

## Independent Survey Results:

# Increase Powerball (or any Jackpot Game) 30% with a Local Pooling Option

Pooling technology offers lotteries the opportunity to create a major profit center. This finding is strongly supported by recent quantitative research of nearly 1,400 players by Crestwood Associates, other research, and empirical data. The pooling option can be implemented on any state game, and could be implemented on any multi-state game without changes at the national level since the pools would be local only.

By creating a pooling ticket, available like any other ticket, lotteries can tap into the massive, already proven market for lottery pools, offering their players a simpler and safer way to pool.

The research shows that with a pooling option, players will spend more and play more often. Every individual lottery player will be able to buy into a pool every drawing, with no more effort than it takes to buy an ordinary ticket. A pooling ticket has obvious visual appeal and provides players with real added value by giving them significantly more chances to win at a very affordable price.

Crestwood Associates has over 25 years research experience. Crestwood's study was conducted on the Powerball in two lottery jurisdictions. The findings are shown below.



**POWERBALL**

## PoolPlays® Lottery Pools

### 10 More Chances to Win for Only \$2

For every Powerball play you buy, you can get into a lottery pool of 10 more plays for only an extra \$2.

You own 10% of any prizes from your lottery pool and 100% of any prizes from your personal plays. For each prize share under \$1, you win more shared plays.

If you buy 5 or more personal plays, you can get up to 10 lottery pools for only \$2 per pool.

**SAMPLE TICKET**

**Your personal play**  
(Buy 1 or More – Quick Picks or your own numbers)

**PoolPlays**  
Your pool of 10 shared plays for an extra \$2  
(You can buy 1 Pool for every personal play you buy)

Ticket Valid for 1 Draw(s)  
00041 90208 33554 498648 25606 06997 13556

A. 16 22 31 52 54 18

Total: \$4.00

**POOLPLAYS** 1 Pool of 10 Plays  
10% Prize Share

A1.	06	21	23	27	35	QP - 35	QP
A2.	11	36	38	40	55	QP - 03	QP
A3.	04	24	37	40	45	QP - 12	QP
A4.	25	28	31	35	47	QP - 42	QP
A5.	01	09	18	51	55	QP - 26	QP
A6.	08	28	40	41	42	QP - 08	QP
A7.	04	09	17	22	54	QP - 37	QP
A8.	15	25	28	29	34	QP - 19	QP
A9.	01	02	07	28	38	QP - 36	QP
A10.	03	16	21	46	49	QP - 18	QP

SIGN THIS TICKET PRIOR TO PRESENTING FOR PAYMENT  
00041 90208 33554 498648 25606 06997 13556  
VOID

## Research Findings - 2 Lotteries

- 67% of all players would pool, but they currently can't find a pool.
- 42% would play Powerball more often.

### Lottery Benefits

- **30%** sustained sales increase starting at \$40 Million.
- **10 x greater Winner Awareness** - 10 winners per ticket with each winner coming from a different locale.
- **Over 300%** increase in significant prize winning experiences (**prizes of \$1,000 or more**).
- **1000%** increase in **winning experiences** for the **casual single ticket purchasers**. (11 tickets vs 1 ticket) re-cycling the players back to the retailer for additional purchases.
- **Greater Player Retention** resulting from more play options.

### Player Benefits

- **Easy pooling** - simple as buying an ordinary ticket.
- **More play options** - now 3 ways to play. (Power Plays, regular plays, PoolPlays)
- **More excitement** - 10 more chances to win at each prize level.
- **Significantly more winning experiences** - Overall odds: 1 in 3.2.
- **Ultimate Pooling Security** - each player now has their own pooling ticket.
- **Unlimited Anytime Pooling** - players are no longer limited to when a group can be formed.

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