



Powerball® Pro Football Hall of Fame Promo Coming Nov. 8!

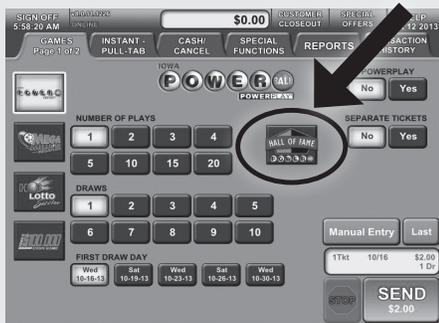


Players who purchase \$10 or more in **POWERBALL** on one ticket through Feb. 8 can enter to win a trip to meet Pro Football Hall of Famers!

Selling a Qualifying Powerball Ticket

There are several ways to sell \$10 or more of Powerball on one ticket that qualifies for entry in the Powerball Pro Football Hall of Fame Ultimate Tailgate Party promotion:

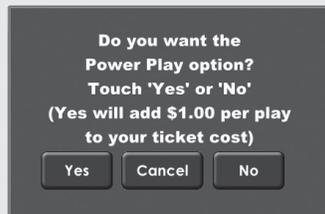
1. Press the “Hall of Fame” button on the Powerball screen (circled at right)



OR

2. Make a qualifying Powerball play of \$10 or more manually. [NOTE: A player could also use a play slip to request the Hall of Fame promotion.]

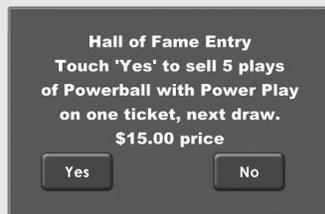
3. When the “Hall of Fame” Button is pressed, you’ll see the Power Play® screen.



- Choose “No” to sell \$10 in Powerball on one ticket and you’ll see this screen.



- Choose “Yes” to sell \$15 worth of Powerball with Power Play on one ticket and you’ll see this screen.



4. The Powerball ticket will print with the code at the top (see image above right).

How to Enter the Promotion



1. Players need to make a qualifying Powerball® purchase through Saturday, Feb. 8: \$10 or more in Powerball on one ticket. This can include any combination of plays such as multiple plays for the same drawing, plays for different drawings or plays with the Power Play® option.

2. Players then need to enter the code from a qualifying Powerball ticket (example shown here) at ialottery.com

by noon (CT) on Monday, Feb. 10, for a chance to win one of the six trip packages (see back for more information on the prizes). They’ll need to join or be a current member of the lottery’s free VIP Club to enter.

The drawing for the trips is Tuesday, Feb. 11. An email will be sent to winners and their names will be listed at ialottery.com by end of day on Wednesday, Feb. 12, or as soon as possible. See back for more details.

IMPORTANT NOTES:

- You do not need to press the “Hall of Fame” button to sell a qualifying Powerball ticket eligible for entry in the promotion. Any Powerball ticket you sell that is worth \$10 or more will automatically generate a code on the ticket.
- Any Powerball purchase of \$10 or more on one ticket with a code qualifies for entry, regardless of whether the ticket wins a prize.
- Remind players that they should enter their code online before cashing their qualifying Powerball ticket for any prizes won in the Powerball drawing.

See back for more information on the prizes.

What's the Prize? 6 Ultimate Tailgate Party Packages Up For Grabs

Iowa Lottery players can Play It Again® when they enter the Powerball® Pro Football Hall of Fame Ultimate Tailgate Party Promotion. They could win one of six trip packages to the Pro Football Hall of Fame's 50th Anniversary Fan Festival in May 2014 in Cleveland, Ohio. Trips are valued at approximately \$15,000 each.

Trip package highlights:

- Admission for four to the exclusive Ultimate Tailgate Party with at least 100 Pro Football Hall of Fame greats, including Terry Bradshaw, Joe Namath and Jerry Rice. The party includes dinner and a tournament of games with Hall of Famers.
- A winners-only prize event where trip winners could score a cash prize of \$1,000, \$25,000, or even \$1 million in a special drawing event at the tailgate party!
- Select meals; ground transportation; round-trip airfare to Cleveland and hotel accommodations for four at the Marriott® Key Plaza Hotel in Cleveland; and \$500 spending cash.
- Access for four to the two-day 50th Anniversary Fan Festival at the I-X Center in Cleveland, where they can hear Hall of Famers talk about the upcoming 2014 pro football draft, attend clinics on a 100-yard field, enjoy sports films, have a chance to get autographs from 100 Hall of Famers and much more. Plus, passes to tour the Pro Football Hall of Fame and the Rock and Roll Hall of Fame and Museum™.

About the Drawings

Trip Drawing: The Hall of Fame Promotion entry period runs through noon (CT) on Monday, Feb. 10, 2014. After the drawing on Tuesday, Feb. 11, winners will be sent an email to the address included with their VIP Club member profile. Winners' names will be posted on our website by the end of the day Wednesday, Feb. 12, or when the list is available.

Drawing at Tailgate Party: A second drawing event will be conducted by the Multi-State Lottery at the Ultimate Tailgate Party in Cleveland on May 2, 2014, for the 200 trip winners from the 18 participating lotteries. Six of those winners will be from Iowa. Round 1 of the special drawing event will offer the chance to win \$1,000 or \$25,000, and each trip package winner will win at least \$1,000. In Round 2 of the drawing event, four winners of \$25,000 chosen from all 200 trip winners will have the chance to win \$1 million.

****Remind players that they should enter their code online before cashing their qualifying Powerball ticket for any prizes won in a Powerball drawing.****



Important Dates

Promotion entry begins	Fri., Nov. 8, 2013 at noon CT
Last day to buy a qualifying Powerball ticket	Sat., Feb. 8, 2014 at 11:59 p.m. CT
Promotion entry ends	Mon., Feb. 10, 2014 at 11:59 a.m. CT
Drawing date	Tues., Feb. 11, 2014
Winners' names listed on ialottery.com	Wed., Feb. 12, by end of day
Trip dates	Thurs., May 1 – Mon., May 5, 2014

