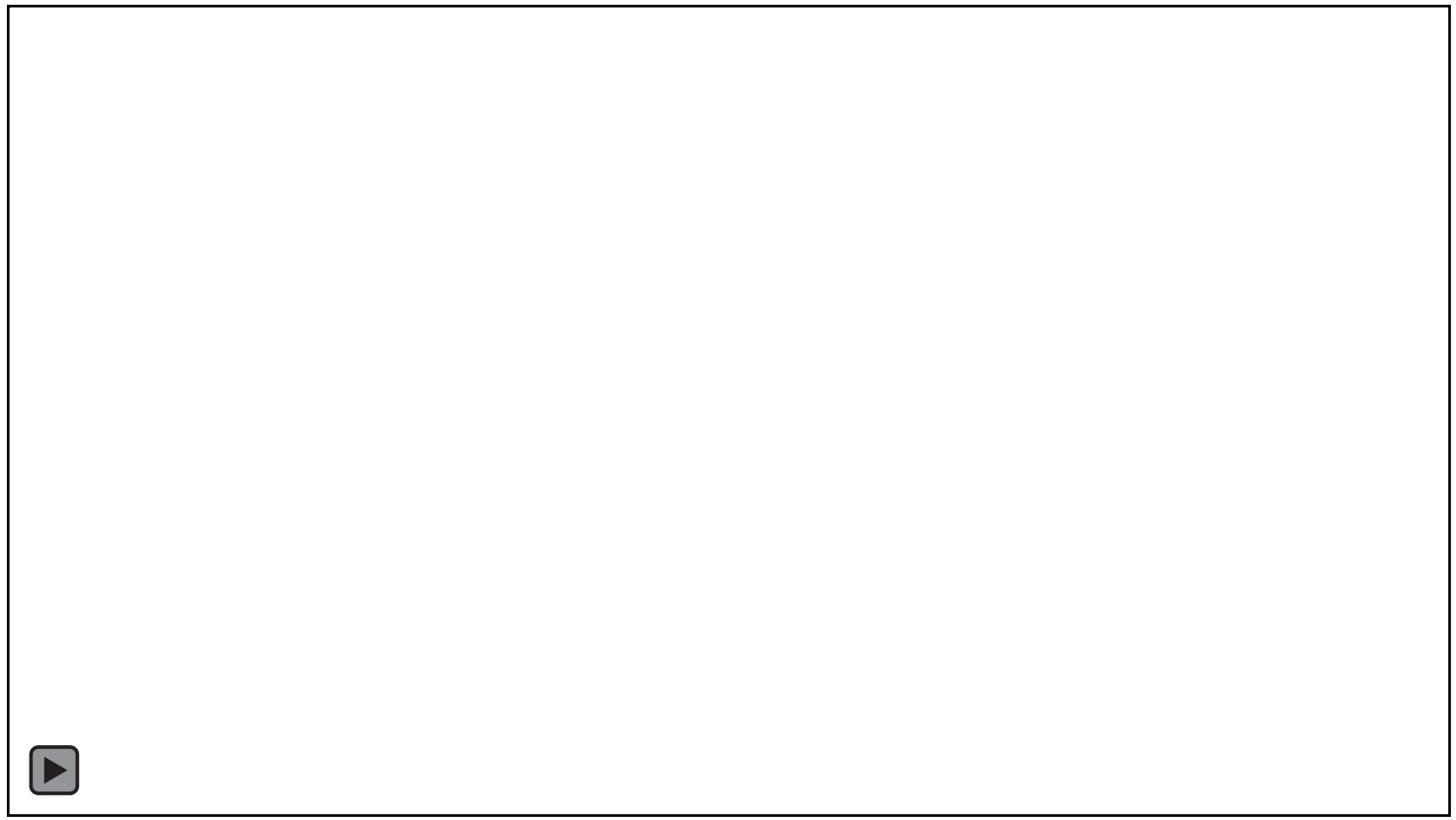
The Iowa Lottery's "Easy Play" Solution for In-Lane Lotto Sales

MATT STRAWN
CEO, IOWA LOTTERY

April 29, 2025
La Fleurs Chicago Conference

What is Easy Play?



The Why: Iowa Lottery's Motivation

What problems is the Iowa Lottery looking to solve?

- **Reducing friction in grocery path to purchase for lottery (especially in stores that do not offer self-service vending option)**
- **Help the lottery and grocery retailers maximize national lotto jackpot runs**
- **Need for scalable technology to bring lottery to non-traditional retailers**



The Who: Technology Partners

The Iowa Lottery's Easy Play Solution is a technology collaboration between the Iowa Lottery, Abacus Solutions, and Scientific Games (the Iowa Lottery's central gaming systems supplier).

The Who: Retailer Partners

The key retail partners for the Iowa Lottery's Easy Play solution are Fareway Meat & Grocery (Iowa's second largest grocery store chain) and LOC Software, which is Fareway's point-of-sale retail management provider.

FAREWAY® MEAT & GROCERY

LOC

Developing the Easy Play Brand

The Iowa Lottery identified a need to move beyond the lottery industry jargon of calling this an "in-lane" sales solution.

- **Enter "Easy Play"**
  - **Reinforces convenience**
  - **Not game or category specific**
  - **Useable when we scale to self-checkout**
  - **Useable when we scale to venues/retailers with no "check out lane"**

special shout out to the Ohio Lottery for use of the term "Easy Play"



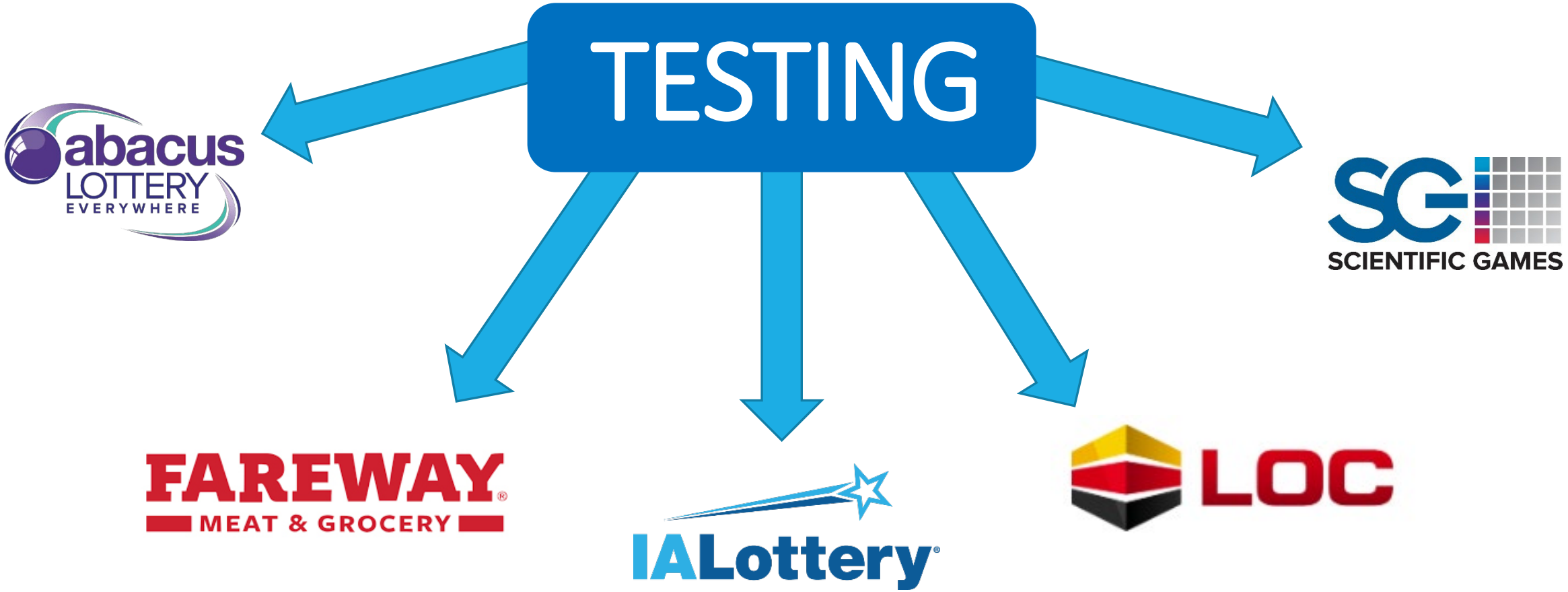
Designing the ticket

Once the decision was made to offer only the Powerball and Mega Millions base games at launch, our team focused on as clean a ticket design as possible that also included prominent Iowa Lottery and Easy Play branding. The ticket can be cross-validated at all Iowa Lottery retailers.

**note: the Iowa Lottery changed its lotto game prize claim period from 365 days to 180 days in advance of receipt-print "Easy Play" launch*



Bringing Easy Play to market-testing, testing, testing



Bringing Easy Play to market: merchandising with trusted retail partner

- **Johnston, Iowa HQ**
- **117 Iowa stores**





Developing a Plan for In-Store Visibility: Leveraging Fareway's check-out lane screens

The Iowa Lottery leveraged relationships at the C-Suite and category account manager levels to collaborate on an in-store merchandising plan that leveraged Fareway's existing in-store assets. At present, the Iowa Lottery has not purchased Easy Play specific signage.

Asset #1: Visibility on advertising screens as customers enter the check-out lane.



Developing a Plan for In-Store Visibility: Jackpot Awareness on all Check-out Screens

The second Easy Play merchandising asset is easily my favorite.

Real-time jackpot awareness in Powerball and Mega Millions on the small customer-facing screen at the register that shows the customer their bill total as items are being scanned.



Developing a Plan for In-Store Visibility: Easy Play at the Meat Counter

If you've ever been in a Fareway store, you know they are famous for their "old school" meat counter in the back of the store. Arguably the most prominent feature of the store and their brand.

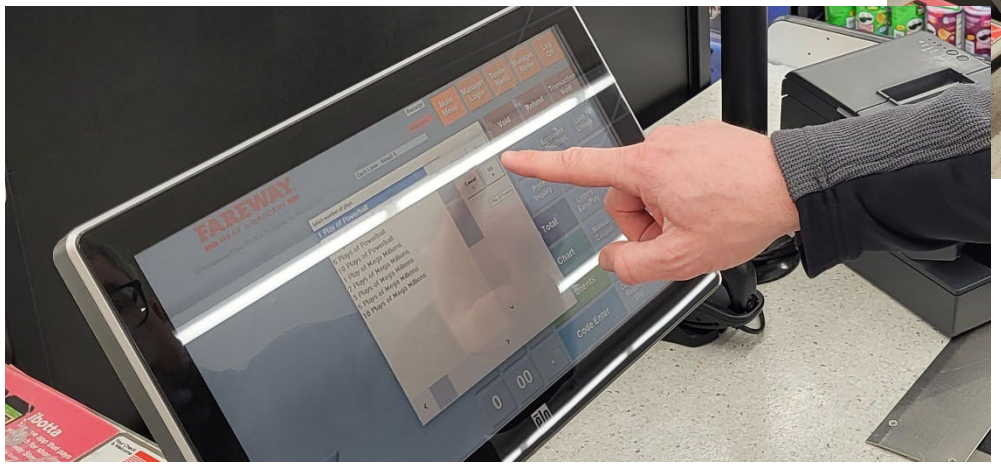
Asset #3: Easy Play awareness on the Fareway Meat Counter screens



The Technology Works, The Merchandising Plan is a Go, What's Next?

- **Fareway sales staff training**
- **Iowa Lottery sales rep/all Lottery Retailer awareness**
- **Deciding on initial promotional support and/or incentives**
- **Phased roll-out across all stores**





The Easy Play Launch: March 12, 2025



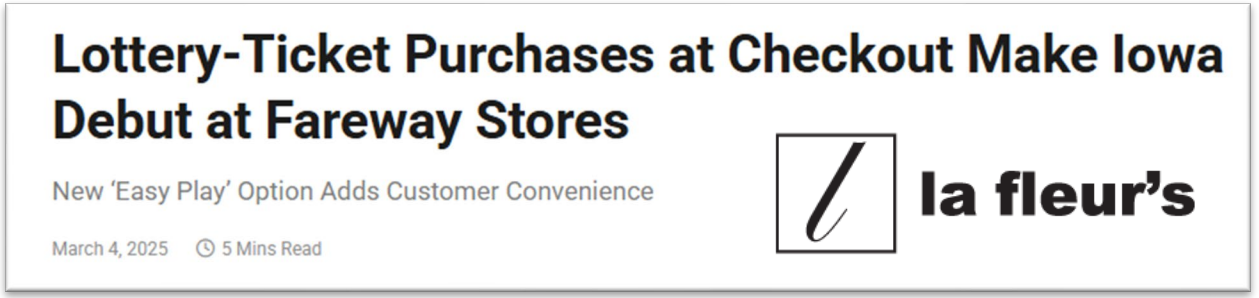
Celebrating Success

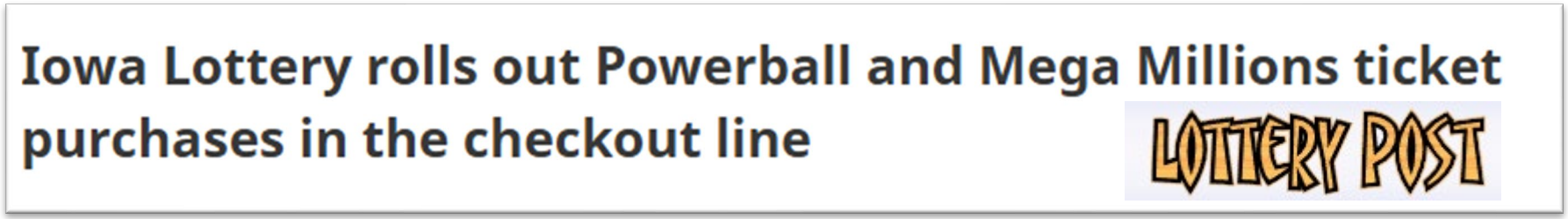
Iowa Lottery executive leadership was joined by the Fareway's Chief Executive Officer, Chief Retail Officer, and Chief Technology Officer to celebrate Easy Play's launch in a Waukee, Iowa Fareway store.



The “Easy Play” Earned Media Campaign: The Lottery Industry Headlines

It was great to see the launch of Easy Play attract earned media across a number of different industries and platforms, including the lottery industry.





The “Easy Play” Earned Media Campaign: The Grocery Industry Headlines

Fareway’s communications team also worked aggressively to raise awareness in both grocery and business-related publications.

Fareway Upgrades Continue in Iowa

Grocer starts relocation project in home state and also rolls out new lottery feature



Lynn Petrak 3/14/2025

Progressive GROCER

Fareway to sell lottery tickets at check out lanes — a first in Iowa

Easy Play to roll out at Fareways currently selling Mega Millions, Powerball tickets

CBJ EST. 2004 Corridor Business Journal

Lottery Ticket Purchases At Checkout Debut In Select Fareway Stores

by **Sommer Stockton**

March 12, 2025 Updated March 13, 2025

The Shelby Report

The “Easy Play” Earned Media Campaign: Mainstream Statewide Media Headlines

Without spending a dime on advertising, we were pleasantly surprised on the amount of Iowa media attention.







The Sales Results & What's Next? Stay tuned…

- **So, how are the early sales results?**
- **What are the next Iowa Lottery retailers in the queue to launch?**
- **Any plans for additional product sales via Easy Play in Fareway Stores?**
- **Plans for in-store promotional incentives?**
- **Vision for future retailers.**

THANK YOU!

MATT STRAWN
CEO, IOWA LOTTERY



IALottery®