

MARKETING & SALES

| Proposed Mega Millions 2025 Game Enhancements

Winners happen! 

Current Mega Millions with Megaplier



Mega Millions® is a multi-state lottery game with MEGA jackpots and MEGA fun. With millions of people playing, jackpots can roll to even higher levels at a faster rate. You choose six numbers and there are nine exciting ways to win in the game.



Current Game Ticket Sample

Current Game Design:

- Cost per play: \$2.00
- Drawing days: Tuesday and Friday at 9:00 p.m. MT
- Multiple draws: 24 consecutive drawings.
- Megaplier: For an additional \$1 per play, the Megaplier can multiply your match 5 prize from \$1 million to \$5 million and increases other prizes according to the prize structure.
- Overall odds: 1:24
- Often a top ranking, profit generating product

Mega Millions 2025 Game Enhancements



**Current Game Ticket
Sample**



**Proposed Game Ticket
Sample**



Game Enhancements Proposed:

- Planned launch in Spring 2025
- \$5 per play
- A multiplier of 1X to up to 10X is added to each play
- Expands the price offerings of Lotto games offered in Montana
- \$50M starting jackpot
- New graphic assets for game logo
- New play slips will be required for game launch

Mega Millions 2025 Game Enhancements

Multiplier Frequency Table		
Multiplier	Frequency	Odds
10	1	23
5	2	11.7
4	3	7.7
3	5	4.6
2	7	3.3
1	5	4.6
	23	2.87

*Average Multiplier

5/70 + 1/23 - \$5 w/ built in Multiplier			Base Game				
Match 1st Set	Match 2nd Set	Odds	Base Prize	Range of Prize Win	Average Prize	% of Sales	% of Payout
5	1	278,369,322	Jackpot \$694M		SAME	29.35%	58.70%
5	0	12,653,151	\$1M	\$1M-\$10M	\$2.87M	4.54%	9.07%
4	1	856,521	\$10,000	\$10k-\$100k	\$28,696	0.67%	1.34%
4	0	38,923	\$500	\$500-\$5k	\$1,435	0.74%	1.47%
3	1	13,383	\$200	\$200-\$2k	\$574	0.86%	1.72%
3	0	608	\$10	\$10-\$100	\$28	0.94%	1.89%
2	1	637	\$10	\$10-\$100	\$29	0.90%	1.80%
1	1	82	\$5	\$5-\$50	\$14	3.49%	6.98%
0	1	34	\$5	\$5-\$50	\$14	8.51%	17.03%
01:22.2			50% 100%				

Game Enhancements Proposed:

- Jackpot odds decrease from 1:302M to 1:278M
 - Overall odds are 1:22.15
- Average jackpot increases from \$387M to \$694M
- Larger prizes: \$10M win for 5+0 match and \$50 win for Megaball match