Sun Entry- Holiday Prize Draw' envelope specifically for Holiday Cash and will provide a supply of yellow envelopes with every game order. Players simply pop their '3 Sun Entry' into this designated draw envelope.

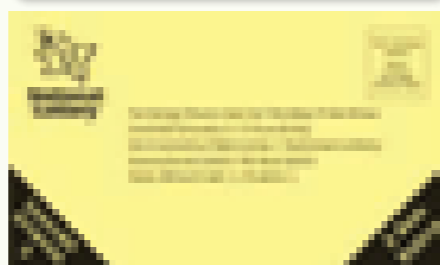
A series of Holiday Prize Draws will be taking place over the Summer months, and with 1:3 tickets being eligible for the Holiday Prize Drawings, there are plenty of opportunities to keep your players engaged. Players can find details of the drawings on lottery.ie.

On Sale early May

Average 1 in 3.7 Wins Cash

For Scanning Purposes the PLU Code for this game is 509 8974 017600

3 Sun Entry 'Holiday Prize Draw' Envelope



Subject to Regulator approval

€100,000 DIAMONDS

New €5 game

Win up to **€100,000 Instantly**

5 Games to Play and 6 Chances to win!

Game 1

Scratch the game play area to reveal 12 symbols.

Reveal 3 or more '♦' (s) – Win prize shown in the PRIZE LEGEND.

PRIZE LEGEND

3 x	= €5	8 x	= €500
4 x	= €10	9 x	= €1,000
5 x	= €20	10 x	= €5,000
6 x	= €50	11 x	= €10,000
7 x	= €100	12 x	= €100,000

Games 2 – 4

Match 2 symbols in the same GAME – Win the prize associated with that GAME.

Game 5

Match 3 prize amounts – Win that amount

Or

Find a '♦' – Win €50 Instantly

On Sale mid-May

Average 1 in 3.8 Wins Cash

For Scanning Purposes the PLU Code for this game is 509 8974 016603



WINNING STREAK AGENT COMPETITION

Remember you and a guest could be winging your way to the Big Apple this summer with Marty and the Collect NYC winners from this season's Winning Streak show.

How to win this fantastic trip to New York

Agents will receive a single entry to a special 'end of series' draw for every book of the Winning Streak Game 161 activated & settled up to 1 May 2017. The winning agent will be notified directly and will travel with the Winning Streak winners group on 2nd July 2017 – terms & conditions apply.

Terms & Conditions:

- A minimum of four books must be activated and settled within the time period to be eligible for the draw.
- Agent & guest must be available to travel with the Winning Streak group on the designated date.
- Prize is non-transferable.



NEW LOOK TICKETS



Diamond Bingo Doubler

New game number: 169

New PLU code: 509 8974 016900

On Sale early April

Congratulations

New game number: 170

New PLU code: 509 8974 017006

On Sale late April

ALL CASH EXTRAVAGANZA

New game number: 175

New PLU code: 509 8974 017501

On Sale late April

EuroMillions 2nd 'Ireland Only Raffle' 5th May 2017

€1 Million Will be Won In Ireland - Guaranteed

The National Lottery are delighted to announce the second EuroMillions 'Ireland Only' promotional Raffle draw to take place on Friday 5 May 2017 when a guaranteed prize of €1 Million will be won.

On the night of 5th May 2017 one of the 10 lucky Irish players drawn to win the regular €5,000 raffle prize will also win an additional €1 MILLION GUARANTEED - that's €1,005,000 in total!

All EuroMillions tickets purchased from this week onwards will display a message promoting this amazing €1 Million 'Ireland Only' Raffle prize and advising players of the draw date in May.

Remember advance play tickets that include the draw date of 5th May will be entered into the promotional Ireland Only Raffle draw.

#ShareTheDream



REMINDER

CUSTOMER RECEIPTS - COMPLIANCE REMINDER

Just a quick reminder that it is required under regulation to give customer receipts to players after validating winning tickets for payment.

PLI are obliged to monitor compliance in this regard and conduct Mystery Shopper visits across the agent network on a regular basis.

It is important that all retail management & staff are aware of the requirement to issue customer receipts. You must give Customer Receipts to players after validating winning tickets for payment and always return non-winning tickets to customers immediately after checking.

Thank you for your support



CHANGES TO THE RETAIL HELPDESK SUNDAY OPENING HOURS

As part of our commitment to provide the best possible support services to our retail network, Retail Helpdesk operations are continually reviewed to ensure the resource is fully optimised and delivers the service levels required at times it is in most demand.

Changes will see the opening hours from Monday to Saturday remain the same with support levels optimised to reflect for the busiest periods in the week, while Sunday hours will now be limited to 9am to 6pm

Retail Helpdesk opening hours are as follows:

Monday to Saturday - 7am to 10pm

Sunday - 9am to 6pm

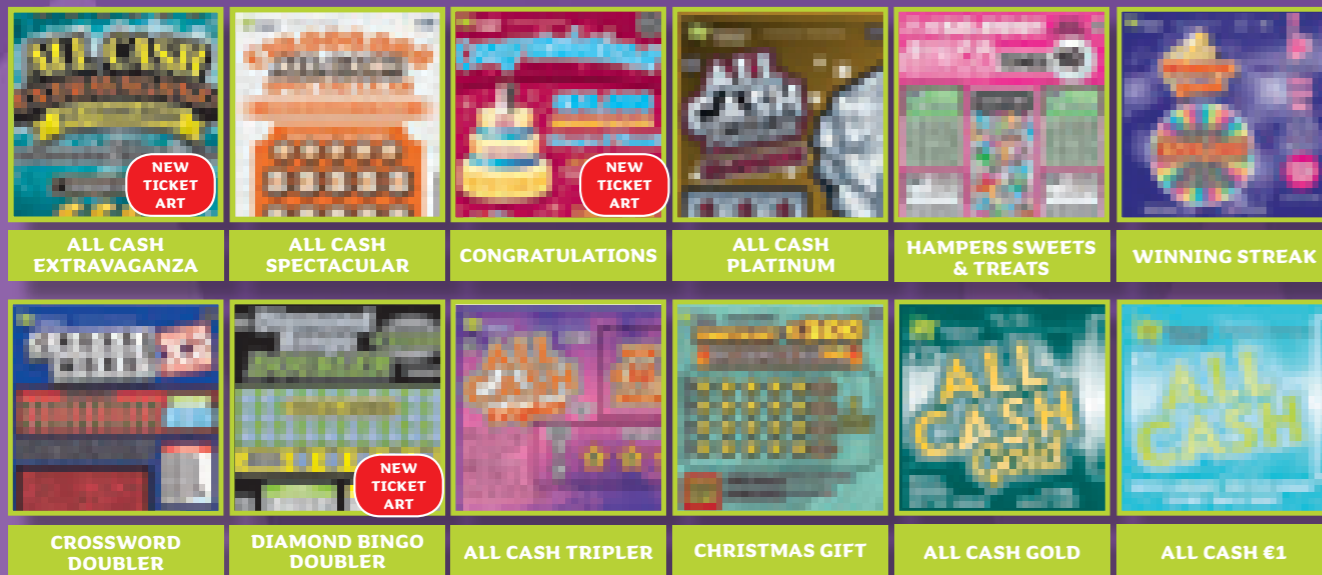
EASTER HOLIDAY ARRANGEMENTS

Friday 14 th April	Office Closed	Limited delivery service
Monday 17 th April	Office Closed	Easter Monday
Tuesday 18 th April	Business as Normal	

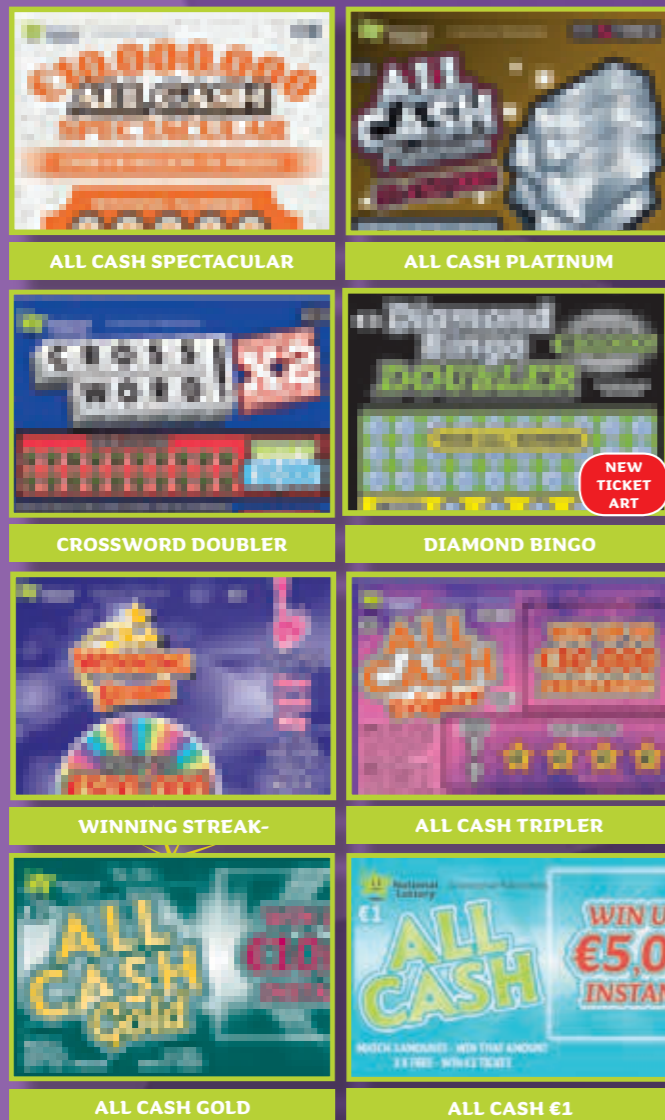
Price Point Planograms

(Price Point Layouts)

6 x 2 Game Dispensers



2 x 4 Game Dispensers



Multiplier Impact Dispenser



LCU PLANOGRAMS & LOADING INSTRUCTIONS

20 Game LCU Planogram



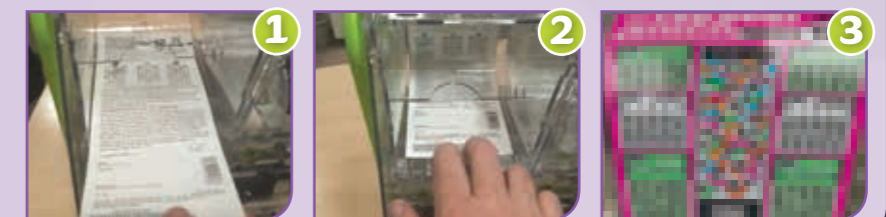
15 Game LCU Planogram



To optimise display

- Feed display tickets into inner display sleeve as shown
- Then load full book behind the display facia in the normal way
- Ensure unit is fully loaded and correctly merchandised at all times

LCU - Loading & Merchandising Guide



Scratch Card dispensers should be positioned at the main cash point.

For Planogram alternatives see full range of tickets listed in Scratch Card Stock Card on back page.
It pays to display – remember to keep your dispensers full and display your tickets correctly.

Play responsibly | Play for fun

Play responsibly | Play for fun

SCRATCH CARD GAME END UPDATES

The Game End process for the following games has been initiated:

Game No.	Game Name	Replacement Game	Distribution Ended	End Activation <small>No Books Can Be Activated After This Date</small>	Sell Through or Return by Date Specified	Game End Announcement <small>No Tickets From These Games Can Be Sold After This Date (90 Day Claims Period Commences)</small>	*Game Purge
153	CROSSWORD DOUBLER	CROSSWORD DOUBLER 168	14-MAR-17	07-MAY-17	01-JUL-17	02-JUL-17	30-SEPT-17
149	ALL CASH	ALL CASH 165	24-FEB-17	07-APR-17	01-JUNE-17	02-JUNE-17	31-AUG-17
150	ALL CASH PLATINUM	ALL CASH PLATINUM 164	17-FEB-17	07-APR-17	01-JUNE-17	02-JUNE-17	31-AUG-17
148	WINNING STREAK	WINNING STREAK 161	12-JAN-17	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
130	BINGO TIMES 10	BINGO TIMES 10 162	22-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
127	CROSSWORD PLUS	CROSSWORD PLUS 159	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
141	ALL CASH SPECTACULAR	ALL CASH SPECTACULAR 158	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
157	CHRISTMAS COUNTDOWN	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
156	CHRISTMAS GIFT	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
155	HAMPERS, SWEETS & TREATS	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
154	MERRY MONEY	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
145	ALL CASH GOLD	ALL CASH GOLD 163	09-DEC-16	07-FEB-17	24-APR-17	25-APR-17	24-JUL-17
131	CROSSWORD DOUBLER	CROSSWORD DOUBLER 153	14-OCT-16	07-JAN-17	03-MAR-17	04-MAR-17	02-JUN-17
144	ALL CASH TRIPLER	ALL CASH TRIPLER 160	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
125	DIAMOND BINGO DOUBLER	DIAMOND BINGO DOUBLER 152	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
137	ALL CASH EXTRAVAGANZA	ALL CASH EXTRAVAGANZA 151	05-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
139	CONGRATULATIONS	CONGRATULATIONS 147	28-SEP-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17

Game End Announcements:

Game Name	Game Number	Game Ends	Last Date for Claims	Replacement Game & Number
All Cash Gold	145	25-APR-17	24-JUL-17	All Cash Gold 163

WINNING STREAK - GAME END UPDATE

The last Winning Streak TV game show of this season takes place on **Saturday 6 May**.

3 Star and Stub entries close at 10am on **Thursday 27 April** with the preliminary draw for the final show taking place in National Lottery Headquarters that morning.

As there is no TV Game Show planned for the summer season please ensure Winning Streak tickets are removed from sale by **Thursday 23 June 2017**.

Game Name	Game Number	Distribution Ended	End Activation	Game Ends	Last date for claims
Winning Streak	161	COB Tuesday 25 April 2017	Sunday 7 May	Friday 24 June	Sunday 10 September 2017

Please note that all 3 Star and Stub draw entries received after the closing date **Thursday 27 April** are still valid and will be included in future draws for the TV Show when it returns for the Autumn/Winter series in September 2017.

Important Notice: No tickets should be sold from any game where game end has been officially announced. Tickets sold after a specific game end announcement impact the player's right to a clear 90 day window within which to claim a prize as set out in the National Lottery Game Rules.

Remove from Sale

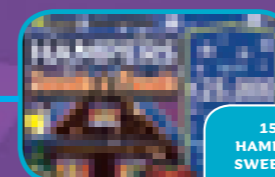
Game end has been announced and all stock must be removed from sale.



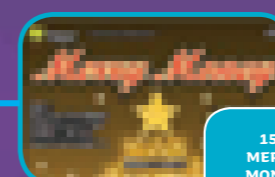
157 CHRISTMAS COUNTDOWN



156 CHRISTMAS GIFT



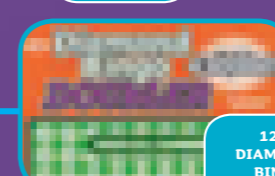
155 HAMPERS SWEETS & TREATS



154 MERRY MONEY



144 ALL CASH TRIPLER



125 DIAMOND BINGO DOUBLER



137 ALL CASH EXTRAVAGANZA



139 CONGRATULATIONS



131 CROSSWORD DOUBLER

Distribution Ended

These games are no longer available to order.



148 WINNING STREAK



130 BINGO TIMES TEN



127 CROSSWORD PLUS



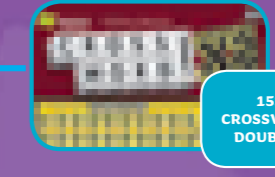
141 ALL CASH SPECTACULAR



150 ALL CASH PLATINUM



149 ALL CASH



153 CROSSWORD DOUBLER

End Activation/Sell Through

Books from these games can no longer be activated for sale. any open/loose stock from these games can be sold through. Full books must be set aside for return/collection.



145 ALL CASH GOLD

DRIVE YOUR STAR MARK IN 2017

Star Store audits for what is the first measurement period of 2017 continue with the objective to further drive excellence in Lottery Retailing and in doing so grow sales of profitability for you the retail agent.

Almost €50,000 in One4All vouchers have now been distributed to agents across the country who achieved a Star Mark score of 8 Stars or above in the first audit period between July and December 2016.

In this 6 month measurement period retailers again have an opportunity to drive up their Star Mark score and be recognised for that achievement through Star Rewards. Star Mark is a measure of excellence in Lottery retailing and will ensure opportunities for sales growth in your store are fully maximised.

Your lottery representative completes a Star Mark audit on every visit and the scoring criteria is set out in the table below to allow you Star Mark your own store.

So why not trial score your store today and begin driving sales & profitability now.

Measurable	Criteria Defined	Stars	Your Score	*Your Score (With 'LCU')
Playstand or Playslip Holder: Positioning and Stockholding	Playstand should be positioned between the front entrance and the counter, clearly visible to customers & fully stocked (min. 4 playslips for all games available). Playslip Holder should be prominently positioned at the point of sale & fully stocked	1		
Terminal Surround Positioning	Real position 1: Terminal is adjacent to the customer serving area at the busiest till (3 stars) Position 1: Terminal is adjacent to the busiest till (2 stars)	3 or 2		N/A
Scratch Card Dispenser Positioning	Within 500mm of the busiest till	2		N/A
Lottery Counter Unit Positioning	Real position 1: LCU is adjacent to the customer serving area at the busiest till (5 stars) Position 1: LCU is adjacent to the busiest till (3 stars)	5 or 3	N/A	
Scratch Card Range and Merchandising	All Scratch Card dispensers / LCU full with Scratch Cards correctly merchandised (Front face of Scratch Card upright and facing the customer - display sleeve in dispenser used where available - see merchandising guide).	2		
POS Merchandising	Any Point of Sale correctly merchandised and current	1		
Proactive Selling, Upsell & Promotion	Discretionary mark where Retail Staff cross sell or upsell lottery products, or bespoke signage used by the agent to promote Lottery	1		

Your Star Mark Score

*(Stores with the new Lottery Counter Unit should use the column on the far right to score their store)



Maximise your selling opportunity!



Good merchandising is key to maximising your Lottery sales!



Full range of games available



All games correctly merchandised



Drive Impulse Purchases



5 minute daily checklist



Ensure full range of games in stock



Place Scratch Card order if necessary



Follow planogram for correct game placement



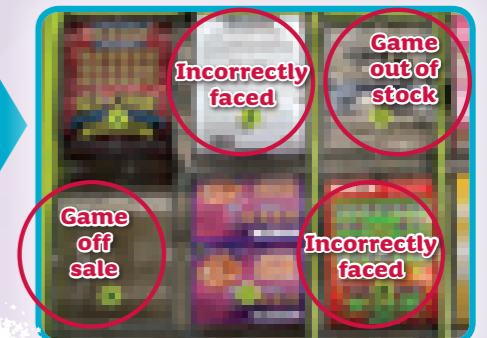
Use merchandising guide to optimise ticket display



Stock up for weekends and seasonal peaks in sales



€ Lost Sales



Star Store
Driving Excellence in Retail

Drive your Star Mark

Display Excellence Competition

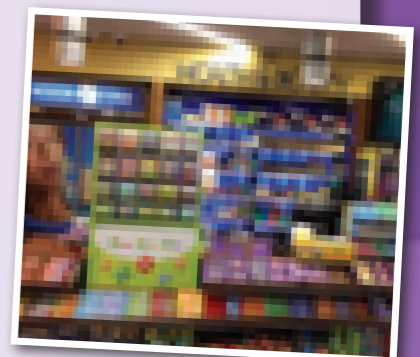
Congratulations to the latest winner of our Store Excellence competition, Seamus Bergin, The Foodfair in Clonmel.

Seamus wins a pair of tickets to see Coldplay perform at the Aviva Stadium in June 2017 including overnight accommodation in a city centre hotel.

The competition continues this month and again we are asking retail agents to send in photos of their perfectly executed Lottery offering as set out in the Lottery's Star Store programme - see merchandising guides above.

A pair of tickets to see U2 play in Croke Park are up for grabs this time, some of the hottest tickets this year so get those photos in before 30 April 2017.

Entries to starstorecompetition@lottery.ie



Last Month's Winner:
Seamus Bergin,
The Foodfair in Clonmel

Scratch Card Stock Cards

Scratch Card Stock Cards are designed to:

- To assist retail staff in Scratch Card management.
- To give an order history and establish stock requirements.
- To work with Tele Sales representatives in maximising scratch card sales and avoiding out of stock.

GAME			WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
NO.	NAME	Book Size	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	147 CONGRATULATIONS!	40										
2	163 ALL CASH GOLD	100										
3	164 ALL CASH PLATINUM	20										
4	169 NEW LOOK DIAMOND BINGO DOUBLER	50										
5	151 ALL CASH EXTRAVAGANZA	10										
6	168 CROSSWORD DOUBLER	50										
7	165 ALL CASH €1	200										
8	158 ALL CASH SPECTACULAR	20										
9	162 BINGO TIMES 10	20										
10	159 CROSSWORD PLUS	20										
11	160 ALL CASH TRIPLER	80										
12	161 WINNING STREAK	80										
13	143 INSTANT €500	20										
14	146 INSTANT €300	40										
MULTIPLIER GAMES												
19	132 MONEY MULTIPLIER 5X	80										
20	133 MONEY MULTIPLIER 10X	40										
21	134 MONEY MULTIPLIER 20X	20										
22	135 MONEY MULTIPLIER 40X	10										
NEW LOOK GAMES												
23	170 NEW LOOK CONGRATULATIONS	40										
24	175 NEW LOOK ALL CASH EXTRAVAGANZA	10										
NEW GAMES												
25	176 HOLIDAY CASH	80										
26	166 €100,000 DIAMONDS	20										

ALWAYS CONFIRM ALL YOUR SCRATCH CARD DELIVERIES ON YOUR TERMINAL

CONSUMABLES		WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
		In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	PAPER ROLLS										
2	LOTTO PLAYSLIPS										
3	EUROMILLIONS PLAYSLIPS										
4	DAILY MILLION PLAYSLIPS										
5	5-4-3-2-1 PLAYSLIPS										
6	GIFTING WALLETS										
7	3 STAR ENVELOPES										
8	STUB DRAW ENVELOPES										

Please remember that you must now order your Consumables (playslips, ticket rolls, draw envelopes and gifting wallets) when placing your Scratch Card order.

Contact Phone Numbers: Telesales: 1800 22 66 88, Retail Help Desk: 180022 44 55, Claims: 1800 666 222

Find out more at www.lottery.ie

The National Lottery reserves the right to change individual Scratch Cards, Draw Games or game promotions without consultation. For details on any specific game please contact your Premier Lotteries Ireland Sales Representative.