



Nearly \$2 Billion and Counting for our Schools

GOVERNOR Christopher T. Sununu
CHAIRMAN Debra M. Douglas
COMMISSIONER Paul J. Holloway
COMMISSIONER J. Christopher Williams
EXECUTIVE DIRECTOR Charles R. McIntyre

A MESSAGE FROM EXECUTIVE DIRECTOR CHARLIE MCINTYRE:

KENO 603 is here!

Governor Chris Sununu signed Senate Bill 191 in July 2017 establishing KENO 603 relative to funding full-day kindergarten in New Hampshire. KENO 603 is overseen by the New Hampshire Lottery Commission and played at approved bars and taverns, in municipalities that voted to allow Keno.

During each KENO 603 game, players choose from 1 to 12 numbers and every 5 minutes a computer randomly generates and displays 20 winning numbers from 1 to 80 on a video monitor. A player may place a wager from \$1 to \$25 per game. Approved establishments sell KENO 603 when they are open for business, with the KENO 603 draw shows running from 11:05 AM to 1:00 AM. Those 18 years of age or older are allowed to play.

KENO 603 retailers are paid an **8%** sales commission – **the highest in the country** – as well as a selling bonus for tickets sold \$10,000 or higher. Along with KENO 603, licensed businesses are able to sell all of the other available lottery games, with their own set of bonuses and sales commissions.

KENO 603 is proven to attract new customers as well as entertain your current patrons. You'll even see increased food and beverage sales. All equipment needed to sell KENO 603 is provided at no cost. The New Hampshire Lottery will also train your employees and provide all types of advertising materials for the game.

Approved establishments, which must have a valid liquor license (per RSA 284:51), will pay a \$500 annual license fee to offer KENO 603 according to the legislation. We are reaching out to establishments to provide information on how KENO 603 works and to explain the application process. Please take a moment and review the additional information enclosed.

If you are interested in selling KENO 603, or have any questions, please call us Monday through Friday from 8 AM to 4 PM at (603) 271-3391.

Charlie R. McIntyre, Executive Director



Live Free or Die

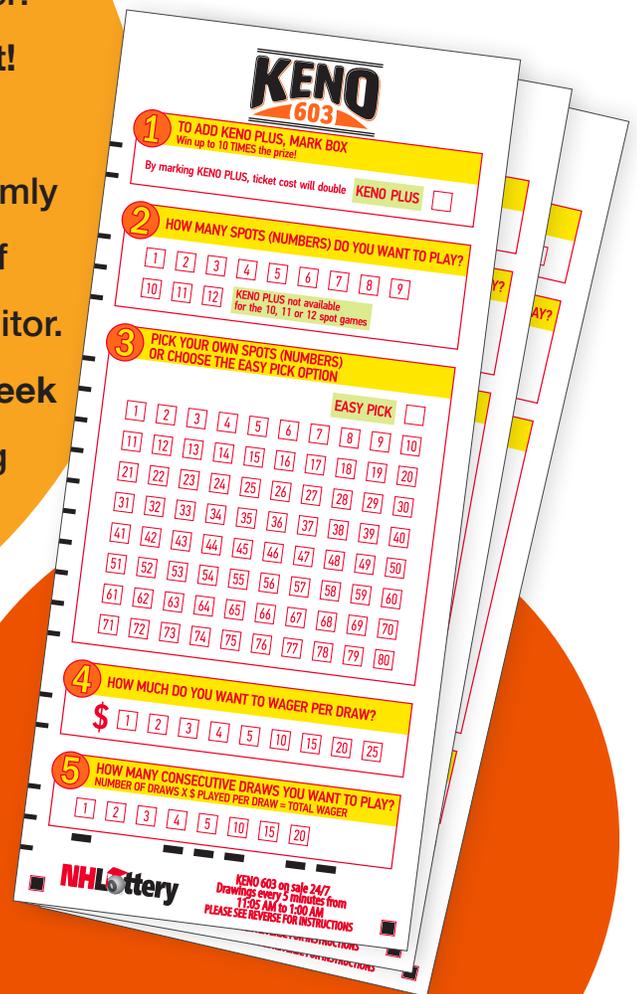
New Hampshire Lottery Commission 14 Integra Drive Concord, New Hampshire 03301
TEL 603.271.3391 FAX 603.271.1160 TDD 1.800.735.2964 www.nhlottery.com

WHAT IS KENO 603?

With drawings every five minutes, it's no wonder this lotto-style game is a top seller!

Trust us, your customers are going to love it!

They just select from 1 to 12 numbers or "spots" for each draw. A computer then randomly chooses 20 winning numbers from a field of 1 to 80 and displays them on a KENO 603 monitor. And with KENO 603 drawings seven days a week from 11:05 AM to 1:00 AM, there's no telling how much they could win.



1

Download, complete and submit an application which can be found at nhlottery.com/keno. Send the application to New Hampshire Lottery, 14 Integra Drive, Concord, NH 03301, and Attn: KENO LICENSING along with a check made payable to the New Hampshire Lottery Commission in the amount of \$500 (the annual licensing fee).

The New Hampshire Lottery will make an appointment to meet with you; a site visit will be conducted as well as an ADA (Americans with Disability Act) review will be completed to make sure you are compliant.

OR

2

Call the New Hampshire Lottery at (603) 271-3391 Monday through Friday 8 AM to 4 PM for more information and to set up a KENO 603 recruitment meeting. A New Hampshire Lottery Representative will visit your location, review the application process with you and conduct a site visit. Also, an ADA (Americans with Disability Act) review will be completed for compliancy.

FOR ALL INTERESTED BUSINESSES THAT APPLY:

- Criminal background check as well as a credit check is completed.
- You will attend a free, required two-hour training session.
- A Lottery Sales Representative will deliver KENO 603 sales materials.
- KENO 603 equipment is installed.
- And you begin to sell KENO 603!

MP TERMINAL

22.5"W x 22.5"D x 74"H



CASH DRAWER

16"W x 16.5"D x 14"H

MICROLOT WITH TICKET TRAY

7"W x 13"D x 15"H

MICROLOT SCANNER

6.5"W x 5.5"D x 5.25"H



TICKET CHECKER

5.25"W x 5.5"D x 10.25"H



WINSTATION

36"W x 24"D x 75"H



WALL-MOUNT MONITOR

32" or 40"

WHY KENO 603 IS GOOD FOR BUSINESS

KENO 603 is more than a new kind of fun. It's a new way to profit! For every dollar sold for the KENO 603 game, you'll earn an 8% sales commission – the highest in the country! Plus, you earn additional bonuses by selling KENO 603 winning tickets of \$10,000 or greater. And KENO 603 sales aren't the only thing on the rise. More customers are pouring in to play KENO 603, which helps increase food and beverage sales. In addition, licensed businesses are able to sell all other traditional lottery games (Powerball, Mega Millions, Tri-State Megabucks and more) along with KENO 603. You'll earn a 5% sales commission on these other lottery products. So not only is KENO 603 good for your customers, it's great for your business!

NO-COST EQUIPMENT

Once you become a KENO 603 retailer, we'll provide all the KENO 603 equipment at no cost to you. We'll start you off with a large flat-screen monitor to display the KENO 603 draw shows, a self-service lottery machine (the KENO 603 machine), a stand-alone ticket checker and a MicroLot lottery terminal. And when things get busy, the self-service machine (the KENO 603 machine) will free up your wait staff. Customers can learn how to play, place their own KENO 603 wagers, scan their tickets and use winnings as credit on the machine to purchase more lottery tickets.

TRAINING AND SUPPORT

To familiarize your staff with KENO 603 and its equipment, you will attend a free, required two-hour training session in Concord, New Hampshire. We recommend many staff members attending so they are aware of how to work the machine. We'll also provide you with easy-to-understand training materials to make learning and teaching KENO 603 fun and simple.

ADVERTISING AND PROMOTIONAL MATERIALS

Once the equipment is ready to go, we just need to get the word out there! We'll provide a variety of advertising materials to you at no cost to let your customers know KENO 603 is on sale at your business. This may include a variety of signage, KENO 603 caddies, pencils and play slips, animated KENO 603 draw shows and as well as promotional materials that can be used at certain times of the year for KENO 603 parties and promotions. When you promote the game, people show up to play the game!

HOW TO PLAY KENO 603

KENO 603 is a simple, fun, fast numbers draw game that offers up exciting chances to win every five minutes (draw shows run from 11:05 AM to 1:00 AM).

Here's how it works:

1. Select from 1 to 12 numbers (spots) from a pool of 1 to 80. An Easy Pick option is available where the KENO 603 machine will randomly select numbers for you.
2. Choose an amount to wager per draw from \$1 to \$25.
3. Pick how many consecutive drawings you'd like to enter from 1 draw up to 20 draws.
4. For the chance to increase your winnings by 3, 4, 5 or 10 times, select KENO 603 PLUS for an extra \$1 for each dollar wagered. This doubles the ticket cost. KENO 603 Plus is not available for the 10, 11 and 12 spot play.
5. Win by matching your number(s) or spots to the 20 winning numbers drawn.

WINNING WITH KENO 603

With drawings every five minutes from 11:05 AM to 1:00 AM, KENO 603 offers your customers so many chances to win! Here's the breakdown of prizes:

KENO 603 PAYOUTS											
Prize value based on \$1 wager. For wagers over \$1, multiply the prize amount by the amount wagered.											
Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize
12 SPOT GAME		11 SPOT GAME		10 SPOT GAME		9 SPOT GAME		8 SPOT GAME		7 SPOT GAME	
12	\$1,000,000	11	\$500,000	10	\$100,000	9	\$40,000	8	\$15,000	7	\$5,000
11	\$25,000	10	\$15,000	9	\$10,000	8	\$4,000	7	\$1,000	6	\$100
10	\$2,500	9	\$1,500	8	\$500	7	\$200	6	\$50	5	\$20
9	\$1,000	8	\$250	7	\$80	6	\$25	5	\$10	4	\$3
8	\$150	7	\$50	6	\$20	5	\$5	4	\$2	3	\$1
7	\$25	6	\$10	5	\$2	4	\$1				
6	\$5	5	\$1	0	\$2						
0	\$4	0	\$2								
Overall odds 1:15.73		Overall odds 1:7.63		Overall odds 1:9.05		Overall odds 1:6.53		Overall odds 1:9.77		Overall odds 1:4.23	
Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize
6 SPOT GAME		5 SPOT GAME		4 SPOT GAME		3 SPOT GAME		2 SPOT GAME		1 SPOT GAME	
6	\$1,600	5	\$450	4	\$100	3	\$30	2	\$5	1	\$2
5	\$50	4	\$20	3	\$4	2	\$2	1	\$1		
4	\$7	3	\$2	2	\$1						
3	\$1										
Overall odds 1:6.19		Overall odds 1:10.34		Overall odds 1:3.86		Overall odds 1:6.55		Overall odds 1:2.27		Overall odds 1:4.00	

WINNING WITH KENO 603 PLUS

KENO 603 PLUS PAYOUTS		
Multiplier	Odds	Prize
NO PLUS	1:1.75	\$5
3X	1:3	\$15
4X	1:15	\$20
5X	1:40	\$25
10X	1:240	\$50

KENO 603 PLUS not available for the 10, 11, or 12 spot games.

Example: Winning amount based on \$5 prize

RETAILER ELIGIBILITY

To become a KENO 603 retailer, you must hold a valid liquor license under one of the following RSAs:

- (1) A restaurant or hotel holding a valid liquor license under RSA 178:20, II, RSA 178:21, II(a) or (b), or RSA 178:22, V(q).
- (2) A brew pub holding a valid liquor license under RSA 178:13.
- (3) A ballroom holding a valid liquor license under RSA 178:22, V(c).
- (4) A veterans' club, private club, or social club holding a valid liquor license under RSA 178:22, V(h).
- (5) A convention center holding a valid liquor license under RSA 178:22, V(i).
- (6) A hotel holding a valid liquor license under RSA 178:22, V(k).
- (7) A racetrack holding a valid liquor license under RSA 178:22, V(n).
- (8) A sports recreation facility holding a valid liquor license under RSA 178:22, V(v).
- (9) A cigar bar holding a valid liquor license under RSA 178:20-a.

Additionally, each location must have a designated bar area, which is apportioned to persons 18 and over. Though a location may have the correct liquor license, if the actual location does not meet the minimum standards per the rules, a location may not be approved.

Approved establishments will pay a \$500 annual license fee to offer KENO 603 according to the legislation. Additionally, each city and town must pass KENO 603 by public vote in order for establishments to sell.

APPLICATION PROCESS

You can start the application process online or by calling the Lottery at (603) 271-3391. Visit www.nhlottery.com/keno to find the application form. Once the form is complete, send it in with your \$500 annual licensing fee in the form of a check made payable to “New Hampshire Lottery Commission”. Then a Lottery Representative will meet with you at your location to complete a site visit and while at your location, ADA (Americans with Disability Act) compliancy will be reviewed. A criminal background and a credit check will be completed. KENO 603 retailers do not have to be automatically bonded. However, the outcome of the credit check will determine the need for bonding on a case-by-case basis.

MUST-HAVES

Before we get you up and running with KENO 603, we’ll need to install a DSL/Internet, VSAT/Satellite or cellular communication device in your business. But don’t worry; we’ll take care of the cost and the installation. The device transports gaming communications between the Lottery data center and your lottery terminals on a private network dedicated for use by the Lottery.

STILL HAVE QUESTIONS?

Here are some frequently asked questions that might help you out. Or call the Lottery at (603) 271-3391 for more information.

WHAT ARE THE HOURS THAT KENO 603 IS ON SALE?

KENO 603 is sold 24/7, year round. Winning number draws take place every 5 minutes from 11:05 AM to 1:00 AM.

HOW MUCH WILL I MAKE BY SELLING KENO 603?

- Earn 8% commission (highest commission rate in the U.S. for KENO) on every dollar sold for KENO 603.
- Earn a bonus for selling a KENO 603 prize of \$10,000 and greater, equal to 1% of the prize capped at \$75,000.

ADDITIONAL LOTTERY TICKET SALES

- Earn 5% commission on every dollar sold on all other lottery tickets.
- Earn 1% cashing bonus on scratch tickets, Fast Play, Pick 3, Pick 4 prizes that you validate and pay.
- Earn 1% bonus on selling prizes on draw game tickets of \$10,000 and greater (capped at \$75,000, not applicable for scratch tickets).
- Earn an additional 5% bonus on traditional lottery sales (not KENO 603) on new sales, year over year.

Establishments that sell KENO 603 report an increase in food and beverage sales from customers coming in to play the game and they stay longer as they play. When your traditional lottery ticket (KENO 603 not applicable) sales increase year over year, you'll be eligible to earn an additional 5% bonus on those sales. Note: KENO 603 retailers may opt-out of selling scratch tickets, however, all games offered on the KENO 603 machine are available for purchase by customers.

HOW DO I KNOW IF I'M ELIGIBLE TO BECOME A KENO 603 RETAILER?

In order to be eligible, you must have a valid liquor license under one of the following RSAs:

- (1) A restaurant or hotel holding a valid liquor license under RSA 178:20, II, RSA 178:21, II(a) or (b), or RSA 178:22, V(q).
- (2) A brew pub holding a valid liquor license under RSA 178:13.
- (3) A ballroom holding a valid liquor license under RSA 178:22, V(c).
- (4) A veterans' club, private club, or social club holding a valid liquor license under RSA 178:22, V(h).
- (5) A convention center holding a valid liquor license under RSA 178:22, V(i).
- (6) A hotel holding a valid liquor license under RSA 178:22, V(k).
- (7) A racetrack holding a valid liquor license under RSA 178:22, V(n).
- (8) A sports recreation facility holding a valid liquor license under RSA 178:22, V(v).
- (9) A cigar bar holding a valid liquor license under RSA 178:20-a.

Additionally, each location must have a designated bar area, which is apportioned to persons 18 and over. Though a location may have the correct liquor license, if the actual location does not meet the minimum standards per the rules, a location may not be approved.

Final approval to sell KENO 603 is subject to New Hampshire laws and New Hampshire Lottery Commission rules and regulations. Additionally, each city and town must pass KENO 603 locally by public vote in order for establishments to sell.

WHAT DO I DO TO APPLY TO BECOME A KENO 603 RETAILER?

Complete an application form. That form is found at www.nhlottery.com/keno or by calling the New Hampshire Lottery at (603) 271-3391 for more information. Along with your completed application, please include payment of the \$500 annual licensing fee by check made payable to the New Hampshire Lottery Commission.

WHY DO I NEED A BACKGROUND AND CREDIT CHECK?

Each principal owner is required to have both a criminal background check as well as a credit check performed as part of the process of becoming a lottery retailer.

HOW MUCH DOES IT COST TO BECOME A KENO 603 RETAILER? IS THERE A LICENSING FEE? IS THIS A ONE-TIME FEE OR ANNUAL FEE?

There is a \$500 annual licensing fee to become a KENO 603 retailer.

DO I NEED TO BE BONDED AND IS THERE A MINIMUM BONDED REQUIREMENT?

No, we are not requiring all KENO 603, retailers to be bonded at this time. If you do not pass the minimum requirements for a credit check and you still want to sell KENO 603, you must secure a bond. A failed credit check requires a \$20,000 surety bond for the first year only.

WHAT DO I NEED TO DO AFTER I AM APPROVED TO BECOME A KENO 603 RETAILER?

The Lottery will work with you on an easy step-by-step process.

HOW MUCH TIME WILL KENO 603 TAKE AWAY FROM MY WAIT STAFF?

Less than you think. In fact, some of the lottery equipment you may receive is designed to assist your wait staff. For instance, you will receive a KENO 603 self-service lottery machine, which allows your customers to place their own wagers, allows them to scan their ticket(s) to determine if it is a winner and allows a winning ticket to be used as credit to purchase additional tickets. You'll also receive a secondary self-service stand-alone ticket checker, which allows a player to scan their own ticket(s) to see if it is a winner.

WILL YOU HELP ME TRAIN MY WAIT STAFF?

A free, two-hour required training session will be conducted in Concord, New Hampshire and we will also provide you with easy-to-understand training materials to make learning and teaching KENO 603 fun and simple. The more the merrier! We encourage many staff members to attend so they learn first-hand how to operate the machine.

WILL THE PRICE OF KENO 603 TICKETS TAKE AWAY FROM MY WAIT STAFF TIPS?

You can expect the opposite, actually. Many KENO 603 winners share their winnings with wait staff.

WILL YOU HELP ME TEACH CUSTOMERS HOW TO PLAY?

The Lottery will train you and any of your staff at the mandatory training on the selling points of KENO 603, as well as how to play. We'll provide self-explanatory advertising materials to display that will teach your customers how to play and provide additional information on prizes that may be won and more.

HOW MUCH DO CONSUMER POINT-OF-SALE MATERIALS COST?

The Lottery will provide point-of-sale materials at no cost to you. This includes (but may not be limited to) signage, and other point-of-sale materials that can be used at certain times of the year for KENO 603 parties and promotions. This is part of our commitment to helping KENO 603 succeed in your establishment.

WHAT EQUIPMENT WILL I RECEIVE ONCE I BECOME A KENO 603 RETAILER?

All retailers receive the standard lottery equipment, which includes a MicroLot lottery terminal, a printer, customer display unit and a self-service ticket checker. In addition, you receive a large flat screen monitor to display the KENO 603 draw shows. You'll also receive a KENO 603 self-service lottery machine. You may elect to have a lottery vending machine installed that sells all of our traditional products, including scratch tickets. Additional items beyond the equipment will be KENO 603 caddies stocked with play slips, pencils, how-to-play and payout cards.

WHO PAYS FOR THE KENO 603 EQUIPMENT?

The Lottery will pay for all equipment and for the installation. If equipment is broken, the establishment may be responsible for the cost of replacement.

HOW DO KENO 603 DRAWINGS SHOW UP ON THE MONITOR?

The Lottery will install a communication device (Ethernet DSL/Internet, VSAT/Satellite or cellular) at your establishment. The communication device sends and receives transactions along with the KENO 603 winning numbers show, which will occur daily every 5 minutes from 11:05 AM to 1:00 AM.

MY BUSINESS ALREADY HAS A SATELLITE DISH; CAN WE USE IT INSTEAD OF INSTALLING ANOTHER DISH?

No. VSAT communication is on a private network dedicated to use by the Lottery. The network is engineered to use specific satellites in the sky to transport gaming traffic to and from the New Hampshire Lottery data center and your Lottery terminals.

IS THERE ANY CHANCE OF DAMAGE TO MY BUILDING AND WHO WILL BE RESPONSIBLE FOR REPAIRING ANY DAMAGE IF IT OCCURS?

There is always a slight chance of damage in any maintenance activity; however, the installers utilized for your installation are experienced and trained professionals who will minimize any chance of damage. The installers are bonded and insured, and will be fully responsible for the repair of any damage attributed to the installation of communications and/or lottery equipment.