



GAME PLAN

MINNESOTA LOTTERY™

ADD SOME WIN TO YOUR WINTER

We all know winter in Minnesota can be cold, but more importantly, we also know there are endless ways to have fun and find winning experiences everywhere you look. Whether your players found the last shoveled parking spot, received a free coffee from the person in front of them, or scored big on a winter scratch game, there's always a reason to celebrate – which is why the Minnesota Lottery is launching a WINter advertising campaign this month that supports all the ways Minnesotans win at winter. The campaign will feature TV, radio, billboards, digital ads, and fun social media posts to encourage purchase of our winter scratch games all season long.

LOOKING FOR WAYS YOUR BUSINESS CAN WIN AT WINTER?

Think about setting small goals for your staff to help increase sales. For example, the first person to sell 10 winter tickets gets a free coffee or snack. Or, create a competition to sell the most winter scratch games with other winter items like hot cocoa, mittens, seasonal décor, etc.

Remember to encourage players to win this winter by picking up winter scratch games. Not only will



they have a chance at a winning moment, but you'll win by earning more commissions, or possibly a bonus check for selling a top prize. Embrace the small moments – they often become occasions of big fun that celebrate the best of the season!



NEW YEAR AND 20,000 NEW WINNERS!

The Minnesota Millionaire Raffle® winning ticket numbers were announced on January 1, 2026. With 20,000 cash prizes this year, 20,000 people started off the New Year as winners! **Remember to ask your players if they have Raffle tickets to check – your store gets 1.5% commission every time you pay out a prize.** Players can also be directed to mnlottery.com to find out which two numbers won the top \$1 million prizes!

FROM THE DIRECTOR

Happy New Year!

Thank you for an incredible 2025. Together, we achieved so much: launching North 5[®] EZ Match, rolling out Lotto Game Bundles, and celebrating another record-setting year for the Minnesota Millionaire Raffle[®]. We had so much fun with exciting campaigns like Minnesota Classics, Back to the Future, and the Gnome Series scratch games.

We also teamed up for some truly unique promotions, including Vikings tailgating events, creative strategies that boosted our Holiday campaign, and many more. We are grateful for your involvement in key initiatives like responsible gambling and retailer fingerprinting.

Your support helped make it all possible. We couldn't do what we do without you. Your partnership helps us give back to the great state of Minnesota, and for that, we thank you.

As we kick off 2026, I'm looking forward to another year filled with strong sales, exciting new games, and fun. We've got a lot in store, and we can't wait to share it with you and our players.

Here's to another year of saying I'MN to fun, excitement, and making a difference for Minnesotans.

Thank you and have a very Happy New Year!



Adam Prock, Executive Director

EZ Match™ is a trademark of IGT Global Solutions Corporation.

HAVE A QUESTION? WE'RE HERE TO HELP.

For help with accounting services, ticket status inquiries, ticket orders, point-of-purchase materials, lost or stolen tickets, mobile app, Retailer Service Portal and lottery equipment relocation/removals contact:

Lottery Customer Support

651-635-8273

1-888-568-8379

Follow prompts.

Customer support staff are available Monday - Friday 8 a.m. - 4:30 p.m. Please leave a message during non-business hours. Calls regarding stolen tickets are answered 24/7/365 and handled quickly.

For help with lottery equipment issues and lottery equipment communication issues contact:

Brightstar Hotline

1-888-487-9200

24 hours a day; 7 days a week

Misprinted Ticket Reminder

If you need to report a misprinted lotto ticket, call Customer Support at 651-635-8273 and follow prompts. If you leave a message, your call will be returned as soon as possible.

Problem Gambling Helpline

1-800-333-HOPE

Text HOPE to 53342

GetGamblingHelp.com

Alternative Formats

This publication is available in alternative formats to individuals with disabilities by calling 651-635-8273 or 888-568-8379.

ANOTHER WINNING YEAR FOR MINNESOTA



For a deeper dive into FY25, scan the QR code to view the full annual report.



Our numbers are finalized for fiscal year 2025 and we want to say thank you to all our retailers for another great year! We are grateful for your continued collaboration and the vital role you play in supporting the Lottery's mission to generate revenue for programs that positively impact the lives of all Minnesotans.

Here's a look at some fun facts from fiscal year 2025, which ran from July 1, 2024 - June 30, 2025:

- Collectively, you and your fellow 3,052 hard working retail partners earned \$47.4 million in commissions and incentives – an average of \$15,519 per business.
- Nineteen retailers earned a spot in the Lottery's Million Dollar Sales Club by selling \$1 million or more in lottery tickets.
- A payout of \$161.6 million was generated for lottery beneficiaries to protect Minnesota's environment and natural resources.
- Our players cashed in \$444.8 million in prizes.
- Lottery sales reached \$708.4 million in FY25, with scratch games making up \$524.5 million.

Your contributions helped make FY25 a success. Thanks to you, FY26 is shaping up to be another strong year. Let's keep the momentum going!

PROGRESSIVE PRINT-N-PLAY® IS BEING REBRANDED TO

FAST PLAY™

- Fast Play will include the popular Bingo, Crossword, and Slots progressive games. A new game – X the Cash – will also be added to the lineup.
- The current cost of Progressive Print-N-Play per ticket is \$1, \$3, or \$5. Fast Play will cost \$2, \$5, \$10 or \$20 per ticket.
- Fast Play is tentatively scheduled to launch in late winter or early spring. Additional details will be provided soon.

Fast Play will be promoted in March; more details to come in the February launch kit.

WHAT WINNING LOOKS LIKE

WINNING BIG

SSM Marketing in Jordan, MN recently sold the top prize on the \$200,000 Gold Rush scratch game. Sisters Sivlen and Meylee, pictured at right, are highlighting the \$1,000 bonus check that SSM Marketing received for selling the top prize. Congrats to SSM Marketing on the big win!



THIS MONTH'S NEW GAMES

SCRATCH GAMES LAUNCHED JANUARY 6, 2026

\$1

POCKET CHANGE

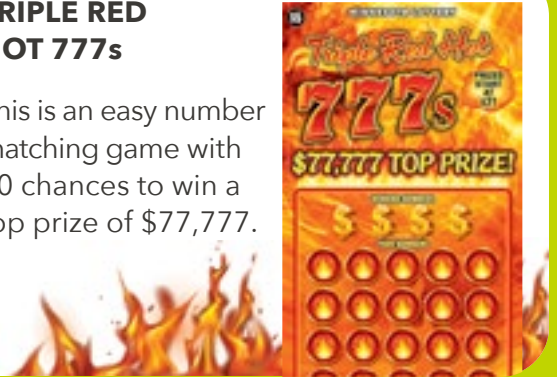
Remind your players to check their pockets because, if they find just \$1, they could turn it into \$5,000.



\$5

TRIPLE RED HOT 777s

This is an easy number matching game with 20 chances to win a top prize of \$77,777.



\$10

CASH BAR MULTIPLIER

Encourage players to start 2026 off right with 4 games in 1! More chances to play, more ways to win, and more fun – all in a single ticket.



\$10

CROSSWORD WIZARD

No magic is needed for someone to take a shot at winning \$200,000. Just say “alakazam” and watch the fun unfold!



NEXT MONTH'S NEW GAMES

SCRATCH GAMES LAUNCHING FEBRUARY 3, 2026

\$2

AREA CODE CASH

Dial up a chance to win \$10,000 – plus, there's a 2nd Chance to win!



\$5

FULL OF \$500s

This player favorite is loaded with over \$2 million in top \$500 cash prizes!



\$20

\$10,000 LARGE

This ticket offers 10,000 reasons to play and score big!





Minnesota Lottery
2645 Long Lake Road
Roseville, Minnesota 55113
mnlottery.com
Liz Smith, Managing Editor
Megan Kleinschmidt, Graphic Designer

HAPPY NEW YEAR!

Thank you for your continued partnership and the effort you put into serving players every day. Because of your dedication, 2025 finished strong, and we're excited to keep the momentum going in 2026!