



NEWS RELEASE

FOR IMMEDIATE RELEASE
September 14, 2007

CONTACT: Andrew Bohage: (608) 264-6604
Fax: (608) 267-6644

Lottery's new "Deal or No Deal" instant game could be your ticket to Hollywood, Howie...and \$1,000,000!

(Madison)— You've seen the show on TV. How would you like to see it up close? REALLY close. Close enough to see your reflection on Howie Mandel's forehead.

The Wisconsin Lottery's new \$5 "Deal or No Deal" instant ticket could give you that chance. The new game, on sale now at Lottery retail outlets throughout the state, features an engaging new twist on the standard instant scratch playstyle, trips to Hollywood and two possible chances at \$1,000,000.

The Lottery's "Deal or No Deal" ticket was developed in concert with the popular NBC game show which returns for its new season on Monday, September 17. The scratch game features the program's well-known logo, 18 briefcases and a Prize Board with 19 slots. Every briefcase is "opened" by scratching it. When a case's cash prize or "No Deal" symbol is revealed, the matching prize or symbol is crossed off the Prize Board. Once all 18 cases are opened, whatever is left on the board is the final prize: anything from "No Deal" all the way up to \$50,000.

There's even more fun in the game's two mail-in bonus drawings. On January 10, 2008 three Wisconsin players will win trips for four to Hollywood where they'll vie with lottery players from other states for cash prizes and a chance to appear on a real "Deal or No Deal" show with host Howie Mandel, the banker, the models, the briefcases and the ultimate prize of \$1,000,000. A second bonus drawing, scheduled for July 10, 2008 will give three Wisconsin Lottery players \$5,000 along with entry into a special multi-state drawing for a \$1,000,000 cash prize.

Game and bonus drawing entry information is available at Lottery retail outlets and at the "Deal or No Deal Information Center" on the Lottery's website, www.wilottery.com. The website's info center includes an interactive tutorial that demonstrates exactly how the game is played.