



POWERBALL TAKES CENTER STAGE ON NATIONAL TV

"FIRST POWERBALL MILLIONAIRE" PROMOTION BROUGHT WINNERS TO NYC, POWERBALL TO AN AUDIENCE OF MILLIONS

One of the great things about working in the lottery industry is the positive impact winning can have on people's lives. Wins at all monetary levels can profoundly impact players' lives. However, most lottery representatives never see the actual moment of winning...the great reveal.

That is, until this past New Year's Eve.

Live on ABC's Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2020, the First Powerball Millionaire of the Year was unveiled to tens of millions of viewers nationwide, and America got to see Blaine Marston from Maine walk away with the top prize. And what a story

Blaine from Maine is – Single Dad, works with people with special needs, one of 11 siblings. When Blaine's brother jumped into his arms on national TV, it marked a watershed moment for Powerball. A brand sold in 48 U.S. jurisdictions finally had its moment on national television with players and non-players alike witnessing the unbridled joy of winning a life-changing prize.

Leading up to that seminal moment, more than 303 winners plus their guests spent a memorable few days in New York City. We'll review the excitement leading up to the big moment and catch up with Blaine Marston on how his life has changed since he was introduced to the country as the First Powerball Millionaire of the Year.

EVENT OVERVIEW

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December 29: ARRIVAL, WELCOME RECEPTION

While the weather was mild in New York City (at least for the end of December), winter was in full swing in some parts of the country. But just about every winner and their guests made it to the city in time for the Welcome Reception at the famous Edison Ballroom. It was worth the trip as they were in for a jaw-dropping surprise – the Beach Boys would be performing just after dinner. After five decades of hits and touring, they can still bring it. From “Little Surfer Girl” to “Kokomo” to “California Girls,” they rolled out all their greatest hits as the crowd danced the night away. Mike Love still fronts the band and was the consummate showman.

Once the Beach Boys exited the stage, country singer and Powerball correspondent Jessie James Decker greeted the crowd with a “How ya’ll doing?” Jessie then announced the five First Powerball Milionaire of the Year finalists:

Blaine Marston, Maine

Cathie Ritchie, Idaho

Rigoberto Hernandez Solorzano, Tennessee

Theresa Royce Rodgers, New Mexico (who was a proxy for her father, Cecil Rodgers, who was hospitalized and couldn't make the trip)

Kai Nichols, New York

The stage was now set for two full days of fun in New York City, leading up to the big unveil early on January 1.

POWERBALL TO AGAIN TEAM WITH DICK CLARK PRODUCTIONS FOR NEW YEAR'S ROCKIN' EVE WITH RYAN SEACREST 2021

After the rousing success of the integration into ABC's *Dick Clark's New Year's Rockin' Eve* with Ryan Seacrest broadcast this past New Year's Eve, Powerball recently decided to again join forces with this entertainment juggernaut for the December 2020 broadcast. For the second consecutive year, Powerball will be front and center on one of the most-watched entertainment programs on network television.

Also returning will be the Powerball winner trips to New York City to partake in the activities surrounding New Year's Eve. These “bucket list” trips will again place trip winners and their guests into the center of Times Square for all the festivities associated with this exciting time of year in the city. And, like last year, one of them will walk away with the top prize awarded LIVE on the ABC broadcast.

Throughout 2020, Powerball will team with dick clark productions, which produces the *New Year's Rockin' Eve* broadcast, to publicize the relationship and promote important milestones leading up to New Year's Eve. Using the power of the company's public relations and social media reach, Powerball will enjoy attention and discussion in media and other avenues not typically reached.

Stay tuned for more information on how *Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2021* broadcast will provide Powerball with even greater excitement and exposure for the brand.

For background on dick clark productions, visit www.dickclark.com.



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RADIO CITY MUSIC HALL TOUR, ROCKETTES CHRISTMAS SPECTACULAR, HARBOR CRUISE

After breakfast, winners and their guests travelled two blocks across Times Square to the famous Radio City Music Hall for a personal tour of the famed performance center. The tour was followed by a New York tradition – a performance of the “Christmas Spectacular Starring the Radio City Rockettes.” The Powerball crowd was treated to a thrilling, leg-kicking performance from this iconic group of dancers.

Later that day, the group took to the water to see New York from an awe-inspiring vantage point on the Hornblower Cruise of the Hudson River. While the temperatures had cooled down, the clearing skies provided a spectacular view of the Manhattan skyline. The highlight of the cruise was an up-close-and-personal view of the Statue of Liberty. Many folks braved the cold breezes to get outside for truly memorable selfies with Lady Liberty.

Inside the boat, an Elton John Tribute band got the crowd up and dancing to Sir Elton's greatest hits. The fun continued with DJ Kevin G whose musical choices inspired a conga line that wound up the stairs and onto a second floor. To say there were some impressive moves on the dance floor would be an understatement.

FIRST POWERBALL MILLIONAIRE

DAY
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TIME IN THE CITY, POWERBALL PARTY & FIRST POWERBALL MILLIONAIRE OF THE YEAR

New Year's Eve Day broke with sun and temperatures in the low 40s – perfect weather for winners and their guests to hit the city. As Times Square began to buzz with people taking their places for the midnight ball drop (as early as 5 a.m.!), many of the Powerball guests headed to the 9/11 museum, Central Park and Greenwich Village. In the afternoon, many came back to the hotel to prepare for the New Year's Eve festivities. "Pop-up" beauty salons at the Crowne Plaza helped winners and their guests to look their best for the big night. Hair styling, beard clipping and make-up were the highlights, but some folks just wanted to relax with a massage. As night fell over Times Square and Ryan Seacrest was taking his place on his outdoor stage, the Powerball Party was kicking off in the Crowne Plaza. For this unprecedented event, Powerball took over two floors at the hotel. On one floor was the dining room with a jazz band as dinner entertainment. The second floor was where the action was happening. A large ballroom was transformed into the First Powerball Millionaire of the Year stage for the ABC live broadcast "hits" from the party. The other side of the ballroom featured a performance stage for the Café Wha? Band, which performed throughout the night, and for Jessie James Decker, who regaled the crowd with a few songs. Of course, the highlight of the night was the First Powerball Millionaire of the Year MOMENTS on ABC's Dick Clark's New



Year's Rockin' Eve with Ryan Seacrest 2020. Throughout the night, Ryan Seacrest "tossed" the show to Jessie, who reported live from the Powerball Party and introduced the finalists to the country.

Shortly before midnight, many winners and guests made their way outside to the Powerball Pen for a viewing of the ball drop. Others decided to stay inside, enjoy the warmth (and champagne toast) and watch the ball drop on the many screens scattered around the party. The ball drop didn't just mean it was now 2020. It also meant it was just minutes to the First Powerball Millionaire of the Year drawing. Ryan introduced Jessie who gave the signal for the balls to drop into the Powerball drawing machine, while each finalist held a paddle featuring their number. The winning number was Number One - the First Powerball Millionaire of the Year was Blaine Marston from Maine. From there, it was organized (and compelling) mayhem. Jessie announced

the winner, Blaine's brother Josh jumped onto the stage and into his arms, the confetti canons shot into the air, and everyone cheered in excitement. It was quite a moment for the Powerball brand.

While all the five finalists were terrific, and the New Mexico finalist certainly had an emotional story to tell, Blaine Marston, the First Powerball Millionaire of the Year, was truly a special story. "Blaine from Maine," as he became known, is a single Dad, former foster child, one of 11 siblings, and lives in upstate Maine. His new-found winnings will be put to good use, for both his family and the community.

With that, the Powerball Party came to a close and on New Year's Day, the winners and their guests headed home. But the memories of what transpired over the previous three days will certainly linger for most attendees. It is certainly a New York City adventure that will live on in Powerball lore.

"BLAINE FROM MAINE"

NAMED FIRST POWERBALL MILLIONAIRE OF THE YEAR

LIFE-CHANGING EVENT WITNESSED BY NATIONAL TV AUDIENCE



- Enjoy a performance by the Beach Boys.
- See the Rockettes at Radio City Music Hall.
- View the Statue of Liberty up close.
- Experience the famous ball drop at midnight on New Year's Eve.
- Win \$1 million live on national television.

For Blaine Marston of Passadumkeag, Maine, four of those five events were definitely going to happen. But win \$1 million? That was only a dream.

As Blaine can now attest, dreams do come true. Randomly selected from the 303 winners of the First Powerball Millionaire of the YearSM second-chance drawing, Marston became one of the five finalists on his first night in New York City and his good fortune continued into the early minutes of 2020.

Assigned Number One, Blaine watched in anticipation as country singer and Powerball Correspondent Jessie James Decker activated the ball machine to send the balls bouncing into the large hopper. Seconds later, the Number One shot out of the machine, Blaine was the winner, and joyous chaos ensued. Blaine's brother, Josh, leapt into his arms as the crowd chanted "Blaine from Maine, Blaine from Maine" on national television.

"I can't believe it, I can't believe it," Blaine told

Jessie as she interviewed him in front of the national audience. And in a nod to his home state, he shouted, "Way to go Maine!"

Maine is where Blaine's journey to New York and lottery fame started last summer. The Maine Lottery participated in the First Powerball Millionaire of the Year promotion and Blaine was one of 15 lottery players from the Pine Tree State who entered and eventually won a trip to New York City.

Arriving at the Crowne Plaza Hotel in Times Square on December 29, Blaine didn't have much time to settle into his room. Shortly after the Beach Boys had sung the last refrains of "California Girls," Jessie James Decker took the stage and announced Blaine as one of the five finalists.

For the next three days, there was a mix of events in the City, meetings with show producers and meet and greets with Jessie. But the five finalists were still able to have fun and even sneak in a viewing of the midnight ball drop with a few million new friends in Times Square.

Once that ball dropped, it was show time for Powerball. The finalists took their spots on the stage, waited for the Jonas Brothers to finish their set from Miami and then watched anxiously as Jessie started up the Powerball machine.

When did it hit Blaine that he was the First Powerball Millionaire of the Year? At a press conference

back at the Maine Lottery a few days into the New Year, he said it was his brother's reaction that let him know.

"I saw his eyes light up and the next thing I know he jumped on the stage," he said. "We're talking four steps that he skipped to jump up there and grab me."

Maine Lottery Director and Powerball Product Committee Chair Gregg Mineo said it was a thrill for the Maine Lottery and all Powerball players to have the First Powerball Millionaire of the Year reside in Maine.

"Blaine is a great representative of the state of Maine," Director Mineo said. "While he certainly enjoyed the trip to New York over the holiday, I think what happened on New Year's Eve and everything that has taken place since then is the real treat for Blaine and his family. He will put his winnings to good use and we congratulate Blaine on his good fortune."

"I'm also happy for the Powerball brand as a national audience saw some of the great stories that those of us in the lottery industry hear daily," he said. "I hope it convinced some new players to give us a try and join the fun of playing lottery games."

At the Maine Lottery press conference, Blaine addressed the most-asked question he has received — will he quit his job at Sweetser's, a non-profit for people with developmental disabilities?

"That's the biggest question everyone's asked me, my consumers at Sweetser, my staff at Sweetser, they've asked me if I was going to quit. And I was like, "no, no, no!" I entered the field because I love people, I'm going to continue to do that," he said.

And for the next year, at least, he will be known as the First Powerball Millionaire of the Year. ■

