NEWS RELEASE

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For Immediate Release

POLLARD BANKNOTE DEVELOPS NEW 2ND CHANCE WEBSITE FOR THE VERMONT LOTTERY

WINNIPEG, Manitoba, February 1, 2016 /CNW/ – Pollard Banknote Limited (TSX: PBL) ("Pollard Banknote") Pollard Banknote Limited congratulates the Vermont Lottery on the launch of its new 2nd Chance website which provides a modern user interface and a robust content management system that enables the Lottery to update ticket and eligibility information as needed. As a result, content on the site is always current, providing players with the latest information on tickets, promotions, winners, and more. This capability to easily update the site is vital, because players can access the 2nd Chance site anytime, anywhere thanks to its mobile-friendly design that provides players with a responsive experience from their tablets and smartphones, allowing the Lottery to reach a new demographic—players on the go. The site, which was developed by Pollard Banknote, launched on Tuesday, October 6, 2015, and allows Vermont Lottery players additional chances to win after scratching an instant ticket.

"Pollard Banknote is proud to work with the Vermont Lottery on the launch of its new 2nd Chance website," said Nancy Bettcher, Vice President of Product Innovation, Pollard Banknote. "We're very excited to build upon our successful relationship with the Lottery to provide additional value added services, such as the development of new and innovative tools that optimize player engagement in order to further build the Lottery brand and ultimately support public education in Vermont."

Greg Smith, Executive Director, Vermont Lottery, added, "We are impressed with the new user-friendly website from Pollard Banknote. Its intuitive design provides a streamlined experience to players, from instant ticket to 2nd chance. The mobile aspect of the website is also a great feature that allows us to engage with players on the go. We look forward to working with Pollard Banknote's experienced team as we continue to develop and optimize our digital strategies and engagement initiatives. In addition, we hope to announce another great success story in the spring of 2016."

The 2nd Chance website has a modern, eye-catching design that gives players easy access to game information, including 2nd Chance draw opportunities. Players are encouraged to log in and use information provided on eligible instant tickets to register for a variety of 2nd Chance draws. Once logged in, they can choose from several options depending on the instant ticket game they played. Most tickets will allow players to enter into two draws, one entry for a second chance at the ticket's top cash prize or game-specific merchandise, and another entry into a quarterly draw for a smaller prize.

About the Vermont Lottery

Since the sale of its first ticket in February of 1978, the Vermont Lottery has produced over $1.6 billion in overall sales. From those sales, over $1 billion has been returned to players in the form of prizes. Over $91 million has gone back into the local communities and has been paid to local Lottery agents in the form of commissions. Since 1999, over $430 million has gone to the State of Vermont Education Fund. For more information about the Lottery, please visit www.vtlottery.com. To access the 2nd Chance website, please visit https://www.2ndchanceplay.com/VT/2ndchance/.

About Pollard Banknote

Pollard Banknote is a leading lottery partner to more than 50 lotteries worldwide, providing high quality instant ticket products, licensed games and strategic marketing and management services for both traditional instant games and the emerging iLottery space of web, mobile and social channels. The company is a proven innovator and has decades of experience helping lotteries to maximize player engagement, sales, and proceeds for good causes. Pollard Banknote also plays a major role in the charitable pull-tab and bingo markets in North America. Established in 1907, Pollard Banknote is owned approximately 73.5% by the Pollard family and 26.5% by public shareholders and is publicly traded on the TSX (PBL). For more information, please visit our website at www.pollardbanknote.com.

Forward-looking Statements

Certain statements in this press release may constitute "forward-looking" statements and information, which involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. When used in this document, such statements include such words as "may," "will," "expect," "believe," "plan," and other similar terminology. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this document. There should not be an expectation that such information will in all circumstances be updated, supplemented, or revised whether as a result of new information, changing circumstances, future events, or otherwise.

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