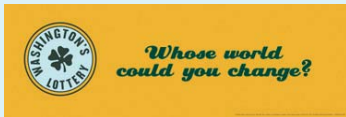


Washington's Lottery AVAILABLE MERCHANDISE



Do your customers know you sell Lottery Products?

Customers should know before they even walk in the door that they can purchase their favorite Lottery games at your location, rather than going to another location.

Illuminated Lottery Logo Sign

- Double-sided LED sign clearly lets customers know inside and outside of your store that you sell Lottery games.

A-Frame and Curb Signs

- Lottery Curb Signs and A-Frames are highly visible and let people know you sell Washington's Lottery products.
- The signs can be moved to different locations on your property to keep them fresh and gain that extra attention.
- Curb Signs have a snap-frame design that allows for placement of new or promotional messaging.
- A-Frames are light-weight (13 lbs.) and easily moved so you can take them inside at closing time. A-Frames are particularly good for strip mall retailers, restaurants and bars.

Banners

- Choose from a variety of messages, banners are a great way to advertise you are a Lottery Retailer. These banners can be placed in various locations: side of the building, from the roof or along a fence line.

Once your customer is inside the store, do you have all the "tools" easily accessible for your customer to make a Lottery purchase?

Play Center

- Most Lottery purchases are impulse buys and nothing tells your customers that you are a Lottery Retailer better than having a play center in a key location.
- Conveniently displays promotional point of sale, play slips, pencils and scratchers.
- Acrylic writing surface provide a great area for your customer to scratch their Scratch tickets or fill out play slips while they are in your store.
- Space is available in the base for storage of Lottery supplies.
- Back of the Play Center advertises to your customers that they can "Play Here" creating opportunities for sales from inside and outside your store.
- ADA approved.

Jackpot Signs

- Watch your sales grow as the jackpots soar.
- Displaying Jackpot signs in a high traffic visible location reminds your customers of the chance to win. Keeping your signs updated reminds them to make that Lottery purchase. Jackpot signs are available in three different sizes.



Brochure Holders

- If space is a challenge, there are two different types of on-counter brochure holders to display Lottery tools.



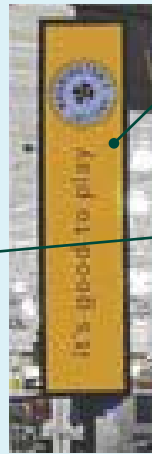
Wall of Fame Sign

- An excellent way to promote your customer's "winning" experiences.
- Sign comes with starbursts which you can attach to winning tickets to display around the sign to highlight that customers are winning in your store.
- * Ask your sales rep for more information and about the 3 sleeve holder for winning checks.



Oak Frame Sign

- Another great way to let your customers know you sell Washington Lottery products. Great in a window, on a wall or hanging above the cash register.



Tall Vertical Sign

- When space is an issue this 3 ft. vertical sign is the solution. This sign can be displayed behind the counter letting your customer know you sell Lottery product.



Hours of Operation Sign

- **Two tools in one.** Allows your customers to know when you're open as well alerting them that they can play their favorite Lottery games at your establishment.



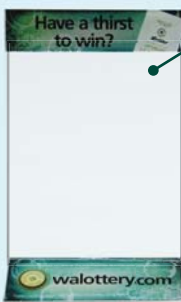
Window Clings

- These are a great way to generate that impulse Lottery sale inside your store. Window clings come in a variety of messages and sizes. Place at front entrance, windows and refrigerated doors.
- * Ask your sales rep for plastic sleeves to display window clings in other locations thru out your store.



Acrylic Table Tents

- A fabulous way to advertise lottery promotion's at your place of business. When you're not running a Lottery promotion use this tool to display your own specials.
- * Ask your sales rep. about promotion opportunities.



Coasters

- Our trivia coasters are a fun and easy way to create impulse sales of Lottery games.

