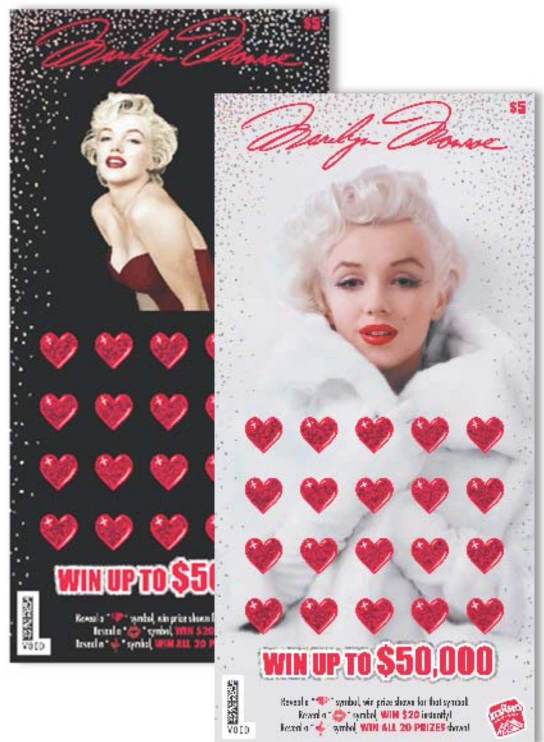
NEWS RELEASE

May 1, 2019
For Immediate Release

Marilyn Monroe™ Makes Her Debut in Idaho

WINNIPEG, Manitoba, May 1, 2019 /CNW/ – Pollard Banknote Limited (TSX: PBL) (“Pollard Banknote”), congratulates the Idaho Lottery on the recent performance of its $5 *Marilyn Monroe™* Scratch Game. The game launched in early January and was supported by a robust advertising campaign, which contributed to the ticket’s impressive success. Based on the first six weeks of sales, this was the Lottery’s second best-selling $5, non-extended play game since 2016.

The *Marilyn Monroe™* ticket was offered in two glamorous Valentine’s Day-inspired designs featuring the Hollywood legend. Both iconic images were enhanced with Pollard Banknote’s Glitter FX™ print innovation, giving the tickets a premium sheen. The iconic and instantly recognizable Marilyn Monroe™ appealed to nostalgic players and non-players alike—as well as the two top prizes of $50,000. To capture the Valentine’s Day theme, heart-shaped game play symbols feature prominently in the design. Players scratched the hearts to reveal thematic symbols—if they revealed a diamond they won the corresponding prize, if they revealed a kiss symbol they received an instant $20 win, or if they revealed a Marilyn Monroe™ symbol they won all 20 prizes shown on the ticket.



Idaho Lottery's $5 Marilyn Monroe™ Designs

Every great star needs a supporting cast, and the Idaho Lottery delivered, supporting the ticket with a comprehensive marketing campaign including an array of retailer point-of-sale materials, internet and radio advertisements, billboard advertising, and a humorous TV spot featuring the Idaho Lottery spokesperson singing and dancing with a cardboard cut-out of Marilyn on stage.

“We were excited to bring Marilyn Monroe™ to market in Idaho,” said Brad Thompson, Vice President, Sales & Marketing, Pollard Banknote. “The aspirational and glamorous attributes that Marilyn represents were a great success for the Lottery’s Valentine’s Day game.”

“The Marilyn Monroe™ brand was an instant hit with our players,” said Jeff Anderson, Idaho Lottery Director. “The brand strength lent itself to rich promotional support, helping sales which ultimately benefit Idaho public schools and buildings.”

Pollard Banknote's portfolio of licensed games includes a broad range of legacy and retro brands that offer lotteries an exciting and instantly recognizable way to engage players. The Licensed Products team offers a comprehensive turnkey program that includes the design, programming, and printing of themed tickets, as well as additional value-added options including second chance draws, a POS program, and broadcast and digital marketing.

The Idaho Lottery responsibly provides entertaining games with a high degree of integrity to maximze proceeds for education in Idaho. Since its inception in 1989, the Lottery has returned more than $846 million to the State's Public School Building Account and the Permanent Building Fund. For more information, please visit www.idaholottery.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 67.5% by the Pollard family and 32.5% 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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