

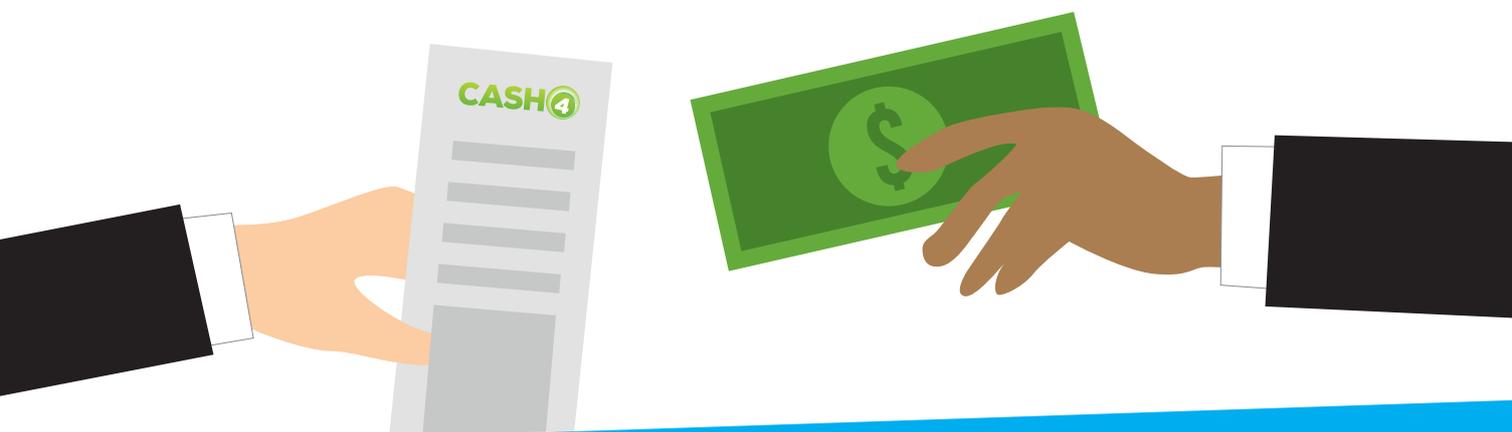
INCREASE YOUR LOTTERY SALES WITH

CASH³ & CASH⁴



CASH 3 AND CASH 4 ARE JUST LIKE PLAYING THE PONIES! BOTH GAMES DRAW TWICE DAILY MONDAY THROUGH SATURDAY, ONCE ON SUNDAY, AND THE MINIMUM PLAY IS ONLY 50 CENTS!

A PROVEN WAY TO POSITIVELY IMPACT YOUR STORE'S LOTTERY SALES IS TO SIMPLY, **ASK FOR THE SALE!** ENCOURAGE YOUR EMPLOYEES TO ASK EVERY CUSTOMER IF THEY WOULD LIKE TO MAKE A LOTTERY PURCHASE. IF A CUSTOMER HAS SOME CHANGE AFTER MAKING A REGULAR PURCHASE OR A PLAYER IS BUYING A DIFFERENT LOTTERY PRODUCT, ASK IF THEY WOULD ALSO LIKE TO BUY A CASH 3 OR CASH 4 TICKET! THIS COULD INTRODUCE THEM TO A NEW EXPERIENCE!



LOTTERY PLAYERS ARE LOYAL TO RETAILERS WHO OFFER EXCEPTIONAL LOTTERY CUSTOMER SERVICE. BE PATIENT AND TEACH YOUR CUSTOMERS HOW TO PLAY THE GAMES. GREET THEM WITH A SMILE TO CREATE A FRIENDLY, WELCOMING ENVIRONMENT, AND DON'T FORGET TO WISH THEM GOOD LUCK AFTER THEIR PURCHASE!