

LUKE COMBS ESTABLISHES EXCLUSIVE PARTNERSHIP TO LAUNCH *LIVING LUCKY WITH LUKE COMBS* SCRATCHER TICKETS

**Atlas Experiences and Luke Combs Exclusively Collaborate to
Create a \$1,000,000 Cash Concert Second-Chance Lottery Promotion**

Marietta, GA July 15, 2021 – Atlas Experiences, LLC (“Atlas”) and Luke Combs (“Luke”) have entered into an exclusive partnership to offer North American lotteries *Living Lucky with Luke Combs*, a multi-state linked instant game promotion. The second-chance promotion is designed exclusively for lotteries across North America to participate in this once-in-a-lifetime concert event to offer their players a chance to see Luke at the Ryman Auditorium and a chance to win \$1,000,000 awarded by Luke.

“We are thrilled to be able to have this exclusive partnership with Luke Combs. Together we have crafted a program with elements that has never been done before, like being the first to award a \$1,000,000 in the Mother Church of Country Music, Nashville’s historic Ryman Auditorium, during a private lottery concert.” stated Derek Gwaltney Founder & CEO of Atlas Experiences. “Luke is one of today’s most influential country stars and his popularity is the perfect formula for an amazing second-chance lottery promotion. It’s like capturing lightning in a bottle - When Luck Rains It Pours!”



The multi-state linked instant game *Living Lucky with Luke Combs* can be offered by participating lotteries from across North America at a \$5, \$10 or \$20 ticket price. The private concert event -- held at a to-be-announced date in 2023 -- will be anchored by a 75-minute money-can't-buy Luke Combs concert at the iconic Ryman Auditorium.

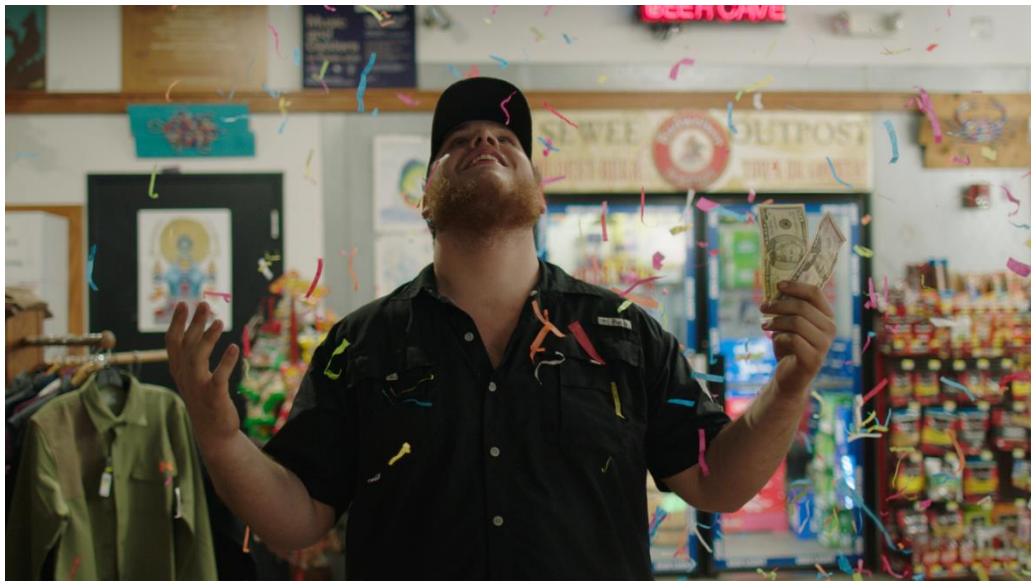
Luke will host an exclusive meet & greet prior to the concert for 20 lucky guests. During the show the winning opportunities continue as \$10,000 winner(s) will be announced between each song with at least one guaranteed winner offered by participating states. All winners will be eligible to win the top prize of \$1,000,000 to be awarded by Luke at the conclusion of the show.

The program will have multiple events for winners to have a unique and unforgettable experience during the 4-day program in Nashville. In addition to the marquee concert with Luke, there will be a Spotlight Concert at CMA Theater in the Country Music Hall of Fame and Museum (line-up to be announced) with a private reception and access to the museum and a lunch buyout at Martin's Bar-B-Que Joint with all winners receiving exclusive *Living Lucky with Luke Combs* merchandise and a Music City Total Access Pass.

"I'm thrilled to be part of this promotion and can't wait to announce *Living Lucky with Luke Combs* to my fans. I've always wanted my own scratch ticket and the day has finally come," stated Luke Combs. "The fact I get to give away a million dollars to someone in the audience at the Ryman is beyond exciting. I love that I will have the opportunity to personally change someone's life right there in that moment."

Creating awareness and engagement with fans, lottery players and future lottery players, Atlas has incorporated a marketing strategy that will integrate multiple promotional elements. All participating lotteries will have a custom *Living Lucky with Luke Combs* ticket design, :30 TV spot, radio spot, augmented reality messaging, retail point of sale designs, social media posts, custom merchandise prizes, and a promotional message directly from Luke to generate national awareness to make this the most successful linked instant game ever.

WHEN LUCK RAINS IT POURS!





About Atlas Experiences, LLC: Atlas Experiences is an incentive travel company specializing in once-in-a-lifetime events, programs, and promotions. Focused on crafting custom incentive travel programs and second-chance promotions that drive engagement. Delivering turnkey services to included promotion design, marketing strategies, destination sourcing, hotel contracting, travel logistics, event support staff, onsite logistics, social creative content, private concerts, custom merchandise and guest services. Atlas Experiences integrates innovations that engages consumers and rewards loyalty to your brand, organizations, or teams with unforgettable moments.

About Luke Combs: Luke Combs, who *The New York Times* calls, "the most promising and influential new country star of the last five years," is a multi-platinum, award-winning artist from Asheville, NC. His new deluxe album, *What You See Ain't Always What You Get*, is out now on River House Artists/Columbia Nashville and debuted at #1 on the all-genre *Billboard* 200 chart as well as *Billboard's* Top Country Albums chart. The deluxe edition features all 18 tracks from Combs' double Platinum-certified, global #1 album, *What You See Is What You Get*, as well as five new songs including his new single, "Cold As You," which will impact country radio later this month. "Cold As You" adds to a triumphant run at radio for Combs, whose last single, the Platinum-certified "Forever After All," spent six weeks at #1. This is Combs' eleventh-consecutive #1 single—a first on the *Billboard* Country Airplay chart—and the sixth-consecutive #1 from *What You See Ain't Always What You Get*, tying the record for most #1 singles to come from the same album. A 5x ACM, 3x CMA and 3x *Billboard* Music Award-winner, Combs is known for his electric concerts, having performed sold-out shows across the world throughout his career. He'll return to the stage this fall for his massive headline arena tour, featuring a special new in-the-round stage design. Kicking off in September at Raleigh's PNC Arena (two nights), the tour includes stops at New York's Madison Square Garden (two nights), Chicago's United Center (two nights), Dallas' American Airlines Center (two nights) and Boston's TD Garden (two nights) among several others. Combs will also perform his first ever headline stadium show at Boone, NC's Kidd Brewer Stadium on September 4.

For More Information:

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