



FREQUENTLY ASKED QUESTIONS COIN OPERATED AMUSEMENT MACHINE (COAM) GIFT CARD PILOT PROGRAM EXTENSION

What is the COAM Gift Card Pilot Program?

The COAM Gift Card Pilot Program is a statewide COAM gift card redemption program by the Georgia Lottery Corporation (GLC) whereby COAM Class B Location License Holders (LLHs) may provide players the option to receive their redemption amount on a Georgia Lottery branded COAM gift card. Players shall only receive the COAM redemption amount on gift cards distributed by InComm and designated for the COAM Gift Card Pilot Program. No other gift cards may be used for player redemption amounts for the COAM Gift Card Pilot Program.

Why extend the COAM Gift Card Pilot Program and how long will the pilot program continue?

The objective of the extension of the COAM Gift Card Pilot Program is to provide additional data for all stakeholders to assess the impact of and interest in this new form of COAM redemption. Due to the possibility of intense interest and extensive implementation, it is expected that the COAM Gift Card Pilot Program will continue for at least one (1) year minimum.

What are the next steps for those business locations wanting to take part in the COAM Gift Card Pilot Program?

In the coming weeks (date to be determined), Intralot and InComm will introduce a website portal for COAM Class B Master License Holders (MLHs) to register for participation in the COAM Gift Card Pilot Program. Class B MLHs will serve as a reseller of the COAM gift card provided by InComm. As a reseller, MLHs will manage the COAM Gift Card Pilot Program within their respective LLHs, including: distribution of point-of-sale (POS) equipment and gift card inventory to Class B LLHs, setting up Class B LLHs POS equipment, training Class B LLHs how to activate COAM gift cards, and ongoing support. InComm will provide training to Class B MLHs.

What business locations are participating in the COAM Gift Card Pilot Program?

In order to participate in the COAM Gift Card Pilot Program, Class B LLHs and their Class B MLHs must have an approved 2023 (licensing year 07/01/22 – 06/30/23) COAM Class B license, have Class B COAMs connected to the Central Accounting System, and be in good standing with the GLC before receiving POS equipment (if applicable) and gift card inventory. Players shall only receive COAM redemption amounts on gift cards won on a Class B COAM.

Is a business location required to re-register if it was part of the initial COAM Gift Card Pilot Program?

If a business location participated in the initial COAM Gift Card Pilot Program, no action is necessary at this time to remain in the program. However, please note that Class B LLHs who are not consistently activating cards for prize redemption may have gift card inventory and POS equipment re-allocated to other participating business locations. POS equipment and gift card inventory are limited in supply due to global supply chain issues. GLC expects all participants who register for the COAM Gift Card Pilot Program to actively participate.

Are LLHs required to participate in the COAM Gift Card Pilot Program?

No. Participation in the COAM Gift Card Pilot Program is voluntary.

What is the process for allocating COAM POS equipment and COAM gift card inventory to Class B MLHs to distribute to their Class B LLHs?

GLC and Intralot have partnered with InComm, a leading payments company and provider of gift cards, to supply COAM gift cards to Class B MLHs who have Class B LLHs interested in participating in the extension of the COAM Gift Card Pilot Program. Once the registration portal is open, allocation of COAM POS equipment and COAM gift card inventory is based on a first-come-first-serve basis. In order to qualify to receive POS equipment and COAM gift card inventory, Class B MLHs must first register for the COAM Gift Card Pilot Program on the InComm portal. The Class B MLH must then complete and provide all signed contract(s) and necessary account information to InComm. Once all required documents have been completed and provided to InComm, the Class B MLH will be placed on the schedule to receive POS equipment (if applicable) and COAM gift card inventory for distribution to Class B LLHs. We kindly ask that licensees do not call or email GLC, InComm, or Intralot at this time as the GLC will provide more information to licensees as it becomes available.

Is there a limit on the COAM POS equipment and COAM gift card inventory that will be distributed to MLHs?

Yes. Due to global supply chain issues, limited COAM gift card inventory and POS equipment will be distributed to participating MLHs. Due to the sheer volume of licensees expressing interest in the COAM Gift Card Pilot Program, only locations that have completed the registration process in its entirety will be eligible for the deployment of POS equipment and COAM gift card inventory. Once an equitable distribution of COAM gift cards has been made to all interested Class B licensees, gift cards and POS equipment will continue to be distributed on a rotating basis as they become available.

Where can the COAM gift card be used?

The COAM gift card can be used to make purchases anywhere Visa® or Mastercard® (depending on the type of card issued) are accepted within the United States and District of Columbia. COAM gift cards cannot be used for recurring billing, to obtain cash through ATMs, or include cash back with the debit purchase. The COAM gift card is not allowed for purchase of alcohol, tobacco, or firearms.

Where can more information be found about the COAM Gift Card Pilot Program?

Future information pertaining to the COAM Gift Card Pilot Program will be posted on the GLC COAM website at www.gacoam.com under the **Documents/COAM Communications** section. As a reminder, the GLC is ramping up the COAM Gift Card Pilot Program from approximately 130 gift card pilot locations to several thousand participating locations and any further information will be periodically posted on the www.gacoam.com website.