

GAME SPOTLIGHT

On October 21, 2025, **VIP Jackpot**, a luxurious new Print 'n Play progressive jackpot game, launches!

VIP Jackpot is a Virginia-only progressive jackpot game that features \$10, \$20, \$30 and \$50 tickets. VIP Jackpot has a starting jackpot of \$250,000, and the jackpot value increases with each ticket sold until the jackpot is won. There are no playslips to fill out and no waiting for a drawing. Just purchase, play, and check to see if you've won!

HERE'S HOW IT WORKS.

The game offers tickets at four price points. The percentage of the current jackpot value that a player could win depends on the price of the ticket purchased.

- A \$10 ticket could win 20% of the jackpot.
- A \$20 ticket could win 40% of the jackpot.
- A \$30 ticket could win 60% of the jackpot.
- A \$50 ticket could win 100% of the jackpot.

A new grouper button will be available on the Retailer Pro S2 terminal and all Lottery Vending Machines that will allow players to purchase all four VIP Jackpot tickets. The total cost for all four tickets is \$110. Reminder: Print 'n Play tickets cannot be canceled. Confirm with players the cost of the tickets before printing the tickets.



VIP JACKPOT FEATURES THE LOTTERY'S FIRST \$50 PRINT 'N PLAY TICKET.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

OCTOBER 2025 LAUNCH SCHEDULE

OCTOBER 7

New Scratchers

OCTOBER 14

Online Game: Aztec Forgotten Riches

OCTOBER 21

Print 'n Play: VIP Jackpot

OCTOBER 28

Virginia's New Year's Millionaire Raffle
Online Game: Treasure of Cactus Creek

If you have any questions about new games launching each Tuesday, contact your sales representative.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

October 2025

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

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LOTTERY REWARDS



\$500 GROCERY-STORE GIFT CARD (FOOD LION® OR KROGER®)

The first October Rewards drawing is for a \$500 grocery-store gift card (Food Lion® or Kroger®). There will be 20 winners in the drawing, which will take place on October 21, 2025. The entry period is from September 22, 2025, through October 19, 2025. A player can redeem Rewards points to get a drawing entry or entries.



CELEBRITY CHEF RESTAURANT EXPERIENCE

The second October Rewards drawing is for a Celebrity Chef Restaurant Experience. There will be six winners in the drawing, which will take place on October 28, 2025. The entry period is from September 29, 2025, through October 26, 2025. A player can redeem Rewards points to get a drawing entry or entries.

Odds of winning a prize in a Rewards drawing depend on the total number of entries received.



SEPTEMBER 1 – OCTOBER 19

Players who purchase a Pick 3 with FIREBALL, Pick 4 with FIREBALL or Pick 5 with FIREBALL ticket* can submit the ticket(s) (winning or nonwinning) to

GET A DRAWING ENTRY FOR A CHANCE TO WIN UP TO \$5,000!

Only tickets purchased during the promotional purchase period listed above are eligible for submission.

In the drawing, three players each will win \$5,000, four players each will win \$4,000, and five players each will win \$3,000.

The submission deadline is 11:59:59 p.m. ET on October 26, 2025. If you have additional questions, contact your sales representative.

FOR MORE DETAILS:
valottery.com/fall345



For odds, game and prize information, visit the Virginia Lottery app or valottery.com. Odds of winning a prize in this promotion depend on the total number of entries received. *The purchase of the FIREBALL add-on is not required for the ticket to be eligible for submission.

FIVE \$1 MILLION WINNERS TO START 2026!

Virginia's new year's millionaire raffle

VIRGINIA'S NEW YEAR'S MILLIONAIRE RAFFLE RETURNS ON OCTOBER 28!

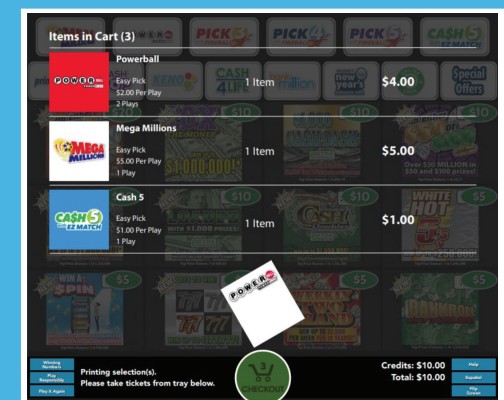
The Raffle has 625,000 total tickets available and over 1,000 total prizes! There are five \$1 million prizes, seven \$100,000 prizes and 1,000 \$500 prizes! The tickets for this game usually sell out before New Year's Eve, so remind players to get a Raffle ticket! Winners will be announced on January 1, 2026!

PRIZE	QUANTITY	ODDS
\$1,000,000	5	1 in 125,000
\$100,000	7	1 in 89,286
\$500	1,000	1 in 625
OVERALL ODDS	TOTAL TICKETS AVAILABLE	
1 in 618	625,000	

LOTTERY VENDING MACHINE FEATURE

1. A player can add Scratchers and draw games to the player's shopping cart from the home screen. Draw-game purchases can be made from the Easy Pick menu, or players can pick their own numbers.
2. Once items have been selected, the player selects Add to Cart.
3. The player can select CHECKOUT to pay for the items in the player's cart.
4. The player can either insert cash, scan a winning ticket or pay with card. Only one form of payment can be accepted per transaction.

How to use the new Shopping Cart feature



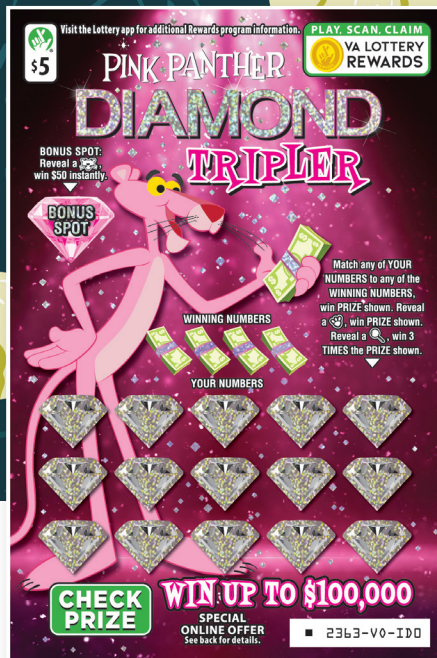
If you notice any issues on your Lottery Vending Machine(s) after the software and hardware upgrades are complete, reach out to your sales representative. A member of the Deployment team will contact you to review and resolve the issue.



Retailers who have a Lottery Vending Machine(s) will receive an update to the machine(s). This update will be done by Virginia Lottery partners Mill-Tel. Retailers will be notified by their sales representative two weeks prior to the equipment update. A technician will reach out to the retailer 24 to 48 hours before installation. If you have additional questions, contact your sales representative.

NEW SCRATCHERS LAUNCHING OCTOBER 7

**ACTIVATE
BY OCTOBER 7
TO BE ELIGIBLE FOR
THE INCENTIVE**



\$1

#2361

Double Up!

Prizes start at \$2
in this game!
A player could win
up to \$1,500.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 816,000

UPC: 617189023616

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2363

Pink Panther™ Diamond Tripler

This Scratcher gives a player the
chance to unlock a 3X multiplier.
A player could win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,101,600

UPC: 617189023630

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

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\$10

#2364

Loaded with \$500s

Each ticket features two Bonus spots
and gives a player the chance to reveal
a multiplier. The entire game is loaded
with over \$2,500,000 in \$500 prizes.

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 306

UPC: 617189023647

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

BASICS BOOSTERS

Retailer Incentive

October 2025 – December 2025

The Basics to
Boosters Retailer Incentive
is your chance to earn more!

► **BASICS** Each retail location can earn \$200 for the **BASICS** portion of the retailer incentive by simply meeting the four (4) eligibility requirements shown below.

► **BOOSTERS** Each retail location that meets all the qualifications for the **BASICS** portion of the retailer incentive will be eligible for the **BOOSTERS** portion of the retailer incentive. Each location may qualify for only one of the two boosters shown below.

► Locations that meet or exceed their quarterly sales goal up to 105.00% (no rounding) can earn an additional **\$250**.

OR

► Locations that exceed their quarterly sales goal by more than 105.01% can earn an additional **\$500**.

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one (1) pack of each new Scratcher every month on Day 1 of the new-game launch.
- Maintain a combined out-of-stock and out-of-service rate of 4.00% or less for vending, nonvending or both where applicable.
- Maintain Active status from the first day through the last day of the quarterly incentive period.
- Have no more than one (1) insufficient funds issued during the quarterly incentive period.

BASICS  BOOSTERS Sales Goal
SECOND PERIOD: October 1, 2025, through December 31, 2025

\$

Questions? Contact your Virginia Lottery sales representative for more information.



✳️ What is LottoShield®?

LottoShield® is an automated inventory-management system that protects your profits with a simple and easy-to-use lottery inventory-management tool. This tool reduces wasted hours and helps you grow your business. LottoShield® was developed by retailers for retailers!

✳️ How can LottoShield® help you?

LottoShield® will track and reconcile Scratchers including backstock, and that will eliminate the need for manual tracking and ensure Scratchers are managed. Retailers can scan inventory in seconds to make it easier to manage Scratchers effectively using the LottoShield® tool. In addition, retailers can reconcile their payouts and draw totals between the totals reported on their Lottery terminals and invoice records.

✳️ Virginia Lottery and LottoShield® Partnership

The Virginia Lottery believes in the benefits of LottoShield®. The Lottery is offering an incentive to reimburse retailers who do not currently have LottoShield® for the first six months of their membership once they complete the FREE, three-week trial offer from LottoShield®. That's nearly seven months FREE! On top of that, Virginia Lottery retailers also will receive a special discounted monthly or annual rate to continue their membership. Retailer reimbursement will be paid via EFT.

✳️ How do you get started?

Visit www.lottoshield.com/sign-up, and select Virginia as your state to start your free trial.