POLLARD banknote limited

NEWS RELEASE

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For Immediate Release

MARYLAND LOTTERY LAUNCHES $30 SCRATCH-OFF GAME FEATURING POLLARD BANKNOTE INNOVATION

WINNIPEG, Manitoba, April 25, 2017 /CNW/ – Pollard Banknote Limited (TSX: PBL) ("Pollard Banknote") congratulates the Maryland Lottery and Gaming Control Agency ("Maryland Lottery") on the launch of its first $30 instant ticket, *$2,000,000 Fortune*, which was launched on February 27, 2017.

The Lottery has had success with instant games at the $20 price point, and its premiere $30 ticket is also proving to drive sales. A comparison of the five weeks before and after the launch of *$2,000,000 Fortune* shows that the Lottery's overall Scratch-Off ticket sales increased by 23% following its launch. Additionally, when comparing the game's first five weeks in the market to the same period the previous year, Scratch-Off sales are an incredible 24% higher!

Higher price point tickets often attract players looking for a premium play experience, and this 4" x 11" ticket is enhanced by Pollard Banknote's patented Scratch FX® innovation, giving the game a vibrant gold shimmer. The design leverages the popular cash theme, with cash symbols in the game play area, and images of money flying in the background.

To further entice players, *$2,000,000 Fortune* features exciting prize options, with an alluring $2 million dollar top prize, highlighted in a bright callout that is outlined with Scratch FX®. The ticket also features additional callouts promoting 40 chances to win and over $90 million in total cash prizes. In addition, the game is supported by POS materials promoting these exciting prize opportunities.

"Pollard Banknote is excited to continue working with the Maryland Lottery to expand its instant game portfolio with the introduction of a $30 price point," said Matthew Isaac, Director, Sales & Retail Development, Pollard Banknote. "Our Scratch FX® innovation is a proven driver of sales at all price points, and though we've been the Lottery's primary instant ticket contractor for over ten years, we're happy to be able to offer the Lottery our continued support with new strategies and innovative products that help the Lottery drive sales that support good causes."

The Maryland Lottery and Gaming Control Agency generates revenue to help support good causes within Maryland. Since its inception in 1973, the Lottery has generated $15 billion in revenue to the State and awarded more than $23.3 billion in prizes to players. In fiscal year 2016 the Maryland Lottery contributed $569.8 million in revenue to the state's General Fund, which supports education, public health, public safety, human resources, and the environment.

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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