



It's a whole new world out there!

CONTACT

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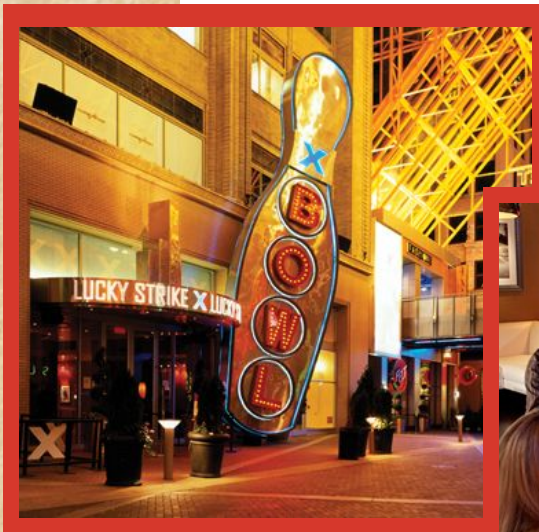
LUCKY STRIKE®

LANES
Strike it Rich!

ABOUT LUCKY STRIKE

The most successful and hip bowl/dining establishment of its kind is now striking a great new partnership with the lottery industry!

With bowl, dining, bar areas, and party rooms, Lucky Strike has quickly become the coolest place to socialize among the young gen-X crowd.



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A FEW KEY POINTS



*Bowling is one of the **most popular pastimes in the world**, and is the **#1 indoor participation sport in the US**.*



*More than **70 million Americans bowl every year**, and there are competitive bowling leagues in over 100 countries.*



*The core demographic of Lucky Strike players are the young sought-after **gen-X crowd!***



Millions of customers visit Lucky Strike annually at their many locations in the different States and Provinces.



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LOCATIONS

Boston, MA	Miami, FL
Bellevue, WA	Novi, MI
Chicago, IL	Orange, CA
Denver, CO	Philadelphia, PA
Hollywood, CA	Torrance, CA
Kansas City, MO	Toronto, ON
Lombard, IL	Washington, DC
Louisville, KY	West Nyack, NY

Opening Fall 2008

New York, NY
Los Angeles, CA
Houston, TX

Opening 2009

Meadowlands, NJ
Sacramento, CA
Ft. Worth, TX

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WHAT THEY'RE SAYING ABOUT LUCKY STRIKE LANES

"...a menu that takes bar-food to another level... we had so much fun we almost forgot to bowl."
Wall Street Journal

"A hip hang out...cozy but high tech...get ready to be bowled over at Lucky Strike."
Fox T.V.

"Blue collar appeal with the comfort and artistry of contemporary chic."
Flaunt Magazine

"Bowling in a whole new light...A cross between a nightclub, a bowling alley, and a modern art gallery."
Miami Herald

"Fourth Street Live!'s best destination...it's a beautiful thing."
Louisville Courier-Journal

"Cool and upscale... popular. Classic American food." *New York Times*

"A bowling alley, lounge, and swingin' nightspot all rolled into one."
The Boston Globe

"Fabulously hip... Sexy." *People Magazine* *"Cozy and artsy...a hipster scene."* *LA Times*

"Cool to spare." *Toronto Star* *"Hollywood's go-to nightspot."* *WWD Los Angeles*

"Hip bowling alley." *People Magazine*

"Amber lit, retro cool, plush." *Delta Sky Magazine*

"Deluxe digs...a cheekily inventive menu." *WWD Los Angeles*





PERFECT FOR THE LOTTERY INDUSTRY

With fun and entertainment being the cornerstones of the lottery industry, Lucky Strike's bowling themed tickets are the perfect fit. The name itself couldn't be a better match. What lottery player isn't hoping for their LUCKY STRIKE to strike it rich! With more than 70 million Americans who bowl each year, and the core demographic of lucky Strike players being the gen-x crowd, I'd say this is a match made in heaven! But, wait. It get even better with...

...EXTRA FREE GOODIES AND SECOND CHANCE PRIZES!

For an extra special bonus, Lucky Strike Lanes is offering lotteries THOUSANDS OF DOLLARS IN FREE PRIZES that can be used as bonus or second chance prizes. The free prizes? Oodles of Lucky Strike Lanes bowling parties for eight. These prizes are good for two hours of nonstop play and include salsa, chips and soft drinks!

**Some restrictions apply. Please contact Frost Productions for more information.*

States or Provinces with LUCKY STRIKE Lanes:

CA, CO, DC, FL, IL, KY, MA, MI, MO,
NJ(2009), NY, ONTARIO, PA, TX, WA,

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LUCKY STRIKE[®]

LANES

Strike it Rich!

4x6 (\$5) ticket design:

Rules Read:

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. **BONUS:** Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

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INSTANT TICKET PROTOTYPES

Who says scratching isn't sexy?

\$5



LUCKY STRIKE
LANES
Strike it Rich!

WINNING NUMBERS
B O W L

19 CHANCES TO WIN

Who says scratching isn't sexy?

YOUR NUMBERS Strike Box

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

BONUS BALLS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. **BONUS:** Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

\$5



LUCKY STRIKE
LANES
Strike it Rich!

WINNING NUMBERS
6 30 9 18
six thirty nine eighteen

19 CHANCES TO WIN

Who says scratching isn't sexy?

YOUR NUMBERS Strike Box

4 four	8 X eight	51 fifty one	36 thirty six	7 X seven	2 X two
\$250.00	\$10.00	\$100.00	\$50.00	\$2,500.00	\$500.00

61 sixty one	14 fourteen	12 twelve	9 X nine	32 thirty two	31 thirty one
\$20,000.00	\$500.00	\$20,000.00	\$1000.00	\$250.00	\$100.00

3 X three	37 thirty seven	28 twenty eight	27 twenty seven	5 five	11 X eleven
\$30,000.00	\$2,500.00	\$500.00	\$25.00	\$1,000.00	\$3,000.00

BONUS BALLS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. **BONUS:** Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

LUCKY STRIKE[®]

LANES

Strike it Rich!

INSTANT TICKET PROTOTYPES

4x4 (\$2) ticket design:

Rules Read: Match any of the 'WINNING PINS' numbers to "YOUR PINS" number, win prize shown. Reveal a LUCKY STRIKE 'X' symbol and win double the prize shown.

LUCKY STRIKE[®]
LANES
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YOUR PINS \$2

PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE

WINNING PINS

Second Chance Prizes!
Play at the hip & hottest bowling scene on the planet!
Scratch here for details

Match any of the 'WINNING PINS' numbers to 'YOUR PINS' number, win prize shown. Reveal a LUCKY STRIKE 'X' symbol and win double the prize shown.

LUCKY STRIKE[®]
LANES
Strike it Rich!

YOUR PINS \$2

PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE
PRIZE PRIZE

WINNING PINS

Enter any non-winning ticket for a chance to win a FREE 2-hour Lucky Strike Lanes bowling party for eight. Chips and soft drinks included. See back for details.

Match any of the 'WINNING PINS' numbers to 'YOUR PINS' number, win prize shown. Reveal a LUCKY STRIKE 'X' symbol and win double the prize shown.

YOUR PINS	
1 one \$250.00	7 seven \$100.00
10 ten \$20,000.00	3 three \$50.00
2 two \$100.00	6 six \$10.00
9 nine \$25.00	X \$500.00
6 six \$3,000.00	4 four \$1,000.00

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INSTANT TICKET PROTOTYPES

4x6 (\$5) ticket design:

Rules Read: Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. BONUS: Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

\$5 Win up to \$50,000

LUCKY STRIKE[®]

LANES
Strike it Rich!

WINNING NUMBERS **B O W L**

YOUR NUMBERS

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

BONUS BALLS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. BONUS: Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

\$5 Win up to \$50,000

LUCKY STRIKE[®]

LANES
Strike it Rich!

WINNING NUMBERS 6 30 9 18
six thirty nine eighteen

YOUR NUMBERS

4 four \$250.00	8 X eight \$10.00	51 fifty one \$100.00	36 thirty six \$50.00	7 X seven \$2,500.00	2 X two \$500.00
61 sixty one \$20,000.00	14 fourteen \$500.00	12 twelve \$20,000.00	9 X nine \$1000.00	32 thirty two \$250.00	31 thirty one \$100.00
3 X three \$30,000.00	37 thirty seven \$2,500.00	28 twenty eight \$500.00	27 twenty seven \$25.00	5 five \$1,000.00	11 X eleven \$3,000.00

BONUS BALLS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown, and double the prize if a 'X' symbol is revealed in the strike box next to your matching number. BONUS: Reveal 5 'X' symbols anywhere across the ten BONUS BALLS and win \$100.00.

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INSTANT TICKET PROTOTYPES

4x6 (\$3) ticket design:

Rules Read: Reveal as many pins knocked down (🎳) as you can, win prize according to PRIZE LEGEND. BONUS: Reveal 4 LUCKY STRIKE symbols ("X") across any of the six balls, win \$50 instantly.

Win up to \$20,000 \$3

LUCKY STRIKE[®]
LANES
Strike it Rich!

Reveal as many pins knocked down (🎳) as you can, win prize according to PRIZE LEGEND.
BONUS: Reveal 4 LUCKY STRIKE symbols ("X") across any of the six balls, win \$50 instantly.

Find	Win	Find	Win
3 🎳	\$3	7 🎳	\$100
4 🎳	\$5	8 🎳	\$500
5 🎳	\$10	9 🎳	\$5,000
6 🎳	\$25	10 🎳	\$20,000

Win up to \$20,000 \$3

LUCKY STRIKE[®]
LANES
Strike it Rich!

Reveal as many pins knocked down (🎳) as you can, win prize according to PRIZE LEGEND.
BONUS: Reveal 4 LUCKY STRIKE symbols ("X") across any of the six balls, win \$50 instantly.

Find	Win	Find	Win
3 🎳	\$3	7 🎳	\$100
4 🎳	\$5	8 🎳	\$500
5 🎳	\$10	9 🎳	\$5,000
6 🎳	\$25	10 🎳	\$20,000

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MORE ABOUT LUCKY STRIKE LANES

Featuring bowling as its primary draw, Lucky Strike Lanes is a paradigm breaking entertainment and dining venue coined "a bowling alley for the new millennium" by USA Today.

Inspired by the notion of bringing people together in a high energy and fashionable environment, veteran restaurant and entertainment entrepreneurs Steven and Gillian Foster and Kevin Troy launched the Lucky Strikes Lanes concept in 2003 to rave reviews.

Appealing to individuals of all races and belief systems, Lucky Strike Lanes has been described as a bowling utopia. With a menu created exclusively for Lucky Strike by famed executive chef Bill Starbuck (caterer of choice for prestigious events like the Emmys and the Grammys) it's no wonder the Wall Street Journal called it "a menu that that takes bar-food to another level." And when describing their Lucky Strike experience, said... "We had so much fun we almost forgot to bowl."

Presently, there are 16 locations across North America, with more locations (domestic and international) to open soon. Simply put, the success of Lucky Strike Lanes is unstoppable, and its popularity utterly contagious!

More than a bowling alley, restaurant, bar or lounge, Lucky Strike Lanes is a destination where people can spend their entire evening playing, laughing, meeting new friends, and forgetting their worries. In this day and age, that's no small feat!

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FOR MORE INFORMATION
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