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Your Rhode Island Lottery

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Winter 2011

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Starting January 15, 2012



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From Lottery Headquarters ...
... to you.



Welcome winter! It's certainly an exciting time for Lottery Retailers and players. Starting January 15, the new \$2 PowerBall® offers the opportunity to win higher prizes and better overall odds. Jackpots will start at \$40 million and will increase more frequently. You'll also see more millionaires with the second-tier prize now at \$1 million. It will give players options and also differentiate the two major multi-jurisdiction games (PowerBall® and Mega Millions®). Players who wish to play at the \$1.00 price point can still choose to play Mega Millions® or Wild Money. The makeover comes as PowerBall® prepares to celebrate its 20th birthday.

We also have a new game launching in the spring. All of the New England states (RI, MA, VT, ME, NH, CT) have combined efforts to introduce "Lucky for Life". More information will be distributed in the weeks to come.

Thank you for helping to make this year even more profitable than last year with a \$3,526,449 year-over-year increase at the end of November (and that's not even including the holiday sales yet!)

Wishing you a happy and prosperous new year,

Gerald S. Aubin
Director



Change Begins:
January 15, 2012!

As PowerBall® kicks off 2012 -- the redesigned game will bring more value to your players. Jackpots will start at \$40 million and grow faster. There will be more chances to win a prize of at least \$1 million cash and overall odds of winning any prize in the game will also be better. The ticket price is moving from \$1 to \$2 with the PowerPlay® feature still available for an extra \$1 per play. For that extra \$1, players will have the chance to win \$2 million for the match 5 prize; compared to the \$1 million today!

Since getting its start in April 1992 in 15 states with jackpots that started at \$2 million, PowerBall® has grown into one of the world's biggest and most recognizable lottery games, especially here in Rhode Island! Today, as it nears its 20th birthday, the game is played in 44 jurisdictions across the nation. The biggest jackpot in the game so far was a \$365 million prize split by eight co-workers in Nebraska in February 2006.

With that success comes the demand for innovation to keep things fresh. Look at how your other products, such as snacks and drinks have changed!

Players will still choose their first five numbers from a pool of 59. But the group of numbers in the PowerBall® pool will shrink from 39 to 35, producing better overall odds of winning a prize in that game. Plus, the jackpots will start at \$40 million which is double the current starting jackpot of \$20 million today.

The second prize for matching 5 out of 5, is moving up to \$1 million from the current \$200,000. The lowest prize level (for those who match just the PowerBall®) is being elevated to \$4 from \$3. Share the good news about the upcoming changes to PowerBall®!

More, Bigger, Better A comparison of today's PowerBall® with the Enriched* PowerBall® game

	Current PowerBall®	Enriched PowerBall®	
Cost	\$1 per play	\$2 per play	
Second (Match 5) Prize	\$200,000	\$1 million	MORE!
Starting Jackpot	\$20 million	\$40 million	BIGGER!
Overall Odds of Winning a Prize	1 in 35	1 in 31.8	BETTER!
Odds to Win Jackpot Prize	1 in 195.2 million	1 in 175.2 million	BETTER!
PowerBall®-only Prize	\$3	\$4	BIGGER!
Power Play® extra \$1 per play	Can multiply winnings from 2 to 5 times up to \$1 million (not on Jackpot prize)	Set prizes and Doubles the Match 5 prize to \$2 million	MORE!

* Beginning Jan. 15, 2012

**New Game:
Coming Spring 2012!**

For the first time ever, the six New England States are joining together to offer a new terminal game to launch in the spring of 2012. The name is "Lucky for Life," and the six participating states are: Rhode Island, Vermont, New Hampshire, Massachusetts, Maine and Connecticut . Offering the game collectively allows for a greater top prize, which makes it more appealing. Other states have had games like this before, and Rhode Island couldn't be more excited to offer such a prize. The "for life" aspect offers a longer running payout period than people are used to experiencing and seeing. There will be more details to come about how-to-play and the prize structure. We think it will be a profitable and certainly a fun game to add to the mix.



This holiday season, players could enter the \$10 "Happy Holidays" Instant Ticket on Rhody Replay, the newest 2nd chance section on www.RILOT.com. Each day from December 1 - 25, one lucky VIP member was drawn to win \$100! Remind players to become a V.I.P. on www.RILOT.com for the latest Rhody Replay Drawings.

There's a Whole Lot of Winning Going On!



\$35,000

Name: James Buckner (North Providence, RI)
 Game: Daily Numbers
 Retailer: Breads N Stuff (West Warwick, RI)



\$200,000

Name: Roland Harel (Coventry, RI)
 Game: PowerBall®
 Retailer: Richard's Pub (East Greenwich, RI)



Patriots Tickets

Name: Kevin Crosby (West Warwick, RI)
 Game: 2011 Million Dollar Raffle Rhody Replay Drawing
 Prize: A Pair of Patriots™ Tickets

The four Early Bird drawings for \$5,000 and the \$1,000,000 Grand Drawing on New Year's Eve have taken place. Remember, there are 150 other cash prizes too! Remind your players to check out www.RILOT.com for winning numbers, additional prizes and information on this year's 2nd Chance Extravaganza! Non-winning Million Dollar Raffle Tickets must be entered on Rhody Replay by January 23, 2012.



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