



## Key Points of the MONOPOLY Millionaires' Club

### SUMMARY

- Completely addresses the Industry's desire for a National, premium priced unique game with local components and digital interaction for players supported by a TV game show.
- Fully developed turn-key package, tied to the most successful brand in gaming, MONOPOLY that includes a patented draw game, brand license, TV game show prizing and production, television distribution, interactive components and fulfillment.
- Differentiated game offering for the draw portfolio potentially featuring hundreds of guaranteed \$1,000,000 cash prizes that will create more millionaires in a single draw than any game in history
- A one hour national prime time game show distributed multiple times per week on broadcast, cable television and streamed
- In one season a \$1 million prize will likely be given away more times than in any season in the history of broadcast television
- Every participating lottery will have a winner from their state appear in the version of the show broadcast in their state
- Robust digital offering including a mobile app, play at home games, integrated social marketing and game play designed and supported by social and digital media specialists
- Strategically partnered with an expert and well respected team of entertainment industry executives and producers representing Hasbro, Tribune Broadcasting and the former producer of Deal or No Deal

### THE MILLIONAIRES' CLUB GAME

- It strongly meets MUSL's criteria of not having another mega-jackpot game
- A weaker version of this game, Lotto Max has achieved \$1.00 weekly per capita sales in Canada for nearly four years—nearly two times the game it replaced (Powerball and Mega Millions did \$.52 weekly per capita combined in FY13)
- Millionaires' Club is stronger than Lotto Max because the secondary million dollar prizes are guaranteed
- Will create more millionaires in a single draw than any lottery game in history—could be hundreds
- Dual Matrix Game:
  - 5 of 52 plus 1 of 28 MONOPOLY properties (1 in 72.7 million)
  - 10 prize levels (more than PB/MM)
  - Overall odds 1 in 10.0 (Lower than PB/MM)
  - Payout 50.7% (not including game show)
  - Jackpot range \$25-\$50 million annuitized (\$5 million rolls)
  - Guaranteed \$1 million Club cash prizes
  - 5 at starting jackpot
- After \$50 million jackpot is reached all money goes to additional club prizes
- Jackpot cap reached at 6<sup>th</sup> roll
- Expected run of 7 rolls will have 77 \$1 million Club prizes
- 15 rolls would have 313 \$1 million club prizes

### MONOPOLY-THE BRAND

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- MONOPOLY is one of the best known brands in the world
- Virtually 100% recall
- Extends to all demographic groups
- It is the No. 1 brand in gaming
- By far the number one licensed brand in the lottery industry
- One of the top three brands in the slot machine industry
- The No. 1 brand in Sweepstakes with the annual McDonalds promotion
- Extensive digital presence
- 75% of adults aware of Monopoly digital platforms
- Top 25 most downloaded app of all time
- Over 11 million monthly Facebook users and growing
- MONOPOLY brand extension in 2012, MONOPOLY Millionaire—the most successfully MONOPOLY brand extension ever
  - In 2013 over \$850 million of MONOPOLY Millionaire scratch tickets printed
  - One of the three top licensed games of the year as distinct from MONOPOLY
- Key finding in 2013 brand research study—“Launch Any MONOPOLY Game”

## THE GAME SHOW

- One hour prime time game show - MONOPOLY Millionaires' Club
- First time a lottery game has ever been supported by a one hour prime time game show
- Produced by Hasbro Studios taped in Las Vegas
- 6-7 mini-games with \$100,000 top prize
- Bonus Round with \$1,000,000 top prize. Should be won about 7 times a year. More \$1 million prizes won a TV show in a season than any show in the history of television
- Localization - One of the mini-games will be customized for each participating lottery with one of their players and distributed to stations in that state. In other words if there are 41 participating lotteries one mini game will be taped 41 different times. This will assure that each lottery will have one of their players in each and every broadcast

## THE AUDIENCE

- Audience will be selected thru second chance drawings on a state by state basis; each lottery gets a minimum of three winners in every audience. 250 winners plus guest in each audience
- 13 separate production days and audiences a season
- Remainder of audience will be distributed proportionately by sales
  
- Players create an account at the lottery website and enter ticket code
- That code recognizes the MONOPOLY property that ticket was assigned
- When a player creates a MONOPOLY they receive second chance entries based on the value of the MONOPOLY
- Trips are for Four days/three nights for two including all amenities and spending money



- Audience will be divided into as many sections as there are mini-games; one section will be selected for each mini-game and one contestant from that section will play

## **DISTRIBTUION**

- One hour prime time show Saturday or Sunday night
- Syndicated network for over-the-air broadcast distribution
  - Tribune Broadcasting has signed LOI for their stations to be the anchor of syndicated network. 40 stations in 31 lottery markets including the top 5 and 14 of top 20. Covers 44% of US TV Households
- National Cable Network
  - Game Show Network (GSN) has signed LOI to cablecast. Monday or Tuesday prime time cablecast. Will cablecast multiple times in a week
- Video Streaming
  - Discussions with top on-demand players; Hulu, Amazon Prime and Netflix

## **THE TEAM**

- The companies and executives assembled to deliver this product are best of class and include
- Scientific Games and MDI Entertainment
  - Unquestioned leader in lottery entertainment
  - Unmatched expertise in arranging and coordinating winner experiential prizing
  - Worldwide leader in lottery game creation
- Hasbro Studios—Leading producer of non-scripted programming and theatrical releases as well as joint venture cable network
  - Kevin Belinkoff---Vice President Game Show & Reality Show Production and Development—Hasbro Studios. Former VP of Programming at Game Show Network and producer of Match Game, Family Feud and Card Sharks
- Scott St John—Executive Producer/Show Runner. Dozens of executive producer credits including Deal or No Deal, America’s Got Talent and 1 v. 100.
- Barry Wallach—Consultant in charge of Distribution. Formerly President of NBC/Universal Domestic Television Distribution
- Todd Leavitt—Entertainment attorney. Formerly Executive Vice President of NBC Productions and President and Chief Operating Officer of the Television Academy of Arts and Sciences



## **DIGITAL MARKETING**

- National Website
- State Micro-Sites
- Player registration, second chance entry account details
- Social media integration including Facebook and Twitter
- Minimum of 3 Play At Home interactive concepts available on desktop, tablet and mobile
- Mobile App and push to retail

## **ELEMENTS OF THE PACKAGE**

- All prizes available to be won on game show
- All trip costs related to 250 lottery winners and one guest for every three shows taped. 13 taping days anticipated
- Annual production of 39 one hour episodes
- Multi-channel distribution
- Sale of national barter advertising and trade-outs
- Sub-license for the MONOPOLY mark
- Royalty free License for Millionaires' Club patents
- Annual multi-media marketing package consisting of TV and radio, on-air promotions and POS
- Social media marketing campaign
- Multiple play at home executions
- 60 seconds of in-show promotion for each lottery
- Trips for 5 MUSL and/or lottery staff to each taping

## **PRICING**

- Based on the 300 million population MUSL specified, with at least 3% of below from prize pool:
  - For 1<sup>st</sup> \$1 billion in sales: 4.25%
  - For 2<sup>nd</sup> \$1 billion in sales: 4.75%
  - For 3<sup>rd</sup> \$1 billion in sales: 5.25%
  - All sales in excess of \$3 billion: 1.5% of sales
- All net barter advertising and trade-out value will be passed thru to MUSL or participating lotteries