

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 3/26/2018

Game #	1852	Confirmed Packs	7,575
Game Name	Wheel of Fortune	Active Packs	4,745
Quantity Printed	8,198,550	Warehouse Packs	36,830
Price Point	\$10	Returned Packs	1
Start Date	8/7/2017	Printed Payout Percentage	69.88%
Top Prize	\$ 250,000	Percent Sold	68.80%
Number of Top Prizes Remaining	2	Number of Weeks Out	33

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 354,095	
2nd chance draw prizes	\$ 4,250,000	Merchandise Prize Packs
Prize payout expense	\$ 35,652,400	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 40,256,495</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 56,406,024	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 56,406,024</b>	

**Excess of Revenue over Expended \$ 16,149,529**

**INTANGIBLE POSITIVE BENEFITS:**

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

**INTANGIBLE NEGATIVE BENEFITS:**

- There are still valuable prizes remaining in this game.

**Assumptions:**

--Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

**Weekly Sales Comparison Information**

	Previous 3 Weeks Sales from DaVinci	
Most recent week sales	\$	794,270
Next week	\$	910,990
Next week	\$	937,810
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>881,023</b>
<b>Avg Weekly Sales \$10; &gt;9 M Qty*</b>	<b>\$</b>	<b>3,614,099 *</b>
<b>Percentage Of Variance In Sales</b>		<b>76%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1852	Printed Payout Percentage	69.88%
Game Name	Wheel of Fortune	Actual Payout Percentage	70.74%
Percent Sold	68.80%	Number of Weeks Out	33
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			31*

\* No data at the \$10 / 8 M Qty, so the \$10 / >9M Qty level was used.

**Recommendation**

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s):

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*Dale Boussock*      3/26/18  
Instant Product Coordinator      Date

*PLM*      3/28/18  
Products Manager      Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

*[Signature]*      4-2-18  
Lottery Operations Division Director      Date

*Kathy Ryan*      4/3/2018  
Controller      Date

*[Signature]*      4-3-18  
Executive Director      Date



Da Vinci Report  
 Week End Date: 3/24/18  
 3/26/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													3/24/18	3/17/18	3/10/18	3/3/18
Mature	1879	\$2	7,080,625	MONEY TIME	12/18/17		14	81.38%	6,208	3,237	0	293	\$300,674.00	\$363,222.00	\$454,356.00	\$569,152.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17		23	78.44%	6,371	3,111	1,715	159	\$207,272.00	\$216,502.00	\$219,202.00	\$248,400.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17		54	59.96%	22,560	10,970	182,874	4	\$1,561,380.00	\$1,584,366.00	\$1,642,275.00	\$1,657,344.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17		25	48.28%	14,140	7,737	79,507	2	\$1,227,560.00	\$1,283,290.00	\$1,368,865.00	\$1,411,770.00
	2010	\$5	7,328,675	\$500 FRENZY	12/4/17		16	84.79%	8,392	4,602	268	212	\$886,995.00	\$1,039,450.00	\$1,138,250.00	\$1,332,020.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16		105	63.97%	4,926	2,674	112,501	4	\$598,625.00	\$584,680.00	\$626,595.00	\$637,925.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17		16	35.99%	17,863	8,440	123,853	2	\$1,954,055.00	\$2,070,890.00	\$2,204,575.00	\$2,290,685.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17		38	51.09%	13,045	6,438	123,921	17	\$1,500,135.00	\$1,504,475.00	\$1,532,110.00	\$1,626,805.00
	2013	\$5	21,411,460	LUCKY 7S	12/18/17		14	42.96%	21,601	7,225	129,189	2	\$2,536,695.00	\$2,597,885.00	\$2,800,000.00	\$3,054,915.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17		18	46.30%	6,073	2,966	48,340	1,441	\$377,055.00	\$416,940.00	\$483,520.00	\$590,195.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17		15	19.89%	27,563	9,679	389,378	1	\$3,646,645.00	\$3,601,390.00	\$3,644,945.00	\$3,786,930.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17		29	57.40%	5,898	3,268	68,447	1	\$520,060.00	\$642,135.00	\$667,805.00	\$765,700.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16		86	63.30%	9,879	3,822	193,453	14	\$1,438,070.00	\$1,570,800.00	\$1,650,950.00	\$1,726,630.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17		42	84.41%	8,387	2,728	18,235	267	\$663,730.00	\$847,320.00	\$1,057,380.00	\$1,289,130.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17		36	52.43%	14,243	6,538	103,116	5	\$1,873,660.00	\$1,882,690.00	\$1,943,710.00	\$2,050,280.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17		27	40.41%	26,481	8,809	274,693	0	\$4,804,520.00	\$4,982,710.00	\$5,064,230.00	\$5,167,440.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17		29	79.37%	11,138	4,830	19,254	3	\$1,610,720.00	\$1,946,710.00	\$2,006,220.00	\$2,159,210.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17		33	68.80%	7,575	4,745	36,830	1	\$794,270.00	\$910,990.00	\$937,810.00	\$1,005,410.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17		33	53.36%	10,948	4,354	116,808	41	\$1,145,460.00	\$1,365,880.00	\$1,363,160.00	\$1,455,840.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		149	36.16%	6,335	2,220	861,176	65	\$837,320.00	\$1,052,000.00	\$1,048,100.00	\$1,089,200.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		45	20.21%	19,563	6,505	1,078,291	20	\$2,264,380.00	\$2,569,220.00	\$2,650,280.00	\$2,814,780.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17		16	40.31%	26,263	6,768	180,136	1	\$3,850,120.00	\$4,254,820.00	\$4,350,640.00	\$4,550,980.00
	1853	\$20	7,203,050	MONEY	3/8/17		54	89.98%	8,100	2,997	15,809	12	\$1,048,280.00	\$1,170,800.00	\$1,206,500.00	\$1,245,780.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17		29	79.81%	13,697	4,875	19,332	5	\$1,527,720.00	\$1,736,120.00	\$1,843,600.00	\$1,963,640.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17		25	50.89%	15,734	4,680	93,615	32	\$1,778,600.00	\$1,892,340.00	\$2,053,960.00	\$2,260,240.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16		75	69.32%	2,543	1,017	51,897	23	\$481,550.00	\$541,800.00	\$513,000.00	\$558,800.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17		23	42.20%	13,601	3,959	85,272	36	\$2,251,150.00	\$2,405,050.00	\$2,598,050.00	\$2,733,550.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17		49	82.40%	8,082	2,551	19,126	22	\$1,404,650.00	\$1,580,950.00	\$1,733,250.00	\$1,823,750.00
Sold/Closing	2019	\$1	9,298,950	FAST \$50S	12/4/17		16	90.97%	2,617	1,535	0	672	\$104,843.00	\$138,425.00	\$177,993.00	\$232,426.00
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17		20	95.62%	79	26	0	2,152	-\$5,468.00	\$1,241.00	\$13,918.00	\$16,007.00
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17		31	87.18%	296	293	588	4,005	\$25,315.00	\$68,073.00	\$102,544.00	\$119,316.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17		31	92.48%	177	132	0	2,596	-\$1,214.00	\$13,152.00	\$42,327.00	\$45,876.00

Liability for 1852 / for Life to Date

Product Status: SmartCash Enabled: N/A  
 Active Validation Range: 07/20/2017 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	Life to Date	% paid	Est. Tickets Sold
1	N/A	\$10.00	55375	\$553,750.00	108638	\$1,086,380.00	66.24%	5430509	
2	N/A	\$10.00	108234	\$1,082,340.00	219561	\$2,195,610.00	66.98%	5491486	
3	N/A	\$10.00	106719	\$1,067,190.00	221290	\$2,212,900.00	67.46%	5531119	
4	N/A	\$15.00	13784	\$206,760.00	27172	\$407,580.00	66.34%	5439276	
5	N/A	\$15.00	65811	\$987,165.00	139158	\$2,087,370.00	67.89%	5566177	
6	N/A	\$15.00	26419	\$396,285.00	55598	\$833,970.00	67.79%	5557664	
7	N/A	\$15.00	106199	\$1,592,985.00	221743	\$3,326,145.00	67.62%	5543575	
8	N/A	\$20.00	13667	\$273,340.00	27308	\$546,160.00	66.65%	5463965	
9	N/A	\$20.00	65490	\$1,309,800.00	139542	\$2,790,840.00	68.06%	5579821	
10	N/A	\$20.00	26573	\$531,460.00	55381	\$1,107,620.00	67.58%	5540228	
11	N/A	\$25.00	13091	\$327,275.00	27907	\$697,675.00	68.07%	5580685	
12	N/A	\$25.00	13566	\$339,150.00	27409	\$685,225.00	66.89%	5484174	
13	N/A	\$25.00	26192	\$654,800.00	55806	\$1,395,150.00	68.06%	5579749	
14	N/A	\$25.00	13124	\$328,100.00	27874	\$696,850.00	67.99%	5574086	
15	N/A	\$25.00	13090	\$327,250.00	27866	\$696,650.00	68.04%	5578200	
16	N/A	\$25.00	26078	\$651,950.00	55939	\$1,398,475.00	68.20%	5591751	
17	N/A	\$50.00	13519	\$675,950.00	27400	\$1,370,000.00	66.96%	5489876	
18	N/A	\$50.00	12933	\$646,650.00	28140	\$1,407,000.00	68.51%	5617003	
19	N/A	\$50.00	15077	\$753,850.00	25908	\$1,295,400.00	63.21%	5182579	
20	N/A	\$50.00	13002	\$650,100.00	27992	\$1,399,600.00	68.28%	5598229	
21	N/A	\$100.00	891	\$89,100.00	1830	\$183,000.00	67.25%	5513999	
22	N/A	\$100.00	3783	\$378,300.00	7130	\$713,000.00	65.33%	5356516	
23	N/A	\$100.00	6547	\$654,700.00	13961	\$1,396,100.00	68.08%	5581234	
24	N/A	\$100.00	10900	\$1,090,000.00	23311	\$2,331,100.00	68.14%	5586402	
25	N/A	\$100.00	4337	\$433,700.00	9391	\$939,100.00	68.41%	5608434	
26	N/A	\$500.00	110	\$55,000.00	225	\$112,500.00	67.16%	5506488	
27	N/A	\$500.00	435	\$217,500.00	939	\$469,500.00	68.34%	5602939	
28	N/A	\$500.00	429	\$214,500.00	939	\$469,500.00	68.64%	5627513	
29	N/A	\$500.00	421	\$210,500.00	943	\$471,500.00	69.13%	5668059	
30	N/A	\$500.00	201	\$100,500.00	479	\$239,500.00	70.44%	5775155	
31	N/A	\$1,000.00	15	\$15,000.00	26	\$26,000.00	63.41%	5199080	
32	N/A	\$1,000.00	48	\$48,000.00	95	\$95,000.00	66.43%	5446589	
33	N/A	\$10,000.00	0	\$0.00	2	\$20,000.00	100.00%	8198549	
34	N/A	\$10,000.00	3	\$30,000.00	5	\$50,000.00	62.50%	5124093	
35	N/A	\$250,000.00	2	\$500,000.00	2	\$500,000.00	50.00%	4099274	
Totals:									
			776065	\$17,392,950.00	1,606,910	\$35,652,400.00			

TICKET QUANTITY: 8,198,550  
 POOLS: 68  
 PACKS/GAME: 163,971  
 PACKS/POOL: 2,400  
 PACK SIZE: 50  
 POOL SIZE: 120,000

MIN QUANTITY 8,034,579  
 MAX QUANTITY 8,382,621

PRIZE STRUCTURE  
 TEXAS LOTTERY COMMISSION  
 Wheel of Fortune, (Game Number 1852)  
 Version 9 dated June 14, 2017

RETAIL PRICE: \$10.00  
 REVENUE: \$91,985,500  
 PRIZE FUND: \$57,295,350  
 PERCENTAGE: 68.884736%

PRIZE LEVEL	TIER CODE	Game 1 KNM Win up to 12 times	Game 2 Complete Words Win up to 3 times	BONUS SPIN 1 "SOLVE" = \$50	BONUS SPIN 2 "SOLVE" = \$50	TOSS UP Match 2 amounts win that amount	Number of Wins Per Ticket	TOTAL PRIZE AMOUNT	ODDS (1 IN)	TOTAL PRIZES	PRIZES PER 120,000 POOL	PRIZES PER PACK	PRIZE COST	% OF PRIZE FUND	% PER PRIZE TIER
1	L	\$10 or	\$10 or			\$10	1	\$10	49.99	164,013.00	2,400.0	1.00	\$1,640.130	2.9%	
2	L	\$5 x 2	\$5			\$5	2	\$10	25.01	327,795.00	4,800.0	2.00	\$3,277.950	5.7%	
3	L	\$15 or	\$5			\$5	1	\$10	24.99	328,009.00	4,800.0	2.00	\$3,280.090	5.7%	
4	L	\$5	\$5			\$5	3	\$15	200.18	40,956.00	600.0	0.25	\$614.340	1.1%	
5	L	\$5	\$5			\$5	3	\$15	40.00	204,969.00	3,000.0	1.25	\$3,074.535	5.4%	
6	L	\$5	\$5			\$10	2	\$15	99.96	82,017.00	1,200.0	0.50	\$1,230.255	2.1%	
7	L	\$5 x 3 or	\$5 x 3			\$20	3	\$20	25.00	327,942.00	4,800.0	2.00	\$4,919.130	8.6%	
8	L	\$20 or	\$20 or			\$20	1	\$20	200.09	40,975.00	600.0	0.25	\$819.500	1.4%	
9	L	\$5 x 2	\$10			\$20	3	\$20	39.99	205,032.00	3,000.0	1.25	\$4,100.640	7.2%	Low Tier
10	L	\$10 x 2	\$10			\$100	2	\$20	100.04	81,954.00	1,200.0	0.50	\$1,639.080	2.9%	42.93%
11	M	\$10	\$10			\$5	3	\$25	199.97	40,998.00	600.0	0.25	\$1,024.950	1.8%	
12	M	\$25 or	\$25 or			\$25	1	\$25	200.09	40,975.00	600.0	0.25	\$1,024.375	1.8%	
13	M	\$5 x 3	\$5 x 3			\$10	4	\$25	99.98	81,998.00	1,200.0	0.50	\$2,049.950	3.6%	
14	M	\$10 x 2	\$5			\$5	3	\$25	199.97	40,998.00	600.0	0.25	\$1,024.950	1.8%	
15	M	\$5	\$10 x 2			\$5	3	\$25	200.18	40,956.00	600.0	0.25	\$1,023.900	1.8%	
16	M	\$5	\$5 x 3			\$5	5	\$25	99.96	82,017.00	1,200.0	0.50	\$2,050.425	3.6%	
17	M	\$50 or	\$50 or			\$50	1	\$50	200.36	40,919.00	600.0	0.25	\$2,045.950	3.6%	
18	M	\$5 x 6	\$5 x 3			\$5	10	\$50	199.61	41,073.00	600.0	0.25	\$2,053.650	3.6%	
19	M	\$5 x 2	\$10 x 3	\$50 or		\$10	1	\$50	200.04	40,985.00	600.0	0.25	\$2,049.250	3.6%	
20	M	\$100 or	\$100 or			\$10	6	\$50	199.99	40,994.00	600.0	0.25	\$2,049.700	3.6%	
21	M	(\$5 x 2) + (\$10 x 4)	\$100 or	\$50		\$100	1	\$100	3,013.07	2,721.00	40.0		\$272.100	0.5%	
22	M	(\$5 x 3) + \$10	(\$10 x 2) + \$5	\$50		\$100	2	\$100	751.26	10,913.00	160.0		\$1,091.300	1.9%	
23	M	\$500 or	\$500 or	\$50		\$5	7	\$100	399.77	20,508.00	300.0		\$2,050.800	3.6%	
24	M	(\$10 x 10) + (\$50 x 2)	(\$10 x 2) + \$5	\$50		\$5	11	\$100	239.65	34,211.00	500.0		\$3,421.100	6.0%	
25	M	(\$20 x 8) + (\$10 x 4)	(\$100 x 2) + \$50	\$50		\$50	8	\$100	597.21	13,728.00	200.0		\$1,372.800	2.4%	
26	M	(\$10 x 8) + (\$5 x 4)	(\$25 x 2) + \$50	\$50		\$500	1	\$500	24,473.28	335.00	5.0		\$167.500	0.3%	
27	M	(\$10 x 10) + (\$50 x 2)	(\$50 x 2) + \$50	\$50		\$100	18	\$500	5,966.92	1,374.00	20.0		\$687.000	1.2%	
28	M	(\$10 x 8) + (\$5 x 4)	\$50 x 3	\$50		\$50	18	\$500	5,993.09	1,368.00	20.0		\$684.000	1.2%	
29	M	(\$10 x 8) + (\$5 x 4)	(\$100 x 2) + \$50	\$50		\$50	18	\$500	6,010.67	1,364.00	20.0		\$682.000	1.2%	Mid Tier
30	M	\$10 x 5	\$100 x 3	\$50		\$100	10	\$500	12,056.69	680.00	10.0		\$340.000	0.6%	47.41%
31	H	\$1,000 or	\$1,000 or	\$50		\$1,000	1	\$1,000	199,964.63	41.00			\$41,000	0.1%	
32	H	\$50 x 12	(\$50 x 2) + \$100	\$50		\$100	18	\$1,000	57,332.52	143.00			\$143,000	0.2%	
33	H	\$10,000 or	\$10,000 or	\$50		\$1,000	1	\$10,000	4,099,275.00	2.00			\$20,000	0.0%	
34	H	\$500 x 12	\$1,000 x 3	\$50		\$1,000	16	\$10,000	1,024,818.75	8.00			\$80,000	0.1%	High Tier
35	H	\$250,000 or	\$250,000 or	\$50		\$250,000	1	\$250,000	2,049,637.50	4.00			\$1,000,000	1.7%	2.24%
<b>TOTAL CASH PRIZES</b>															
1 in 2 Decimals: 3.44 2,382,975 34,875.0 14.00 \$33,045,350 92.6%															
1 in 4 Decimals: 3.4405															
<b>SECOND-CHANCE DRAWINGS ***</b>															
Wheel of Fortune, Online Store Gift Cards															
TOTAL CASH & SECOND-CHANCE PRIZES															
\$500 8,500 \$4,250,000 7.42%															
\$2,391,475 \$57,295,350 100.0%															

TEXAS LOTTERY COMMISSION  
 Wheel of Fortune, (Game Number 1852)  
 Version 9 dated June 14, 2017

Consolidated odds are 1 in:

\$10	10.00	819,817
\$15	12.50	655,884
\$20	25.00	327,961
\$25	25.00	327,942
\$50	50.00	163,971
\$100	99.98	82,081
\$500	1600.97	5,121
\$1,000	44557.34	184
\$10,000	819855.00	10
\$250,000	2048637.50	4
		2,382,975

No.

07/26/17

Game Name: Wheel of Fortune  
Game No: 1852  
Inv No: 90096049  
Vendor: IGT  
TLC PO #: 362-17-9009 RL027

Description/Tickets Delivered Qty: 8,198,550  
Units per 1000: 8,198.55  
Unit Price: \$43.19  
Amount: \$354,095.37

Delivered: 8,198,550  
Ordered: 8,040,000  
2% under: 7,879,200  
2% over: 8,200,800  
Acceptable Range: 0

Sub Total: \$354,095.37  
Total: \$354,095.37

i. For only the number of Merchandise Prizes issued not to exceed Four Million Two Hundred Fifty Thousand Dollars (\$4,250,000.00) for Eight Thousand Five Hundred (8,500) Merchandise Prizes or \$500 for each merchandise prize fulfilled. If more than Eight Thousand Five Hundred (8,500) Merchandise Prizes are claimed, the Lottery shall not be invoiced for them. The Merchandise Prizes shall be funded from the prize structure for the Scratch Tickets.

a. IGT shall invoice the Lottery for the Merchandise Prizes or \$500 for each merchandise prize fulfilled over the course of the Wheel of Fortune Texas Lottery Scratch Ticket game sales life, as follows:

In consideration for the license rights in the Licensed Property granted hereunder as well as IGT's fulfillment of the Merchandise Prizes and the Promotional Event, and the provision of Marketing Support, all as set forth in Section 9 above, the Lottery shall pay IGT the fees set forth below (the "Fees").

6. Fees and Payment.

- 1. Interaction with the public with the intent to increase Texas Lottery brand awareness
  - 2. Promotion of sales of the Scratch Tickets
  - 3. Promotion of the Lottery's core function of contributing funds to education
  - 4. Assistance in building customer preference towards Lottery products
  - 5. Media interviews
  - 6. Autograph signing
- h. Vanna White Personal Appearance: Vanna White will provide one (1) personal appearance in the state of Texas, for a minimum of four (4) consecutive hours, at a mutually agreed upon date, times and location with between Vanna White, IGT and the Lottery. Personal appearance will include, but is not limited to:

- 4. During Tease Week, Wheel of Fortune's Salute To Texas Week and America's Game Salute To Texas episode, there will be a co-branded Texas Sweepstakes splash page. The Texas Lottery logo will be integrated into a co-branded Texas Sweepstakes splash page on [wheeloffortune.com](http://wheeloffortune.com).
  - 5. One 300 X 194 ad banner placement on co-branded Texas Sweepstakes splash page that will link directly via an interstitial page to the Wheel of Fortune Texas Lottery Scratch Ticket website.
- DMAs. Banner will link directly via an interstitial page to the Wheel of Fortune Texas Lottery Scratch Ticket website.

**Instant Ticket Game Analysis**  
2/28/16-2/24/18

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	Week 12*	None	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None	None
10M-14.99M	Week 19	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	\$714,918	None	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	None	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	\$2,537,188	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	\$3,483,559	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	None	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	\$3,614,099	>9M	\$3,614,099	\$3,781,160	None

None = no games at this level with 85% sell through  
\* only one game at this level with 85% sell through

Excludes Promotional Tickets  
Unaudited - For Internal Use Only