

August 23, 2016
For Immediate Release

**POLLARD BANKNOTE'S LATEST INSTANT TICKET PRODUCT OPENS A BIG DOOR OF POSSIBILITIES
FOR LOTTERIES**

WINNIPEG, Manitoba, August 23, 2016 /CNW/ – Pollard Banknote Limited (TSX: PBL) ("Pollard Banknote") is excited to announce the launch of its latest innovative instant scratch product, Jumbo Pop 'n' Play™!

Pop open a Jumbo Pop 'n' Play™ ticket to reveal a jumbo spread of games, loaded with chances to win. The front panels can incorporate designs of doors or other fun themes that invite players to pop open a ticket and play. The only product of its kind, Jumbo Pop 'n' Play™ tickets are delivered in perforated, fanfolded books, which means they are compatible with widely-used, large-format dispensers.

Offering maximum play value, Jumbo Pop 'n' Play™ follows in the footsteps of Pollard Banknote's other popular large-format products like PlayBook®, Big Ticket and Scratch Tab™. Our PlayBooks® are proven player favorites around the world, offering six pages of games in a booklet format. Similarly, Pollard Banknote's Big Tickets are designed to offer players a tremendous amount of play in the form of one giant ticket (measuring 8" wide x 8" long, or more). Scratch Tab™ tickets like Pollard Banknote's popular holiday countdown calendars keep things exciting by featuring scratch-off play areas under perforated "windows."



These innovative products have been helping lotteries grow sales at higher price points for years. For instance, more than 65 patented PlayBook® games launched around the world have generated approximately \$1.7 billion USD in total retail sales.

Jumbo Pop 'n' Play™ takes the big ticket format even further, and is a perfect option for lotteries' highest price points—\$20 and beyond. This folded ticket offers great flexibility in the number, size and positioning of play areas on a ticket—from filling the entire inside panel with play areas, to covering every surface (front, back and inside) for a maximum, jumbo play experience!

"Pollard Banknote's innovative Jumbo Pop 'n' Play™ tickets offer lotteries an exciting new option for higher price point games," said Nancy Bettcher, Vice President, Product Innovation & Development, Pollard Banknote. "Players expect a lot of game play from higher price points, and Jumbo Pop 'n' Play™ delivers big time. The size and value offered by this ticket concept will guarantee that games stand out at retail and provide lotteries with a great opportunity to continue to strengthen the \$20+ offering, or introduce a large-format ticket to the market for the first time."

About Pollard Banknote

Pollard Banknote is a leading lottery partner to more than 60 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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