

LOTTERY GAMES

Currently, the Lottery offers three national draw games -- Powerball, Mega Millions, and Lucky for Life -- along with Cash 5 and Pick 3. In fiscal year 2019, the Lottery gave its own Lotto game a makeover. The new Colorado Lotto+ launched with better odds and more chances to win, resulting in 26% growth in its first year compared to the original game. Scratch is the Lottery's big winner these days. Lottery Scratch has grown upwards of 10% to a high of 20% over the last four years. A new focus on industry best practices brought strategic changes to Scratch in the area of game design, production and inventory management.

Lottery games give players the unique opportunity to have fun, from the instant win of Scratch games or the chance to chase the Jackpot and win millions with Powerball and Mega Millions, the Lottery offers a game for every type of player. The Lottery currently offers up to 50 Scratch games annually ranging in price from \$1 up to \$50 and six Jackpot games that draw seven days a week.



Powerball

Played three nights a week in 45 states, Puerto Rico, Washington D.C. and the U.S. Virgin Islands, Powerball holds the distinction of being Colorado's most popular Jackpot game. Powerball is \$2 per play and players select five out of 69 numbers and one out of 26 for the Power Ball number. For an extra \$1 per play, players can add the PowerPlay, which multiplies lower-tier winnings. In August 2021, Powerball added a Monday night draw and a new DoublePlay feature for \$1 more that gives players with an additional drawing for \$10 million. The jackpot starts at \$20 million and continues to grow until there's a winner. Lottery players like the chance to win big. Colorado has had three Powerball jackpot winners since joining the game in 2001, with the most recent win in September 2017 when a \$133.2 million powerball ticket was sold in Clifton. The largest jackpot ever won in the game's history was \$1.59 billion in January 2016.



Mega Millions

Mega Millions is played Tuesdays and Fridays in 45 states, Washington D.C. and the U.S. Virgin Islands, but Colorado added the game in 2010. Mega Millions is \$2 per play, and players select five out of 70 numbers and one out of 25 for the Mega Ball number. For an extra \$1 per play, players can add the Megaplier, which multiplies lower-tier winnings. The jackpot starts at \$20 million and continues to grow until there's a winner. The largest jackpot in Mega Millions' history was \$1.6 billion in October 2018. And just like Powerball, proceeds from the sale of Mega Millions tickets stay in Colorado.



Lucky for Life

Lucky for Life is the Colorado Lottery's newest multi-state Jackpot game. In July 2021, the game moved to daily draws. Twenty-five states participate in the game, in which players pay \$2 per play to choose five numbers from 48 and one Lucky Ball number from 18. The first prize is \$1,000 a day for life, and the second prize is \$25,000 a year for life. Colorado has had one first prize winner and 21 second prize winners since joining the game in July 2016. For the first prize, players may also choose a lump sum payout of \$5.7 million instead of the \$1,000 a day for life.





Colorado Lotto+

Colorado Lottery's very own in-state Jackpot game, Colorado Lotto+, has created over 445 millionaires and counting. Players choose 6 numbers and prizes are awarded for matching from 3-6 of those numbers. A built-in multiplier of 2, 3, 4, and 5 automatically increases the amount players can win. The "rolling" jackpot keeps growing until someone wins. And, for an extra dollar, players get a second draw with Plus for a chance to win up to \$250,000.



Cash 5

With drawings seven nights a week, Cash 5 is a lucky game that hits about eight jackpots a month. Cash 5 players select 5 out of 32 numbers or may choose Quick Pick to receive randomly generated numbers. An instant-win add-on game called EZ Match was recently added. A Cash 5 EZ Match ticket will have the five Cash 5 numbers plus five EZ Match numbers. If any EZ Match numbers match any of the Cash 5 numbers, players win the prize that is listed next to the EZ Match number instantly. Players can win multiple times by matching multiple numbers on one ticket.



Pick 3

The Colorado Lottery added Pick 3 to its lineup of Jackpot games in 2013. The game is drawn seven days a week and a second midday draw was added in fiscal year 2017. Pick 3 players select three numbers from 0 through 9 or may choose the Quick Pick option. The numbers selected can be three separate numbers or may be duplicated in a single play. Players then pick their play type, Exact, Any, Exact/Any, Front Pair or Back Pair. Players can place bets from 50 cents up to \$5 on various combinations of the order of numbers.



Scratch

Scratch generates the Lottery's most revenue and is growing fast. As the Lottery's most popular products overall, Scratch accounts for approximately 70% of total sales. Players love the thrill of winning instantly. In 1983, the Lottery started with one \$1 Scratch game offered at a time, today the Lottery offers around 50 games every year that range in price from a dollar to \$50 each. In addition, the Lottery offers a variety of Families of Games, where we offer different price point Scratch tickets all under one theme. Many of the Lottery's Scratch games offer Second-Chance drawing opportunities, increasing winner awareness and the excitement of the games.

