

January 9, 2019
For Immediate Release

***HOLIDAY CASH* A “CLEAR” WINNER FOR THE NORTH CAROLINA EDUCATION LOTTERY**

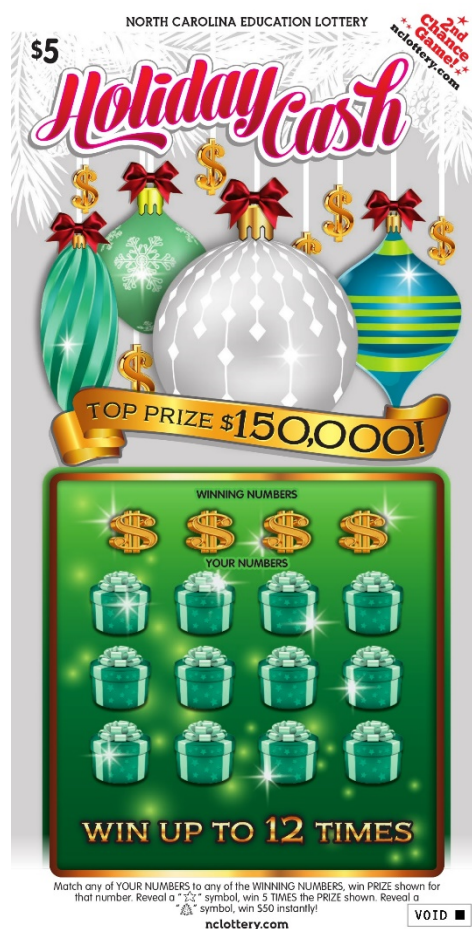
WINNIPEG, Manitoba, January 9, 2019 /CNW/ – Pollard Banknote Limited (TSX: PBL) (“Pollard Banknote”) congratulates the North Carolina Education Lottery (“the Lottery”) on the incredible success of *Holiday Cash*, the Lottery’s new \$5 holiday offering that features Pollard Banknote’s innovative transparent instant ticket substrate, Clear Play™. After five weeks, *Holiday Cash* has become the top performing \$5 holiday game in the Lottery’s history, posting the highest single sales week (\$3.2 million) of any holiday game launched.

Launched on November 6th, 2018, *Holiday Cash* has outsold all of the Lottery’s other holiday offerings, including games at the \$1, \$2, \$3, and \$10 price points, in the first five weeks of sales. Further, the ticket has posted 66% higher sales than last year’s \$5 holiday game.

The ticket is a standout at retail, due in part to the unique properties of Clear Play™. The patent-pending instant ticket innovation uses thin, clear, recyclable plastic to bring a fresh new look and feel to instant games, and players have taken notice. One of the Lottery’s top prize winners commented that she purchased *Holiday Cash* based solely on its distinctive appearance. “I rarely play the lottery,” said Shirley Tolson, the Lottery’s first *Holiday Cash* top prize winner. “But I saw the new ticket and decided to get one.”

The festive key number match game, featuring three scenes, offers players the chance to win up to 12 times, as well as entry into two holiday-themed second chance drawings held via the Lottery’s online Player’s Club.

“It’s safe to say that *Holiday Cash* has exceeded our expectations. Players love the unique game experience that Clear Play™ provides, and it has added even more diversity to our game portfolio,” said Frank Suarez, Deputy Executive Director, Brand Management & Communications, North Carolina Education Lottery. “Strong ticket sales from games like *Holiday Cash* make it possible for the Lottery to continue raising funds to support education in our state.”



North Carolina Education Lottery’s
Holiday Cash

"I am excited to see that the North Carolina Education Lottery is being rewarded for seizing the opportunity to use one of the new Pollard Banknote innovations we discussed in a game strategy session earlier this year," said Byron Peterson, Director, Sales & Marketing, Pollard Banknote. "They developed a great holiday plan, and successfully executed and integrated a new innovation into their holiday line up. Judging by its success, clearly both players and retailers are supporting the game."

The North Carolina Education Lottery was created to provide value to North Carolinians. Established in 2005, the Lottery has raised over \$6.2 billion for education programs across the state, with a record-high \$670 million in FY 2018. Lottery funds are directed by elected officials to support various education programs, including scholarships and financial aid, school construction, and the N.C. Pre-K Program. To learn more about the Lottery, please visit www.nclottery.com.

About Pollard Banknote

Pollard Banknote is a leading lottery partner to more than 60 lotteries worldwide, providing high quality instant ticket products, licensed games, Schafer Systems retail merchandising solutions, 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 provides 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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