



Over \$2 Billion and Counting for our Schools

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Greetings,

I hope this finds you well as we head into the summer.

We are reaching out to share recent changes to KENO 603. Governor Sununu recently signed HB 355 into law, which expands the sale of KENO 603 beyond taverns and restaurants. Under the change, any location that sells lottery tickets in the cities and towns that voted to approve KENO 603 may choose to sell the game.

This is a change, but we do not expect it to negatively impact or detract from KENO 603 sales at existing establishments. KENO 603 is a social game, and bars, taverns and restaurants offer a unique experience and venue for enjoying the excitement of playing. As our traditional Lottery partners begin to offer KENO 603, we anticipate it will generate more interest in the game, as well as increased sales and commissions for those retailers.

Each retail location wishing to offer the game must meet specific licensing requirements, pay annual licensing fees, and pass a background check. They will be trained in selling the game; sales will only be conducted at a lottery vending machine or clerk-assisted sale from the counter. Finally, no video monitors will be installed at stores for the purpose of showing live drawings, which will help keep customer traffic flowing.

Over the past five years, either through in-person meetings or direct mail, New Hampshire Lottery staff have provided municipalities with information about KENO 603, including the local approval and implementation processes. We also shared the game's benefits of increasing foot traffic to taverns and restaurants, which generates more revenue for them, as well as the Granite State's education fund.

KENO 603 has been a tremendous success, generating millions of dollars for New Hampshire schools. The game has become one of the New Hampshire Lottery's most popular games, second only to scratch tickets. KENO 603's continued success is integral to achieving our revenue commitment year after year.

We are always happy to be a resource for our retail partners and municipalities, and we are looking forward to working with local businesses who have interest in offering the game. If you have any questions, please feel free to reach out at 603-271-3391.

Respectfully,

Charlie McIntyre
Executive Director

