NEWS RELEASE

May 30, 2018
For Immediate Release

LOTO-QUÉBEC'S *10X* AND *20X L'ARGENT* INSTANT TICKET FAMILY MULTIPLIES SALES SUCCESS

WINNIPEG, Manitoba, May 30, 2018 /CNW/ – Pollard Banknote Limited (TSX: PBL) ("Pollard Banknote") congratulates Loto-Québec on the remarkable success of its stunning multiplier family of games *10X and 20X L'ARGENT*. Since launching at the end of January, $2 *10X L'ARGENT* and $5 *20X L'ARGENT* have posted impressive sales, selling 70% and 100% higher, respectively, than 5-week sales for regular games at the same price point since 2014.

Loto-Québec's 10X and 20X L'ARGENT multiplier family of games.

Taking full advantage of a Pollard Banknote Winning Combination, which blends two eye-catching print features on one ticket, the games utilize neon ink and Scratch FX® – one of Pollard Banknote's most successful print innovations that adds shimmer to a ticket. The bold, colourful tickets offer the chance for players to win grand prizes of $10,000 and $50,000, respectively.

"We are very pleased with the customer response to the *10X and 20X L'ARGENT* family of games," said Anne-Marie Voyer, Products and Development Director, Loto-Québec. "The combination of Scratch FX® and neon ink offered by Pollard Banknote has created a highly impactful design at retail, and the chance to multiply their winnings adds to the excitement for our players."

"Pollard Banknote was thrilled to work with Loto-Québec on this family of games," said Michelle Annandale, Director, Sales & Marketing, Pollard Banknote. "We value the partnership we've built with Loto-Québec over the past several years, and we are continuously exploring ways to add value to the Lottery's tickets with the many innovations we offer."

Loto-Québec's mission is to responsibly and efficiently manage games of chance in a controlled and measured fashion, in the interest of all Quebecers. Entertainment is at the heart of its activities. From January 1 to April 18, 2018, Loto-Québec awarded 50 prizes of $1,000,000 or more and created 33 millionaires. *Gagnant à vie!* and *Grande Vie* lotteries have provided eight lucky winners with a lifetime annuity. In fiscal year 2016-2017, Loto-Québec's contribution to the Ministère des Finances reached $1,205.6 million. These funds help support major government programs in health, education and infrastructure sectors, as well as pay down the provincial debt. For more information, visit https://loteries.lotoquebec.com/en

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 a full suite of digital offerings ranging from game apps to comprehensive player engagement and iLottery solutions, including strategic marketing and management services. 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 providing pull-tab tickets, bingo paper and its Diamond Game and Oasis-branded electronic ticket machines to charitable and other gaming markets in North America. Established in 1907, Pollard Banknote is owned approximately 67.6% by the Pollard family and 32.4% 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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