



Hazen Paper Company Press Release:

THE FLORIDA LOTTERY'S NEW \$30 GAME ON HAZEN HOLOGRAPHIC BOARD HAS GENERATED THEIR BEST WEEKLY SALES EVER RECORDED

The Florida lottery has recently introduced its first \$30 game on an eye-catching custom holographic pattern created by the Hazen Paper Company. This "100X the Cash" game features the Florida Lottery's biggest scratch-off top price ever of \$15 million. It is the flagship of the Florida Lottery's 30th Anniversary series of games and it showcases a custom Hazen holographic pattern that features the Florida Lottery's logo. The first week's retail sales for this game totaled \$34,279,230 which was the highest ever recorded by the Florida Lottery.

Hazen's holographic games consistently outperform plain board games by generating higher sales and profits for the lotteries that use them. Quantitative research has demonstrated that the sales of holographic games will increase by as much as 79% vs. plain board games when holography is isolated as the only gaming variable:

www.holographyx.com/TN

The Hazen Profitability Calculator will allow you to see the financial impact that a holographic game can have on your lottery's bottom line. Using the link below, you can enter your game's specifications to help you see how profitable it will be:

www.holographyx.com/profit

For additional information contact Bob Hazen at (413) 538-8204 or Scott Devens at (201) 327-4414, or email: reh@hazen.com

ABOUT HAZEN PAPER:

Hazen Paper was founded in 1925 with its headquarters in Holyoke, MA. Hazen Paper is a world-class paper convertor specializing in custom holographic originations, film, foil, and paper laminations. Hazen Paper is the leading provider of these materials to the worldwide lottery industry.

Hazen Paper Company products also enjoy wide acceptance for use in health and beauty packaging, entertainment and media packaging, golf ball packaging, bookbinding, merchandise tags, product labels, photo mounting, and ticketing applications.