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Terry E. Branstad · Governor
Kim Reynolds · Lt. Governor
Terry Rich · Chief Executive Officer

October 24, 2016

Dear Retailer,

This week, your DSR is delivering a folder to you. Enclosed in the folder are:

- Updated Licensing Terms and Conditions; and
- Updated Retailer Compensation Program Materials.

The Iowa Lottery will be introducing a new product named InstaPlay. The changes to both documents, in part, reflect updates necessary to implement this new lottery product.

The updated Licensing Terms and Conditions are effective November 13, 2016. You should review the Licensing Terms and Conditions in order to familiarize yourself and your staff with the content before the new terms become effective.

We appreciate your efforts to sell lottery tickets and help the State of Iowa.

Thanks for being an Iowa Lottery retailer!