

**News Release
July 15, 2009**



**BIG JACKPOTS AND MORE MILLION-DOLLAR PRIZES;
CANADA, MEET LOTTO MAX!**



Toronto, ON - The game that Canadian lottery players have been asking for is on its way!

Our newest national lottery game - LOTTO MAX™ - will launch this September – and for the first time ever with a Canadian lottery, additional prizes of \$1 million will be drawn once the jackpot reaches \$50 million. LOTTO MAX tickets go on sale September 19, 2009 with the first draw to be held Friday September 25, 2009 and following draws held every Friday night.

“LOTTO MAX will give Canadians what they’ve been asking for – big jackpots plus more million-dollar prizes,” said BCLC Vice President of Lottery Gaming and Interprovincial Lottery Corporation President Jim Lightbody. Speaking on behalf of Canada’s five regional lottery organizations that cooperatively offer national games, Mr. Lightbody said “LOTTO MAX is a one-of-a-kind lottery that is unique to Canada; the MAXMILLIONS™ prizes revolutionize the lottery as Canadians currently know it.”

The newest introduction to the national lottery line-up will give players the chance to win jackpots starting at \$10 million and can reach up to \$50 million. Once the jackpot hits \$50 million, LOTTO MAX kicks into MAXMILLIONS mode: the jackpot will remain at \$50 million with top-prize money then being allocated to a series of additional MAXMILLIONS prizes each worth \$1 million, and each with its own individual draw and set of winning numbers.

Game details:

- Draws will be held on Friday nights, starting with the first draw on September 25
- Players will receive three chances to win (seven numbers each) for \$5 play
- In order to win the jackpot, players must match 7/7 numbers (from one to 49)
- Odds of winning a jackpot are one in 28.6 million per play
- Odds of winning any prize are one in 6.6 per play
- If a jackpot is not won it will “roll” to the next draw date, with MAXMILLIONS jackpots created after the \$50 million mark is reached
- The base jackpot is \$10 million and will grow until won or until reaching \$50 million

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LOTTO MAX is Canada’s revolutionary Friday-night lottery game that gives players bigger jackpots and more chances to win. Jackpots range from \$10 to \$50 million; with supplemental MAXMILLIONS prizes of \$1 million when the jackpot exceeds \$50 million.

The Interprovincial Lottery Corporation (ILC) was established by the provincial lottery organizations in 1976 to operate joint lottery games across Canada. ILC headquarters are located in Toronto, Ontario.