BONUS MILLIONARE RAFFLE

COLORADO LOTTERY

coloradolottery.com

FOR IMMEDIATE RELEASE

COLORADO LOTTERY'S NEW MILLIONAIRE RAFFLE HITS STORES FRIDAY, APRIL 15

New game to feature four bonus drawings and two $1 million top prizes

DENVER, April 12, 2011 – The Colorado Lottery announced today that tickets for its new game, Bonus Millionaire Raffle, will go on sale on Friday, April 15. Bonus Millionaire Raffle is similar to the Lottery's first raffle, Millionaire Raffle, in that it offers limited ticket sales and the best odds for players to win $1 million, but the new game gives players the added excitement of four bonus drawings.

The four bonus drawings to be held between April 15 and June 12 will award 40 winners with $2,000 each, and all tickets entered into the bonus drawing (including winning tickets) will be eligible for the final Millionaire Raffle drawing on July 1.

"We wanted to give our players more opportunities to win without having to wait until the final raffle drawing," said Abel Tapia, director of the Colorado Lottery. "The Bonus Drawings will create excitement throughout the entire life of the game."

Bonus Millionaire Raffle is a typical raffle-type draw game – tickets will contain a unique six-digit number (players cannot select their own numbers). Only 280,000 tickets are available and 613 prizes will be awarded ranging from $500 to $1 million. A Bonus Millionaire Raffle ticket will cost $20 and will be available at all retail locations where jackpot games are sold. The odds of winning $1 million are 1 in 140,000, better than any Colorado Lottery game in history. The overall odds of winning a prize are 1 in 457.

For winning numbers, visit coloradolottery.com or ask any retail location that sells jackpot games for the Winning Numbers Report for Bonus Millionaire Raffle. Players will have 180 days from the date of the Raffle drawing to claim winning prizes. Prizes will be paid in one lump sum.

Proceeds from the Colorado Lottery's games – MatchPlay, Mega Millions, Cash 5, Scratch, Lotto and Powerball - stay in Colorado to improve the quality of life in the state. The Lottery has returned more than $2 billion to the state of Colorado since it was established. Through Great Outdoors Colorado, the Conservation Trust Fund and Colorado State Parks, the Lottery has provided funding for new trails, precious open space and wildlife protection. For more information, visit www.coloradolottery.com.

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STORY IDEAS

WHAT ARE THE ODDS?

With only 280,000 total tickets, and 613 prizes starting at $500, including two $1 million prizes, the Bonus Millionaire Raffle features the best odds of winning $1 million of any Colorado Lottery game ever.

To put it in perspective,

- You're more likely to win a Bonus Millionaire Raffle prize than bowl a perfect game (1 in 11,500)
- You're more likely to win a Bonus Millionaire Raffle prize than get a hole in one (1 in 12,500 for an amateur)
- You're more likely to win a Bonus Millionaire Raffle prize than date a supermodel (1 in 88,000)
- You're more likely to win a Bonus Millionaire Raffle prize than injure yourself shaving tomorrow morning (1 in 6,585)
- You're more likely to win a Bonus Millionaire Raffle prize than to catch a ball at a major league game (1 in 563)
- You're more likely to win a Bonus Millionaire Raffle prize than get trapped in an elevator (1 in 24,528)
- You're more likely to win the $1 million Bonus Millionaire Raffle top prize than getting dealt a royal flush (1 in 649,739)

Odds of winning at least $500 in Bonus Millionaire Raffle: 1 in 457

Odds of winning $1 million prize: 2 in 280,000 (1 in 140,000)

OUR COMMITMENT TO PLAYING SMART

Bonus Millionaire Raffle Gives Back to Your Community

Every time you visit a park, walk on a trail, or paddle a kayak course, you're seeing Colorado Lottery dollars at work. More than $2.2 billion has been returned to the state for parks, recreation, open space, conservation education and wildlife projects since the Lottery started in 1983.

Bonus Millionaire Raffle is projected to produce an estimated $1.4 million for Colorado Lottery proceeds recipients.

Profits from the sale of Lottery products are mandated to be distributed according to this formula: 50 percent to the Great Outdoors Colorado (GOCO) Trust Fund, 40 percent to the Conservation Trust Fund, and 10 percent to The Colorado Division of Parks and Outdoor Recreation. GOCO funds are capped at $35 million and funds in excess of $35 million go to the Colorado Department of Education, Public School Capital Construction Assistance Fund.

Contact a Colorado Lottery media representative to get information on how lottery proceeds money has been used in your community or visit the Giving Back section of our website at http://www.coloradolottery.com/GIVING-BACK/PROJECTS-BY-COUNTY/ to see how the money is distributed by county.

BONUS MILLIONARE RAFFLE

WHEN YOU PLAY, COLORADO WINS.

Proceeds from the sale of Bonus Millionaire Raffle tickets stay in Colorado. To date, more than $2.2 billion has been allocated to the Conservation Trust Fund; the Colorado Division of Parks and Outdoor Recreation; the Capital Construction Fund; and the Great Outdoors Colorado Trust Fund for parks, recreation, wildlife and open space.

HEADQUARTERS:
212 W. 3rd St.,
Ste. 210
Pueblo, CO 81003-3032

Denver:
720 S. Colorado Blvd.,
Ste. 110A
Denver, CO 80246-1904

Fort Collins:
1121 W. Prospect Rd.,
Building D
Fort Collins, CO 80526-5664

Grand Junction:
222 S. 6th St.,
Room 112
Grand Junction, CO 81501-2758

PLAY SMART.
If you or someone you know has a gambling problem, there is help. Call the Problem Gambling Helpline at 1-800-522-4700.

GET THE LATEST GAME UPDATES

coloradolottery.com

HOW TO PLAY

BONUS MILLIONAIRE RAFFLE

2 MILLIONAIRES | BONUS DRAWINGS

TICKETS ON SALE
APRIL 15, 2011

MILLIONAIRE DRAWING
JULY 1, 2011

BONUS MILLIONARE RAFFLE

HOW TO PLAY

BONUS MILLIONAIRE RAFFLE:

- Ask your retailer for a Raffle ticket.
- The price of each Raffle ticket is $20.
- The Lottery terminal will print a Quick Pick number. Players cannot choose their own numbers.
- Each ticket will contain a single, 6-digit Raffle number between 000001 and 280000.
- The actual Raffle ticket will print from the Lottery terminal and will look like this:

- Raffle tickets are sold in sequential order. However, due to purchases at different locations at the same time, numbers sold to an individual player may not be sequential.
- RAFFLE TICKETS CANNOT BE CANCELLED.
- Sales for Raffle tickets are suspended each evening at 11:59 pm.

HOW DO I WIN?

- A total of 613 winning numbers will be drawn on July 1, 2011.
- Players will have 180 days from the date of the Raffle drawing to claim winning prizes.
- Prizes are paid in one lump sum.

MILLIONAIRE RAFFLE PAYOUT TABLE

Prize Amount	# of Winners	Odds (with sellout)
$1,000,000	2	1 in 140,000
$100,000	2	1 in 140,000
$50,000	3	1 in 93,334
$10,000	6	1 in 46,667
$1,000	200	1 in 1,400
$500	400	1 in 700
Total Winners	613	1 in 457

MORE CHANCES TO WIN

BONUS DRAWINGS!

The Colorado Lottery will conduct four bonus drawings between April 15 and June 12, and will award $2,000 each to a total of 40 winners. Every Raffle ticket purchased is automatically entered into the next bonus drawing. In addition, all tickets entered into the bonus drawings (including winning tickets for each bonus drawing) will be eligible for the final Raffle drawing on July 1st.

BONUS DRAWING SCHEDULE MORE CHANCES TO WIN!

Eligible Tickets (purchased between)	Drawing Date	Prize Amount	# of Winners
April 15-April 30	May 1, 2011	$2,000	10
May 1-May 14	May 15, 2011	$2,000	10
May 15-May 28	May 29, 2011	$2,000	10
May 29-June 11	June 12, 2011	$2,000	10

Note: Odds of winning a bonus drawing depend on number of entries for that drawing period.

HOW DO I FIND OUT IF I WON?

On July 1, 2011, the Colorado Lottery will draw 613 winning numbers. Find out the winning numbers in the following ways:

- Ask any Raffle retailer for the Winning Numbers Report for Bonus Millionaire Raffle.
- Visit coloradolottery.com.

If all Raffle tickets are sold before June 30, 2011, the drawing may be held on an earlier date.

Must be 18 to buy. Prizes equal 50% of sales. © 2011 Colorado Lottery.

MEDIA RESOURCES

GRAPHICS & IMAGES

http://www.coloradolottery.com/about/media-center/logos/

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