

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/31/2019

Game #	2140	Confirmed Packs	3,953
Game Name	Cash Game	Active Packs	2,188
Quantity Printed	7,320,300	Warehouse Packs	30,846
Price Point	\$5	Returned Packs	2,070
Start Date	5/20/2019	Printed Payout Percentage	68.03%
Top Prize	\$ 100,000	Percent Sold	58.65%
Number of Top Prizes Remaining	3	Number of Weeks Out	23

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 235,128	Actual ticket production costs
Prize payout expense	\$ 13,870,110	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 14,105,238

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 21,466,780	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 21,466,780

Excess of Revenue over Expended \$ 7,361,542

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	\$	223,765
Next week	\$	276,535
Next week	\$	278,100
Avg Weekly Sales Current Game	\$	259,467
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	2,105,631
Percentage Of Variance In Sales		88%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2140	Printed Payout Percentage	68.03%
Game Name	Cash Game	Actual Payout Percentage	64.61%
Percent Sold	58.65%	Number of Weeks Out	23
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			17

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):

Dale Brouseck 10/31/19
Instant Product Strategy Coordinator Date

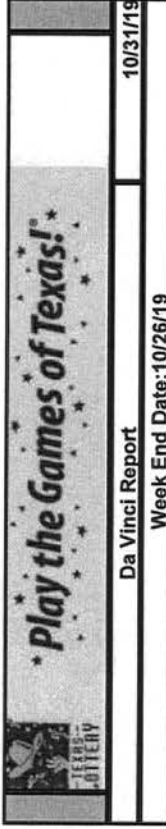
[Signature] 10/31/19
Products Manager Date

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

[Signature] for Russ Modell 10/31/19
Lottery Operations Division Director Date

Kathy Pyma 11/4/2019
Controller Date

[Signature] 11-5-19
Executive Director Date



Da Vinci Report
 Week End Date: 10/26/19

10/31/19

Product Line	Game	Tix Rin	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													10/23/19	10/19/19	10/12/19	10/6/19
Baseline	2176	\$1	BOOT SCOOTIN' BUCKS	10/7/19			3	19.84%	18,864	13,230	11,417	1	\$762,799.00	\$688,183.00	\$359,405.00	\$150.00
	2124	\$1	WINNING 75	8/8/19			11	0.00%	0	0	4,198	590	\$0	\$0	\$0	\$0
	2161	\$2	BINGO EXTRA	10/7/19			3	4.37%	20,017	10,755	230,285	8	\$1,276,816.00	\$1,160,050.00	\$608,032.00	\$250.00
	2162	\$2	BREAK THE BANK	8/5/19			12	15.30%	16,672	9,740	245,470	6	\$1,090,384.00	\$1,172,202.00	\$1,151,220.00	\$1,193,468.00
	2179	\$2	VETERANS CASH	10/21/19			1	3.65%	22,547	10,037	7,108	2	\$397,762.00	\$0	\$0	\$0
	2060	\$2	WEEKLY GRAND	8/19/19			10	11.09%	16,442	10,904	219,121	12	\$929,396.00	\$1,024,112.00	\$1,017,568.00	\$1,104,044.00
	2175	\$5	\$100,000 FRENZY	9/16/19			6	33.17%	19,311	9,774	31,949	4	\$1,564,435.00	\$1,920,455.00	\$2,125,240.00	\$2,487,925.00
	2157	\$5	5X EL DINERO	10/7/19			3	17.33%	28,354	11,430	36,737	5	\$2,288,380.00	\$2,620,485.00	\$1,449,675.00	\$375.00
	2165	\$5	BINGO TIMES 20	8/5/19			12	43.70%	17,324	9,267	52,128	21	\$1,592,955.00	\$1,713,640.00	\$1,768,140.00	\$1,976,445.00
	2180	\$5	BONUS 7	10/21/19			1	6.37%	24,510	10,852	81,356	6	\$3,252,920.00	\$0	\$0	\$0
	2155	\$5	BONUS JACKPOT	8/5/19			12	47.19%	15,891	6,857	24,053	866	\$825,100.00	\$941,085.00	\$986,490.00	\$1,217,085.00
	2158	\$5	COWBOYS	8/19/19			10	30.75%	12,162	8,418	66,411	8	\$1,187,695.00	\$1,325,295.00	\$1,496,615.00	\$1,772,610.00
	2159	\$5	HOUSTON TEXANS	8/19/19			10	32.40%	11,027	6,094	31,135	24	\$686,455.00	\$855,040.00	\$1,035,785.00	\$1,325,525.00
	2172	\$10	HIT \$500,000	9/3/19			8	56.40%	24,239	10,635	11,038	6	\$3,913,090.00	\$4,407,560.00	\$4,261,300.00	\$4,515,040.00
	2167	\$10	MEGA LOTERIA	9/16/19			6	9.50%	28,058	10,683	431,505	7	\$5,087,350.00	\$5,101,320.00	\$4,719,680.00	\$4,448,150.00
	2181	\$10	WINTER WINNINGS	10/21/19			1	4.59%	36,249	8,902	34,499	2	\$2,052,640.00	\$0	\$0	\$0
	2144	\$20	MILLION DOLLAR LOTERIA	10/7/19			3	9.69%	30,228	9,874	172,080	6	\$4,609,100.00	\$4,730,940.00	\$2,509,160.00	\$0
	2178	\$20	MONEY	10/21/19			1	4.15%	26,609	9,839	224,758	2	\$5,969,460.00	\$0	\$0	\$0
	2173	\$30	HIT \$1,000,000	9/3/19			8	22.29%	25,522	9,224	119,812	7	\$4,052,700.00	\$4,584,150.00	\$4,289,250.00	\$4,608,240.00
Mature	1878	\$1	CASH ON THE SPOT	9/18/17			110	0.00%	0	0	2,413	14	\$0	\$0	\$0	\$0
	1804	\$1	LUCKY STARS	9/18/17			110	0.00%	0	0	91	765	\$0	\$0	\$0	\$0
	2146	\$2	AMAZING 8S	6/17/19			19	88.99%	2,822	1,967	120	373	\$158,330.00	\$216,058.00	\$263,092.00	\$322,014.00
	2120	\$2	DOUBLE MATCH	7/15/19			15	81.35%	4,471	4,233	0	233	\$426,948.00	\$574,656.00	\$625,440.00	\$716,212.00
	2052	\$3	\$50,000 BONUS CASHWORD	2/4/19			38	62.49%	15,357	10,066	76,277	17	\$1,814,886.00	\$1,820,442.00	\$1,869,756.00	\$1,916,148.00
	1828	\$3	TEXAS LOTERIA	9/7/18			58	66.55%	20,201	12,006	145,377	20	\$1,451,325.00	\$1,483,053.00	\$1,513,428.00	\$1,497,780.00
	2152	\$5	50X FAST CASH	7/15/19			15	72.14%	10,174	6,782	1,099	70	\$793,935.00	\$910,060.00	\$852,975.00	\$971,710.00
	2129	\$5	BONUS BREAK THE BANK	4/2/19			30	69.05%	13,925	8,617	17,035	10	\$1,054,100.00	\$1,111,960.00	\$1,067,960.00	\$1,161,650.00
	2140	\$5	CASH GAME	5/20/19			23	58.65%	3,963	2,188	30,846	2,070	\$223,745.00	\$276,535.00	\$278,100.00	\$348,775.00
	2150	\$5	RED HOT SLOTS	6/26/19			17	57.94%	6,905	3,877	25,382	2,030	\$418,845.00	\$524,240.00	\$546,180.00	\$651,770.00
	2082	\$5	SUPER CROSSWORD	11/26/18			48	64.46%	13,302	7,574	81,757	19	\$1,251,215.00	\$1,351,385.00	\$1,342,320.00	\$1,418,750.00

Liability for 2140 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 04/24/2019 - 12/31/2037

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$5.00	352145	\$1,760,725.00	428973	\$2,144,865.00	54.92%	4020149
2	2	N/A	\$10.00	115937	\$1,159,370.00	144368	\$1,443,680.00	55.46%	4059918
3	3	N/A	\$10.00	144326	\$1,443,260.00	180722	\$1,807,220.00	55.60%	4069981
4	4	N/A	\$15.00	43269	\$649,035.00	54222	\$813,330.00	55.62%	4071363
5	5	N/A	\$15.00	42044	\$630,660.00	55665	\$834,975.00	56.97%	4170388
6	6	N/A	\$15.00	27877	\$418,155.00	37193	\$557,895.00	57.16%	4184169
7	7	N/A	\$20.00	20826	\$416,520.00	28076	\$561,520.00	57.41%	4202788
8	8	N/A	\$20.00	21397	\$427,940.00	27381	\$547,620.00	56.13%	4109170
9	9	N/A	\$20.00	14359	\$287,180.00	18169	\$363,380.00	55.86%	4088862
10	0	N/A	\$50.00	7774	\$388,700.00	10568	\$528,400.00	57.62%	4217693
11	0	N/A	\$50.00	4476	\$223,800.00	5683	\$284,150.00	55.94%	4095015
12	0	N/A	\$50.00	7727	\$386,350.00	10550	\$527,500.00	57.72%	4225483
13	0	N/A	\$50.00	3043	\$152,150.00	3876	\$193,800.00	56.02%	4100806
14	0	N/A	\$75.00	5180	\$388,500.00	7018	\$526,350.00	57.53%	4211663
15	0	N/A	\$75.00	5176	\$388,200.00	7083	\$531,225.00	57.78%	4229519
16	0	N/A	\$75.00	5118	\$383,850.00	7048	\$528,600.00	57.93%	4240791
17	0	N/A	\$100.00	1107	\$110,700.00	1332	\$133,200.00	54.61%	3997802
18	0	N/A	\$100.00	1900	\$190,000.00	2570	\$257,000.00	57.49%	4208763
19	0	N/A	\$100.00	2223	\$222,300.00	3064	\$306,400.00	57.95%	4242367
20	0	N/A	\$250.00	177	\$44,250.00	232	\$58,000.00	56.72%	4152346
21	0	N/A	\$250.00	514	\$128,500.00	716	\$179,000.00	58.21%	4261247
22	0	N/A	\$250.00	637	\$159,250.00	794	\$198,500.00	55.49%	4061717
23	0	N/A	\$500.00	327	\$163,500.00	395	\$197,500.00	54.71%	4004873
24	0	N/A	\$500.00	193	\$96,500.00	214	\$107,000.00	52.58%	3849002
25	0	N/A	\$1,000.00	53	\$53,000.00	70	\$70,000.00	56.91%	4166024
26	0	N/A	\$1,000.00	56	\$56,000.00	69	\$69,000.00	55.20%	4040805
27	0	N/A	\$100,000.00	3	\$300,000.00	1	\$100,000.00	25.00%	1830074
			Totals:	827864	\$11,028,395.00	1,036,052	\$13,870,110.00		

NO. OF TICKETS (+/-2%): 7,320,300
 NO. POOLS: 20.33
 PACKS/POOL: 4,800
 PACKS/GAME: 97,604

TEXAS LOTTERY COMMISSION
 "CASH GAME" - GAME NO. 2140
 END OF PRODUCTION PRIZE STRUCTURE
 16-Apr-19

VERSION A

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	WIN	ODDS OF 1 IN:	WINNERS IN 20.33 POOLS	WINNERS IN 75 (PER PACK)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS	
1	\$5	L	\$5	1	\$5	9.37	781,118	8.00	38,414.06	\$3,905,590	15.69%	LOW TIER	
2	\$10	L	\$10	1	\$10	28.12	260,305	2.67	12,801.36	\$2,603,050	10.45%	LOW TIER	
3	\$15	L	\$5**2X"	1	\$10	22.52	325,048	3.33	15,985.31	\$3,250,480	13.05%	LOW TIER	
4	\$15	L	\$5 + \$5**SAFE"	1	\$15	75.09	97,491	1.00	4,794.44	\$1,462,365	5.87%	LOW TIER	
5	\$15	L	\$5 + \$5**SAFE"	2	\$15	74.92	97,709	1.00	4,805.16	\$1,465,635	5.89%	LOW TIER	
6	\$10	L	\$5 + \$10	2	\$20	112.50	65,070	0.67	3,200.03	\$976,050	3.92%	LOW TIER	
7	\$5 x 4	L	\$5 x 4	4	\$20	149.69	48,902	0.50	2,404.92	\$978,040	3.93%	LOW TIER	
8	\$10**2X"	L	\$10**2X"	1	\$20	150.07	48,778	0.50	2,398.82	\$975,560	3.92%	LOW TIER	
9	\$20	L	\$20	1	\$20	225.05	32,528	0.33	1,599.67	\$650,560	2.61%	LOW TIER	
10	\$5 x 6 + \$10**2X"	M	\$5 x 6 + \$10**2X"	7	\$50	399.10	18,342	0.19	900.00	\$917,100	3.68%	LOW TIER	
11	\$10**COIN"	M	\$10**COIN"	1	\$50	720.57	10,159	0.10	500.00	\$507,950	2.04%	LOW TIER	
12	\$5**COIN" + \$10 + \$15	M	\$5**COIN" + \$10 + \$15	3	\$50	400.52	18,277	0.19	900.00	\$913,850	3.67%	LOW TIER	
13	\$50	M	\$50	1	\$50	1,058.00	6,919	0.07	340.00	\$345,950	1.39%	LOW TIER	
14	\$5 + \$10**COIN" + \$20	M	\$5 + \$10**COIN" + \$20	3	\$75	600.12	12,198	0.13	600.00	\$914,850	3.67%	LOW TIER	
15	\$5**COIN" + \$10 + \$20**SAFE"	M	\$5**COIN" + \$10 + \$20**SAFE"	3	\$75	597.14	12,259	0.13	600.00	\$919,425	3.69%	LOW TIER	
16	\$10**SAFE" + \$15 + \$20**2X"	M	\$10**SAFE" + \$15 + \$20**2X"	3	\$75	601.70	12,166	0.13	600.00	\$912,450	3.66%	LOW TIER	
17	\$100	M	\$100	1	\$100	3,001.35	2,439	0.03	120.00	\$243,900	0.98%	LOW TIER	
18	\$10 x 10	M	\$10 x 10	10	\$100	1,637.65	4,470	0.05	220.00	\$447,000	1.80%	LOW TIER	
19	\$10 x 8 + \$10**SAFE"	M	\$10 x 8 + \$10**SAFE"	9	\$100	1,384.58	5,287	0.05	260.00	\$528,700	2.12%	LOW TIER	
20	\$250	M	\$250	1	\$250	17,898.04	409	0.00	20.00	\$102,250	0.41%	LOW TIER	
21	\$20**COIN" + \$50**SAFE" + \$50	M	\$20**COIN" + \$50**SAFE" + \$50	3	\$250	5,951.46	1,230	0.01	60.00	\$307,500	1.24%	MID TIER	
22	\$50**COIN"	M	\$50**COIN"	1	\$250	5,115.51	1,431	0.01	70.00	\$357,750	1.44%	MID TIER	
23	\$5 x 2 + \$10 + \$20 x 4 + \$100**2X" + \$200	M	\$5 x 2 + \$10 + \$20 x 4 + \$100**2X" + \$200	9	\$500	10,138.92	722	0.01	35.00	\$361,000	1.45%	MID TIER	
24	\$500	M	\$500	1	\$500	17,986.00	407	0.00	20.00	\$203,500	0.82%	MID TIER	
25	\$100 x 10	H	\$100 x 10	10	\$1,000	59,514.63	123	0.00	6.05	\$123,000	0.49%	HIGH TIER	
26	\$1,000	H	\$1,000	1	\$1,000	58,562.40	125	0.00	6.15	\$125,000	0.50%	HIGH TIER	
27	\$100,000	H	\$100,000	1	\$100,000	1,830,075.00	4	0.00	0.20	\$400,000	1.61%	HIGH TIER	
							1,863,916	19.10	91,661.18	\$24,898,505	100.00%	100.00%	
							3.9274						

NOTE: "2X" = Win DOUBLE the PRIZE by revealing one (1) "7" Play Symbol and two (2) matching Play Symbols in GAME 2.
 NOTE: "COIN" = Win 5 TIMES the prize by revealing one (1) "Coin" Play Symbol and two (2) matching prize amounts in GAME 4.
 NOTE: "SAFE" = Win DOUBLE the PRIZE by revealing one (1) "Safe" Play Symbol in GAME 5.

* Each of the following GLEIPS will be used in approximately 16.67% of each pack of
 ** Numbers are rounded
 *** This Number of prizes is guaranteed delivery to the Lottery.

Consolidated odds are 1 in:

\$5	9.37
\$10	12.51
\$15	28.13
\$20	56.22
\$50	136.33
\$75	199.88
\$100	600.22
\$250	2,384.46
\$500	6,483.88
\$1,000	29,517.34
\$100,000	1,830,075.00
	1,863,916



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable

7,320,300 =
1,000 =
7,320,300

7,320,300 *
32 * 12 =
235,128,0360

0,0000 =

Payment Approval

April 25, 2019

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Pollard Banknote Limited
P.O. Number (if applicable): 360-19-9010RL016
Invoice Number: 8511209
Tx Game Name: Cash Game #2140

	<u>Quantity</u>	<u>Unit Price</u>	<u>Amount</u>
Ticket size 4 x 8	7320.3	22.52	\$164,853.16
four colour process	7320.3	8.00	\$58,562.40
Multiple Play Area	7320.3	1.60	\$11,712.48

Total Amount **\$235,128.04**

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock DB 4/25/19
Dale Bowersock (Instant Product Coordinator)
Please forward to the next person for approval Date

Robert Tirfoni 4/25/19
Robert Tirfoni (Products Manager)
Please forward to the next person for approval Date

Ryan Mindell 4-25-19
Ryan Mindell (Lottery Operations Division Director) Date

Please return to Maria Perez in the Office of the Controller by

May 5, 2019

POLLARD

banknote limited

140 Otter Street
 Winnipeg, Manitoba
 Canada R3T 0M8
 Phone: (204) 474-2323
 Fax: (204) 453-1375

INVOICE NO.: 8511209

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
April 23, 2019	1047779		5008

Order name: Cash Game #2140
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,320,300	22.52 /M	164,853.16
Four colour process / Spectrum base graphics	7,320,300	8.00 /M	58,562.40
Multiple Play Area	7,320,300	1.60 /M	11,712.48

Under unit price '/M' = price per thousand.

Before Taxes:	235,128.04 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	235,128.04 USD

Banking Instructions:

TD New York
 31 W. 52nd Street
 New York, NY, 10019
 ABA# 026003243
 Bank Account # 3248176206

Delivery: Prepaid
Tax ID/Contract Number: NA
GST Registration Number: 819251463

RECEIVED
 2019 APR 25 AM 11:23
 OFFICE OF THE
 CONTROLLER

Instant Ticket Game Analysis
2/26/17-2/23/19

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point					
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50			
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None	None
5M-9.99M	Week 15	Week 18	Week 18	Week 17	None	3M	None	None	None	None	None	Week 52*
10M-14.99M	Week 20	None	None	Week 16*	None	4M	None	None	None	None	None	None
15M-19.99M	Week 23	None	Week 32*	Week 48	None	5M	None	Week 42	None	None	None	None
20M-24.99M	None	None	None	Week 57	Week 22	6M	Week 22	None	None	None	None	None
25M-29.99M	Week 58*	None	None	None	None	7M	None	Week 49*	None	None	None	None
30M-34.99M	Week 41*	Week 57*	None	None	Week 25*	8M	Week 25*	None	None	None	None	None
>35M	None	Week 55*	Week 57	Week 53*	Week 43	>9M	Week 43	Week 49*	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point					
	\$1	\$2	\$3	\$5	\$10		\$20	\$30	\$50			
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None	None
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631	None	3M	None	None	None	None	\$2,913,384	None
10M-14.99M	\$527,618	None	None	\$2,919,843	None	4M	None	None	None	None	None	None
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081	None	5M	None	\$2,300,088	None	None	None	None
20M-24.99M	None	None	None	\$1,710,701	\$2,715,030	6M	\$2,715,030	None	None	None	None	None
25M-29.99M	\$438,898	None	None	None	None	7M	None	\$2,502,908	None	None	None	None
30M-34.99M	\$629,856	\$1,039,084	None	None	\$2,822,095	8M	\$2,822,095	None	None	None	None	None
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460	\$2,847,773	>9M	\$2,847,773	\$3,190,792	None	None	None	None

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

Excludes Promotional Tickets
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