

LOTO-QUÉBEC OFFERS PLAYERS BEST SHOT AT WINNING \$1 MILLION (CAD) WITH THE \$100 ULTIME GAME

What would your players do to become a millionaire? On the evening of March 30th, players in the Canadian province of Québec were glued to their television sets, holding their breath in hopes they'd be able to answer that million-dollar question. But first, they had to wait. Would their *\$100 Utime* ticket be one of the 20 winning numbers drawn to win \$1 million (CAD) at a live special event hosted by a popular TV host at Loto-Québec's Casino du Lac-Leamy in Gatineau, Québec?

During an eight-week promotional period, Loto-Québec offered players the opportunity to win \$1 million with the purchase of the new *\$100 Utime* instant game. Created on all-black holographic stock by Scientific Games, the game launched on February 6th and excitement over the possibility of becoming a millionaire spread like wildfire throughout Québec. In just the first two weeks, 250,000 – half of the 500,000 tickets produced – had already sold at \$100 each.

"Players had a 1 in 25,000 chance at winning the million dollars, and everyone clearly liked those odds," explained Anne-Marie Voyer, Manager, Products and Development, Loto-Québec. "Six weeks into the promotion, the *\$100 Utime* game was nearly impossible to find!"

Promoting the game as "your best chance at becoming a millionaire," Loto-Québec encouraged players to buy a game for oneself, a spouse or even as a group. This was the first time in seven years Loto-Québec ran a draw promotion at such a premium price point.

THE LOOK OF A \$1 MILLION GAME

The million-dollar payout was not the only feature of the *\$100 Utime* ticket promotion that held players' attention. The premium-priced game was designed with all the ultimate glitz and glamor of Hollywood. The double-sided black tickets were decorated with velvet varnish on one side and *\$100 Utime* ticket emblazoned on the top in holographic text.

"The *\$100 Utime* ticket truly looked like an invitation to win \$1 million," said Voyer.

Scientific Games' packaging design for the game included a matching black *Zip Pouch* with velvet varnish and *\$100 Utime* hot-stamped on it. Players had to tear a perforated seal to uncover their ticket.

"We were very proud to have the opportunity to partner with Loto-Québec on the creative development and manufacturing of such an innovative game like *\$100 Utime*. This is the result of Scientific Games' ability to embrace advanced technology innovation for unique instant games and packaging, and deliver a beautiful product to our customer," added Sonia Verdy, Vice President, Canadian Manufacturing for Scientific Games Products Canada.

The company has previously produced *Zip Pouch* instant products for Loto Québec, as well as for lotteries in Sweden, Belgium and other several other countries.

PLAYING AGAINST THE ODDS

The *\$100 Utime* game featured a hybrid ticket with two parts, an instant portion and a draw portion.

The instant portion of the game offered players up to \$11 million in prizes with a jackpot of \$100,000. Players had a 1 in 4.7 chance of winning an instant prize.

"We were strategic in structuring the prize payout, including a large quantity of free games to win, in order to stimulate sales," continued Voyer.

THE BIG EVENT

Each *\$100 Utime* game had two six-digit draw numbers giving players two chances to win the grand prize. Players had a 1 in 25,000 chance at winning \$1 million. At eight weeks, the promotion culminated in the March 30th drawing, when the 20 winning numbers were announced at the Casino du Lac-Leamy. Players whose numbers matched a portion of the first six-digit winning number won cash ranging from \$100 to \$10,000.

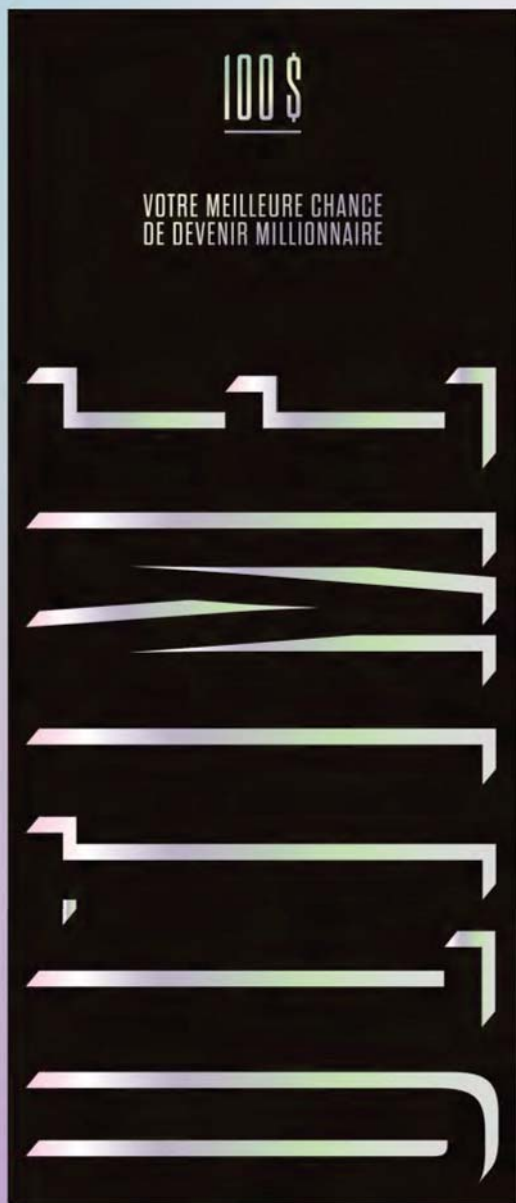
Due to the popularity of the promotion, Loto-Québec decided to broadcast the drawing on live television. Beginning at 7:30 p.m., live

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LOTO-QUÉBEC



from the Casino du Lac-Leamy, Québec television host Anouk Meunier, along with Loto-Québec revealed the winning numbers drawn for the \$100 Utime game during six commercial breaks.

“We are very pleased with the level of player participation for \$100 Utime. The results were truly remarkable and will be long-remembered by those who played the game,” said Voyer

The 20 grand-prize winners were a great mix of individuals, couples and larger groups from different regions of the Province of Québec, including Outaouais, Montréal, Laval, Lanaudière, Laurentides, Montérégie, Mauricie, Capitale-Nationale and Saguenay-Lac-Saint-Jean, to name a few.

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A SMASHING SUCCESS

More than 485,000 or 97 percent of the 500,000 \$100 Utime game tickets were purchased by players during the eight-week promotion, making it the most popular game in Loto-Québec history.

