

# COMING TOGETHER TO BRING **MEGA** VALUE TO PLAYERS

## HOW AN INDUSTRY-WIDE EFFORT CULMINATED IN THE LAUNCH OF THE NEW MEGA MILLIONS® GAME.

**T**he headlines reflect well-earned excitement over the enhanced Mega Millions® game launch on April 5. This national game, with tickets sold in 45 states, Washington, D.C., and the U.S. Virgin Islands, has been freshly reimagined in response to player research and feedback.

"The changes differentiate Mega Millions from other jackpot games in lotteries' portfolios while maintaining the same simple mechanics that players really like," said Joshua Johnston, Director of Washington's Lottery and Lead Director of the Mega Millions Consortium, discussing the changes at PGRI's recent SMART-Tech conference.

"We've got a new \$5 game with the starting jackpot increasing to



Revamp Of Mega Millions Game Debuts In April With Bigger Prizes, Better Odds.

**Mega Millions is Getting a Mega Upgrade!**

Players Won 5X More in First Drawing of New Mega Millions Game Than They Would Have Under Old Prize Matrix.

**Mega Millions changes will lead to "more billionaire jackpots," expert says.**

**Mega Millions is Getting Even Better!**

New Mega Millions Game Coming: Offering Bigger Prizes and \$50 Million Starting Jackpots.

Mega Millions introduces new \$5 game with bigger prizes, better odds.

Mega Millions will have better odds starting April 4. See new chance of winning.

New ticket price, increased odds, bigger jackpots: The overhaul coming to Mega Millions.

\$50 million out of the gate. Beyond big jackpots, players told us they want bigger non-jackpot prizes, and that's exactly what this new game delivers," he noted.

"Now every ticket includes a built-in multiplier feature of 2, 3, 4, 5, or 10X, so there are no more breakeven prizes, and there are better odds and

bigger wins: Players who had won \$2 in the old game will now take home \$10, \$15, \$20, \$25 or \$50 under this game. Those who won \$500 under the old rules will now take home \$1,000; \$1,500; \$2,000; \$2,500 or \$5,000.

"That's the kind of value the new Mega Millions will deliver to players

at every single drawing,” said Johnston. The changes are expected to lead to increased sales for lotteries and more revenue for good causes in local communities around the U.S.

## COLLABORATING TO REALIZE A SHARED VISION

Behind the scenes, scores of lottery employees and supplier staff can now take a moment to step back and appreciate the industry-wide effort that went into bringing the changes to life:

From the initial research more than four years ago on a new game construct to the first drawing for the enhanced game on April 8, more than **100 members representing 17 U.S. lotteries** successfully carried out workstreams related to the new game’s Governance, Finance, Technology Product & Retail Execution, Sales & Marketing Execution, In-Lane, iLottery, and Public Relations.

**The launch ultimately encompassed 47 lotteries and many vendor partners**, all working collaboratively toward the shared goal.

The initial game-change efforts were led by Gretchen Corbin, President and CEO of the Georgia Lottery, during her term as Mega Millions Lead Director. She spearheaded market research to assess player interest in a price-point change and

determine which game features would hold the most value for players with minimal impact on other games. She also championed the efforts to develop an inclusive and collaborative project plan and communication process, resulting in the development of subcommittees made up of members from both the Powerball and Mega Millions game groups.

In July of 2024, when Gretchen’s term ended, Joshua Johnston succeeded her as Lead Director for the Game Group and the project. “The process of evolving Mega Millions demonstrates how a shared vision can deliver remarkable results that benefit players, lotteries, and retailers,” said Johnston, reflecting on the launch. “Whether designing engaging player materials or creating comprehensive educational kits for retailers and representatives, every detail was carefully planned and executed, ensuring the game’s nationwide rollout was not only smooth but impactful.”

Michelle Carney, IGT Vice President of Lottery Marketing, who was chosen to lead project management and game implementation on behalf of the Mega Millions consortium, described the initiative as “an incredible collaboration of stakeholders across the industry. It reflects the passion, creativity, and shared goal of delivering a new Mega Millions experience that excites players and drives growth for lotteries.”

**THIS ACHIEVEMENT BELONGS TO THE COUNTLESS DEDICATED PROFESSIONALS ACROSS THE INDUSTRY – TOO NUMEROUS TO LIST – WHO CONTRIBUTED THEIR INDIVIDUAL TALENTS AND PASSION TO MAKE THE NEW GAME A REALITY.**

## RESPONDING TO PLAYER PREFERENCES

**The new Mega Millions enters the market seven and a half years after its last major game change. The consortium conducted three exploratory studies to test the basis for a \$5 game and found that the concept was highly appealing to players.**

**Among the findings, players ranked “the ability to multiply prizes” as the most favorable across all game characteristics tested. They also liked that it was easy to play and simple to understand.**

**“All lotteries think about the diversity of their portfolios,” said Johnston. “The new \$5 Mega Millions price point offers players a variety of choices on jackpot games.”**

Among the many lottery organizations, suppliers, and individuals who contributed to the new game launch, the team at the Illinois Lottery played a pivotal role, leading the effort to update the trademark usage and style guidelines to ensure consistency and protect the mark.

The new game also would not be possible without the sustained effort and substantial contributions of the seven subcommittees, whose members worked tirelessly to orchestrate and execute the necessary changes. In particular, Daniel Johnson and Deborah Courtney, respectively the leads of the Technology and Finance subcommittees, were charged with directing large, cross-functional teams to ensure the software and finance operations and procedures were ready to support the launch. The expertise of communications

and public relations professional Dan Miller and the team from Curator PR, which counts Washington's Lottery among its clients, went into the creation of effective strategic communications, such as key national news releases informing the public about the game changes.

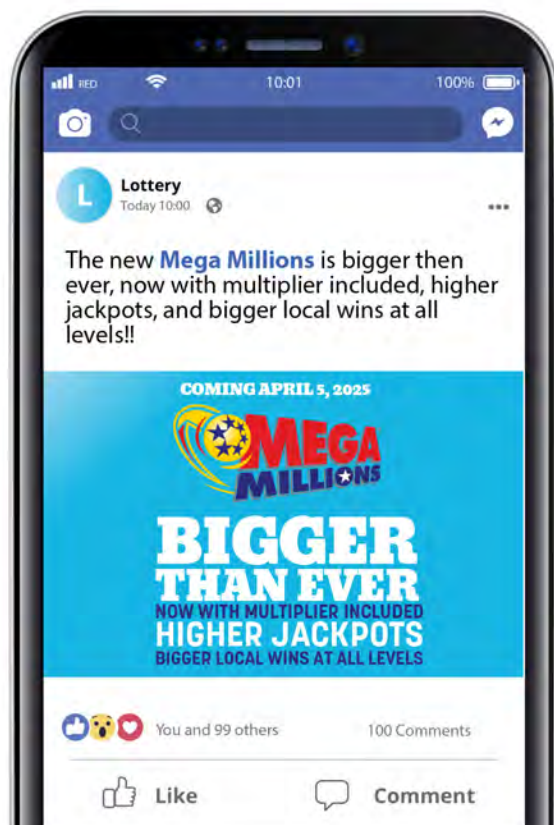
Individual lotteries across the U.S. built on and amplified the news via their own websites and social media communications.

And IGT played a key role in shaping and supporting the initiative by delivering an extensive suite of go-to-market resources and tools. Noted Johnston, "The company's experience as a lottery operator and business partner enabled it to develop retailer- and player-facing educational and promotional materials and templates, which any lottery could use and tailor to their jurisdictional requirements." Key IGT contributions include:

**Player-Focused Materials:** All-new Mega Millions play slips and engaging resources such as how-to-play brochures, in-store point-of-sale (POS) displays, outdoor promotional materials, and educational social media and website examples to amplify awareness and engagement.

**Marketing Assets & Retailer and Sales Support:** IGT developed customizable templates that could be used by all lotteries to complement the creative materials that each lottery developed to support the launch. These include fact sheets and talking points, training materials for retailers and lottery representatives, quizzes and group training tools to help retailers fully prepare to convey the value of the new game to players, and FAQs for both lottery teams and players.

To ensure lotteries have easy access to these resources, IGT created and hosts a centralized national portal.



A few examples among the dozens of attention-getting materials available to lotteries to promote the new game to help educate players and retailers.



## Player Winnings in the First Mega Millions Drawing

Match	Winners	New Game Prize Total	Old Game Prize Total
5 white balls	0	\$0	\$0
4 white + Mega Ball	5	\$100,000	\$50,000
4 white balls	125	\$195,000	\$62,500
3 white + Mega Ball	295	\$187,600	\$59,000
3 white balls	7,631	\$227,530	\$76,310
2 white + Mega Ball	7,135	\$214,840	\$71,350
1 white + Mega Ball	58,021	\$1,221,059	\$232,084
Mega Ball	144,692	\$2,176,570	\$289,384
<b>Total</b>	<b>217,904</b>	<b>\$4,322,599</b>	<b>\$840,628</b>

The portal houses key go-to-market materials, which have already been downloaded more than 700 times, enabling seamless sharing among lottery teams across the country.

This forward-looking approach meets a wide range of needs for the current launch and lays a foundation for stronger coordination and an exciting future for national-game portfolio planning.

## 5X MORE WON AT LAUNCH

In the first drawing on April 8th, players won \$3.4 million more in prizes than they would have taken home under the old game matrix, displaying the value of the new built-in 2X to 10X multiplier to more than 200,000 winners (see chart above).

“We couldn’t be more thrilled for our players and for how the new game is being received,” said Joshua Johnston. “As players are coming into grocery stores, convenience stores, and lottery offices to collect prizes that are two, three, four, five, and 10 times what they’ve

seen in the past, it’s putting a smile on their faces, because that’s real, everyday money to most people. This is why the game change matters. It’s providing value to our players at every prize level and at every drawing.”

## LOOKING AHEAD - UNITED EFFORTS

“The enhanced Mega Millions game is a proud achievement shared by everyone involved,” observed

PGRI publisher Paul Jason. “The effort to execute a multi-state game change is unlike anything else in our industry. Its success demonstrates the industry’s ability to innovate and adapt, and proves that collaborative efforts, fueled by industry-leading expertise, can lead to exceptional outcomes for players and lotteries.

“These changes are part of the bigger picture of

how the national jackpot games are evolving in a forward-leaning spirit of collaboration,” he noted. “The industry has always known that the two big games should be managed as a portfolio and strategically positioned to optimize the aggregate results. The launch of this new Mega Millions game represents an inflexion point that should have important long-term implications for the future of the national lottery games.” ■



## Mega Millions® New Game Prize Matrix Mega Value at Every Prize Level

(Starting with April 8, 2025 drawing)

New Prize Matrix				Old Game
Match	Base Prize	Multiplier	Player Winnings With Embedded Multiplier	Prize
0 + 1	\$5	2X, 3X, 4X, 5X or 10X Random + Embedded in every play	\$10, \$15, \$20, \$25 or \$50	\$2
1 + 1	\$7		\$14, \$21, \$28, \$35 or \$70	\$4
2 + 1	\$10		\$20, \$30, \$40, \$50 or \$100	\$10
3 + 0	\$10		\$20, \$30, \$40, \$50 or \$100	\$10
3 + 1	\$200		\$400, \$600, \$800, \$1,000 or \$2,000	\$200
4 + 0	\$500		\$1,000, \$1,500, \$2,000, \$2,500 or \$5,000	\$500
4 + 1	\$10,000		\$20,000, \$30,000, \$40,000, \$50,000 or \$100,000	\$10,000
5 + 0	\$1 Million	n/a	\$2 Million, \$3 Million, \$4 Million, \$5 Million or \$10 Million	\$1 Million
5 + 1	Jackpot		Jackpot	Jackpot

Mega Millions® has always been about providing great value to players, and with the new price point the game is able to do that at every prize level. Shown: The new prize matrix versus the old game.