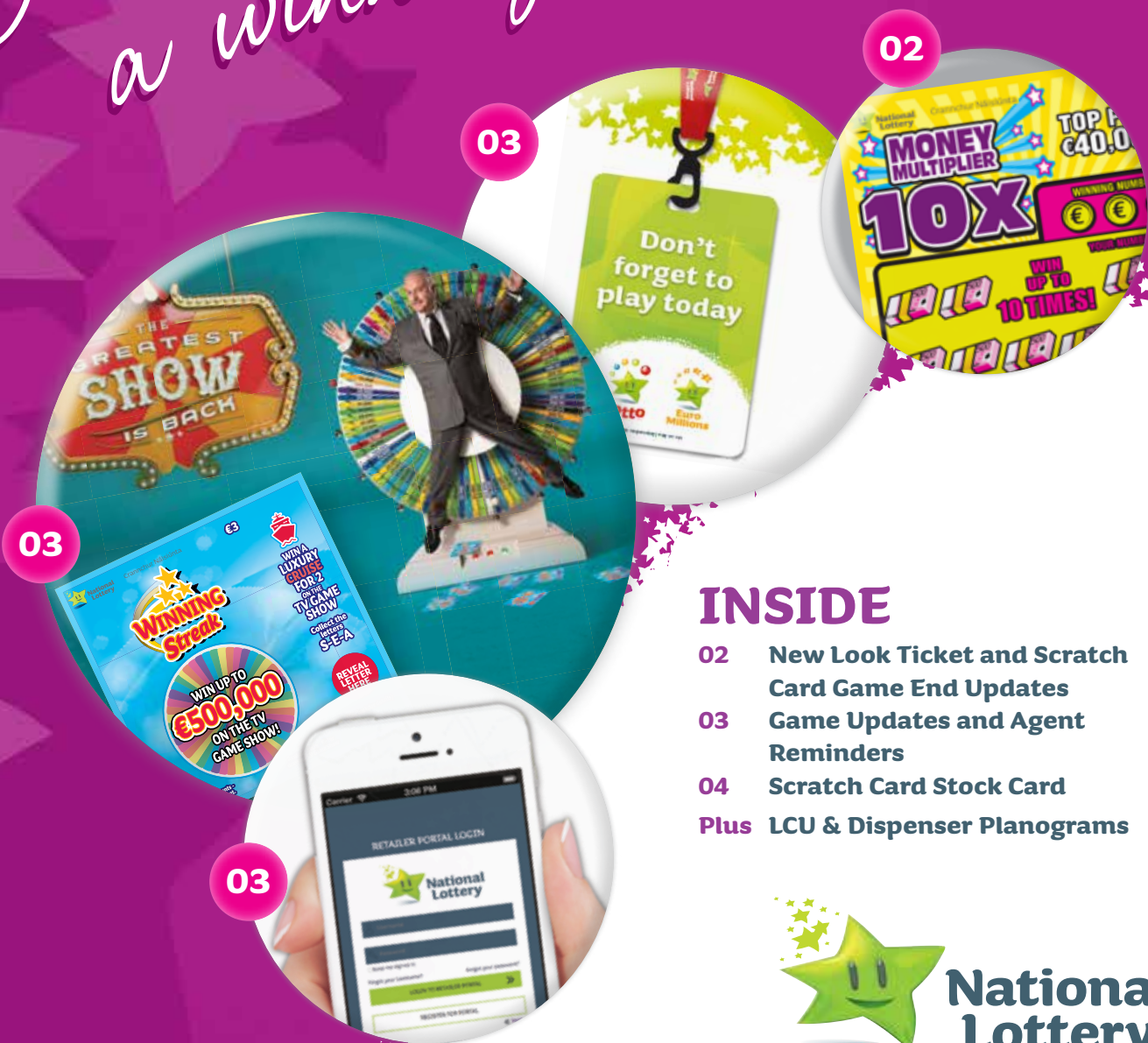


STAR GAME NEWS

January – February 2018

Getting 2018 off to a winning start!



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- 02 New Look Ticket and Scratch Card Game End Updates
- 03 Game Updates and Agent Reminders
- 04 Scratch Card Stock Card
- Plus LCU & Dispenser Planograms

NEW LOOK TICKET



Money Multiplier 10X

New game number:

198

New PLU code:

509 897 4019 802

On Sale Late January

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 No Books Can Be Activated After This Date | Sell Through or Return by Date Specified | Game End Announcement No Tickets From These Games Can Be Sold After This Date (90 Day Claims Period Commences) | *Game Purge |
|----------|-----------------------|------------------|--------------------|-------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------|
| 177 | BINGO TIMES 10 | 183 | 23/10/2017 | 07/01/2018 | 03/03/2018 | 04/03/2018 | 09/06/2018 |
| 175 | ALL CASH EXTRAVAGANZA | 184 | 26/10/2017 | 07/01/2018 | 03/03/2018 | 04/03/2018 | 09/06/2018 |
| 159 | CROSSWORD PLUS | 187 | 09/11/2017 | 07/01/2018 | 03/03/2018 | 04/03/2018 | 09/06/2018 |
| 170 | CONGRATULATIONS | 186 | 20/11/2017 | 07/02/2018 | 03/04/2018 | 04/04/2018 | 10/07/2018 |
| 166 | €100,000 DIAMONDS | N/A | 10/01/2018 | 07/03/2018 | 02/05/2018 | 02/05/2018 | 17/08/2018 |

***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 on the player's rights 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.



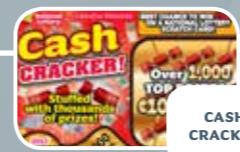
MERRY MONEY



HAMPER, SWEETS & TREATS



CHRISTMAS COUNTDOWN



CASH CRACKER

UPDATES AND REMINDERS

LOTTO & Winning Streak Posters

New Lotto and Winning Streak posters were dispatched to all agents recently. In order to drive better awareness and maximise the selling opportunity these posters should be displayed prominently in-store.

If you need additional stocks of these posters please contact the POS department at 01 8364444 or your local sales representative.



Please ensure that all Christmas Millionaire Raffle promotional Point of Sale materials have been removed from display as the final draw has taken place and this game is no longer available for sale.



Lanyard Tags

New Lotto & EuroMillions themed lanyard tags were delivered to all agents recently and should replace the Christmas Millionaire lanyard tags you received as part of your Millionaire Raffle Point of Sale Kit in December.

Retail staff should wear these lanyards on Lotto and EuroMillions draw days to help promote sales in your store.

STAR RETAILER

National Lottery Retailer Portal Registration

The National Lottery launched its new Retailer Portal in November 2017 with registrations active from that date.

The Portal & Mobile App will shortly become the primary communications channel supporting the retail network providing a host of features to better support the operation of your retail agency in a socially responsible way.

Lottery Agents must register and acknowledge their Regulatory obligations as part of a new 'Compliance Certification' requirement introduced at the end of 2017.

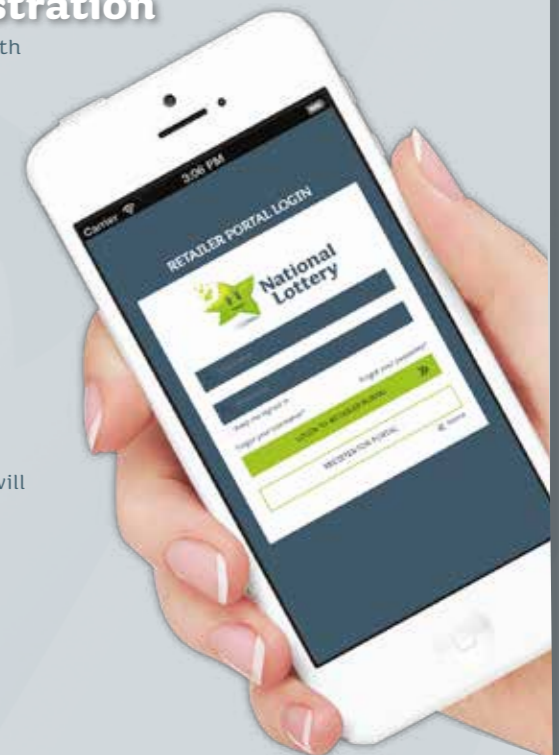
If you have not already registered we would ask that you do so now by logging on to <https://retailer.lottery.ie> – it takes just 2 minutes to complete.

Once you have completed this registration one of our retail support team will contact you within 3 to 5 days to activate your account.

If you have a query relating to the Portal or require any assistance with registration please contact the Retail Help Desk on 1800 22 44 55

Retail Helpdesk

If you have any technical issues with your National Lottery equipment or any activation/validation (prize payment) issues please call the **Freephone Retail Helpdesk** on **1800 22 44 55**. This Retail Helpdesk number is open Monday to Sunday from 7am to 10pm.



Scratch Card Stock Cards

Scratch Card Stock Cards are designed to:

- Assist retail staff in Scratch Card management.
- Give an order history and establish stock requirements.
- Work with telesales representatives to maximise scratch card sales, avoiding out of stock situations.

| 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 | 178 | WINNING STREAK | 80 | | | | | | | | | |
| 2 | 185 | ALL CASH | 200 | | | | | | | | | |
| 3 | 189 | ALL CASH GOLD | 100 | | | | | | | | | |
| 4 | 160 | ALL CASH TRIPLER | 80 | | | | | | | | | |
| 5 | 191 | ALL CASH PLATINUM | 20 | | | | | | | | | |
| 6 | 193 | ALL CASH SPECTACULAR | 20 | | | | | | | | | |
| 7 | 184 | ALL CASH EXTRAVAGANZA | 10 | | | | | | | | | |
| 8 | 190 | DIAMOND BINGO DOUBLER | 50 | | | | | | | | | |
| 9 | 183 | BINGO TIMES 10 | 20 | | | | | | | | | |
| 10 | 194 | CROSSWORD DOUBLER | 50 | | | | | | | | | |
| 11 | 187 | CROSSWORD PLUS | 20 | | | | | | | | | |
| 12 | 146 | INSTANT €300 | 40 | | | | | | | | | |
| 13 | 143 | INSTANT €500 | 20 | | | | | | | | | |
| 14 | 186 | CONGRATULATIONS | 40 | | | | | | | | | |
| 15 | 132 | MONEY MULTIPLIER 5X | 80 | | | | | | | | | |
| 16 | 198 | MONEY MULTIPLIER 10X | 40 | | | | | | | | | |
| 17 | 134 | MONEY MULTIPLIER 20X | 20 | | | | | | | | | |
| 18 | 135 | MONEY MULTIPLIER 40X | 10 | | | | | | | | | |

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 PLAYSLEIPS | | | | | | | | | | |
| 3 | EUROMILLIONS PLAYSLEIPS | | | | | | | | | | |
| 4 | DAILY MILLION PLAYSLEIPS | | | | | | | | | | |
| 5 | 5-4-3-2-1 PLAYSLEIPS | | | | | | | | | | |
| 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: 1800 22 44 55, Claims: 1800 666 222
Find out more at www.lottery.ie