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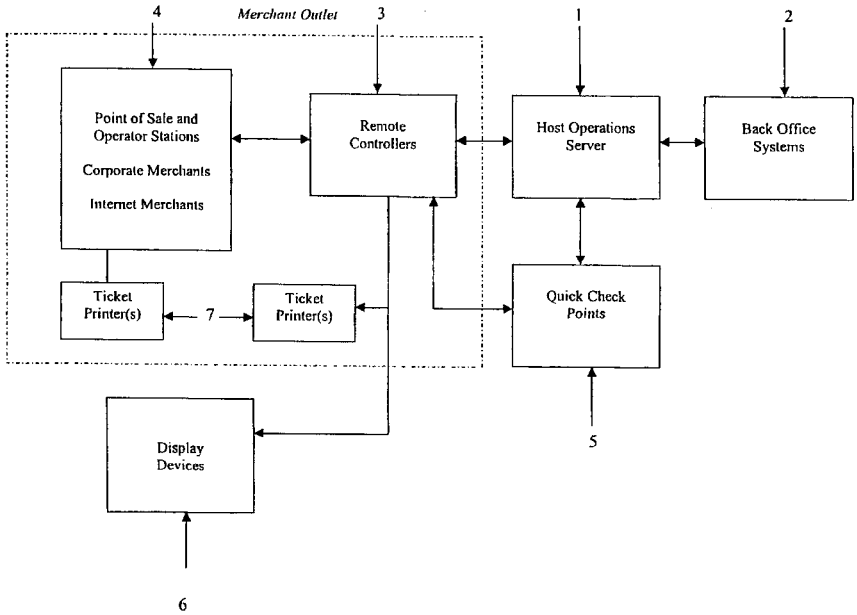
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(54) Title: LOTTERY AWARD PROMOTIONAL METHOD AND SYSTEM



(57) Abstract: This invention relates to electronic point-of-sale, Internet or business to business promotional methods and systems and in particular to a sales promotion method which promotes customer purchases and loyalty at various merchant outlets. In particular, this invention is a retail promotional system in which shoppers making specified levels and types of purchases at participating merchant outlets are eligible to receive an entry in a lottery. In the preferred embodiment the entry comprises a game ticket containing lines of numbers that may win prizes in various divisions based on a match with numbers drawn at end of a lottery period. Alternatively, the shopper may be eligible for a voucher or instant prize.

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