



SOMEONE'S GOING TO WIN!

GAME CHANGES

NEW!



\$1 Million Guaranteed Prize Draw every Wednesday and Saturday.

The winning Selection is randomly chosen only from Selections for that draw. Someone's going to win - twice a week, every week. It could be you!

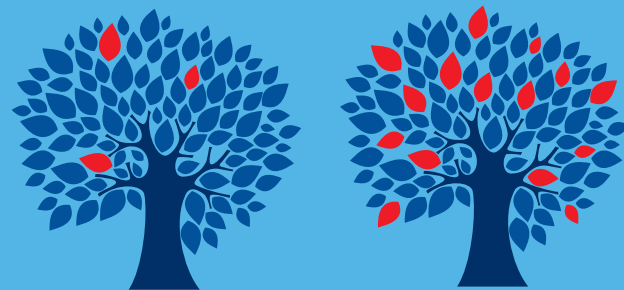
NEW!



Starting Jackpots of at least \$5 Million.

For the first LOTTO 6/49 draw on June 12, 1982, players paid \$1 per ticket for the chance to win a \$500,000 Jackpot.

NEW!



All for just \$3

Free Play prizes for matching just 2 out of 6 main numbers.

The addition of the Free Play category improves the odds of winning any prize from one in 32.3 to one in 6.6. That's five times more winning overall.

THE PLAYERS



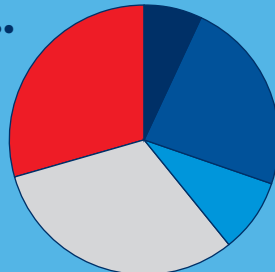
50%
of players are female



50%
of players are male

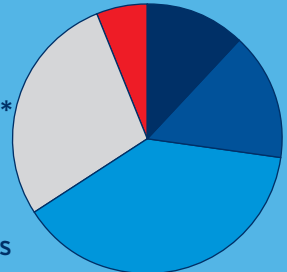
By age...

- 18-24
- 25-34
- 35-44
- 45-54
- 55+



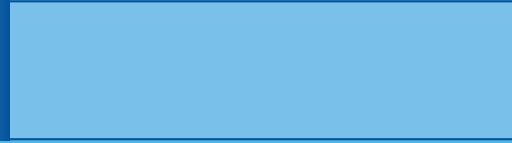
By region*...

- British Columbia
- Western Canada**
- Ontario
- Quebec
- Atlantic Provinces



*based on total percentage of LOTTO 6/49 sales June 12, 1982 to August 1, 2013

**Western Canada includes AB, SK, MB, Territories



14%

About 14 percent of Canadian adults play LOTTO 6/49 regularly - every few weeks or once a month.



22%

About 22 percent of Canadian adults play LOTTO 6/49 once a week or more.



66%

About 66 percent of Canadian adults have purchased a LOTTO 6/49 ticket within the past year.

LUCKY WINNERS & WINS

LOTTO 6/49 prizes of \$1 Million and more won (national, by year)

2014

2011

48

2012

50

2013

66
Minimum[†]

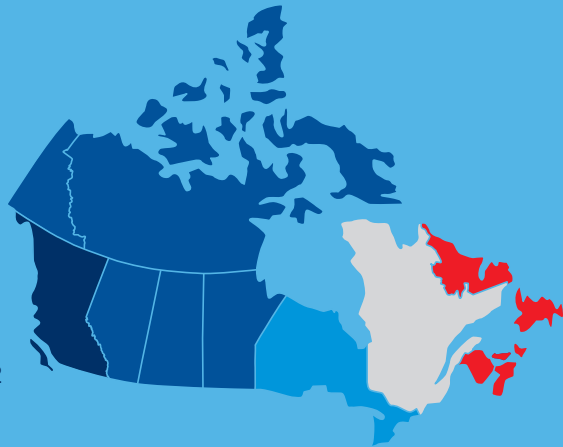
2014

104
Guaranteed[‡]
+??

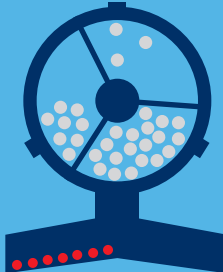
[†] 36 Jackpot prizes won from Jan 1 to Sept 1, 2013 alone + 30 Guaranteed Prize Draws will take place from Sept 18 to Dec 31, 2013
[‡] 104 Guaranteed Prize Draws will take place from Jan 1 to Dec 31, 2014, and that doesn't even include the Main Draw Jackpots that could be won over the year.



in prizes at all prize levels won across Canada from June 12, 1982 to September 1, 2013



- British Columbia: 12.21%
- Ontario: 38.42%
- Western Canada (AB, SK, MB, Territories): 14.99%
- Quebec: 27.94%
- Atlantic Provinces: 6.04%



3,089
Draws held



1,796
Jackpots won



3,184
Jackpot Winners

as of September 1, 2013

Record LOTTO 6/49 Jackpot:

\$63,413,885.20

• Won on April 13, 2013 by four tickets purchased in Alberta and British Columbia (3)