



PICK-4 How To Play Video Transcript

Video: The PICK-4 logo and copy animates into frame. The Only \$1 button appears.

Text on Screen:

PICK-4
EXCLUSIVELY FOR ONTARIO!
ONLY \$1

Voiceover:

PICK-4 is OLG's lottery game, that gives the numbers that mean something to you, a chance to win.

Video: The copy and top prize appear on screen as the confetti explodes behind.

Text on Screen:

PICK YOUR FAVOURITE
4-DIGIT NUMBER
FOR A CHANCE TO WIN
\$5,000

Voiceover:

For only \$1, simply pick your favourite 4-digit number to win \$5,000.

Video: Copy animates in.

Text on Screen:

3 EASY WAYS
TO PLAY

Voiceover:

There are three easy ways to play.

Video: A speech bubble appears, and the copy animates into frame. A cell phone appears in the frame and the numbers '1, 0, 2, 8' are selected.

Text on Screen:

I'LL PLAY THE LAST FOUR DIGITS OF MY PHONE NUMBER!

Voiceover:

Starting off by simply telling your lottery retailer the 4-digit number you'd like to play, like the last four digits of your phone number!

Video: The next frame transitions in as the selection slip appears. A bubble highlights the selection slip as numbers are selected.

Voiceover:

Or mark it on the selection slip. Then choose if your pick is for Straight Play or Box Play.





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Video: The next frame transitions in as the copy appears and Straight Play is selected on the selection slip.

Text on Screen:

STRAIGHT PLAY
ALL DIGITS ARE PLAYED
IN EXACT ORDER

Voiceover:

For Straight Play, all digits are played in exact order to win.

Video: The copy appears, and Box Play is selected on the selection slip.

Text on Screen:

BOX PLAY
ALL DIGITS ARE PLAYED
IN ANY ORDER

Voiceover:

For Box Play, all digits are played in any order to win.

Video: The OLG app animates into frame. The 4-digit number '1, 0, 2, 8' are selected, confirmed, and then finally purchased.

Voiceover:

You can also play online at OLG.ca or on the OLG App, where you can easily keep track of your ticket and play at any time.

Video: The next frame transitions in as the ticket appears. Straight Play pops off the ticket in yellow. The top prize animates into frame as the confetti explodes.

Text On Screen:

TOP PRIZE
\$5,000

Voiceover:

To win, the top prize of \$5,000 match all digits in exact order with Straight Play!

Video: The next frame transitions in as the ticket appears. Box Play pops off the ticket in yellow as the confetti explodes.

Text On Screen:

MATCH TO WIN UP TO
\$1,250

Voiceover:



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Or match in any order with Box Play to win up to \$1,250.

Video: The next frame transitions in as the copy appears.

Text On Screen:

2 DRAWS
EVERY DAY

Voiceover:

With two draws every day, you have more chances to play and win!

Video: The next frame transitions in as the copy appears and the sun animates across the screen as it transitions into a moon.

Text On Screen:

MIDDAY DRAW
2:00 PM ET

EVENING DRAW
10:30 PM ET

Voiceover:

A Midday draw and an evening draw.

Video: A PICK-4 ticket appears, as a phone scans the barcode with the OLG App.

Voiceover:

Check your ticket the same day to see if you've won by scanning in-store, on the OLG app or online at OLG.ca.

Video: The next frame transitions in as the copy appears with confetti exploding.

Text On Screen:

YOUR NUMBER. YOUR PICK.
TRY PICK-4 FOR A CHANCE TO WIN \$5,000
ONLY \$1

Voiceover:

Try PICK-4 for a chance to win \$5,000. Your Number. Your Pick.

Video: The next frame transitions in as the copy, and PICK-2, PICK-3 and PICK-4 tickets appears.

Text On Screen:

TO LEARN MORE ABOUT
OTHER PICK GAMES
VISIT OLG.CA





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Voiceover:

To learn more about other PICK games, visit OLG.ca.

Video: The OLG & PlaySmart logo animates in and the screen fades to black.