

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

7/20/2021

Game #	2279	Confirmed Packs	7,449
Game Name	30X the Cash Crossword	Active Packs	7,081
Quantity Printed	18,324,250	Warehouse Packs	397
Price Point	\$3	Returned Packs	91
Start Date	1/4/2021	Printed Payout Percentage	66.13%
Top Prize	\$ 60,000	Percent Sold	88.31%
Number of Top Prizes Remaining	0	Number of Weeks Out	28

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ -	No Charge for Ticket Production per Working Papers
Hawaii Trip Prizes & Taxes	\$ 1,096,655	Total from Prize Structure
Prize payout expense	\$ 30,463,820	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 31,560,475

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 48,546,436	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 48,546,436</u>	

Excess of Revenue over Expended \$ 16,985,961

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	\$	1,180,056
Next week	\$	1,224,699
Next week	\$	1,322,532
Avg Weekly Sales Current Game	\$	1,242,429
Avg Weekly Sales \$3; 15 -19.99M Qty	\$	1,585,325
Percentage Of Variance In Sales		22%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2279	Printed Payout Percentage	66.13%
Game Name	30X the Cash Crossword	Actual Payout Percentage	65.01%
Percent Sold	88.31%	Number of Weeks Out	28
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			31

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):

Scratch Ticket Strategy Coordinator Date

Products Manager Date

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

Lottery Operations Division Director Date

Controller Date

Executive Director Date

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Tuesday, July 20, 2021 5:26 AM
To: WEBSITE_SCRATCH_ZTP
Subject: ZTP Occurrence: Date 07/19/2021

All top prizes for the following game(s) have been claimed as of 07/19/2021.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date
2279	30X The Cash Crossword	\$3	\$60,000	9	9		0	0	1/4/2021			
2274	500X Loteria Spectacular	\$50	\$3,000,000	4	4		0	0	10/5/2020		7/19/2021	09/02/2021

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



Play the Games of Texas!

Da Vinci Report

7/20/21

Week End Date:7/17/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/17/21	7/10/21	7/3/21	6/26/21
Baseline	2313	\$1	9,294,450	DOUBLE DOUBLER	7/6/21			2	11.69%	18,331	11,453	21,452	0	\$769,326.00	\$316,460.00	\$300.00	\$0
	2301	\$1	16,878,900	SAPPHIRE BLUE 7S	5/3/21			11	55.01%	13,107	10,419	23,961	6	\$638,273.00	\$728,144.00	\$809,895.00	\$841,992.00
	2288	\$2	7,246,000	JOKERS WILD	5/17/21			9	68.07%	8,105	7,878	397	38	\$783,116.00	\$968,344.00	\$1,154,186.00	\$998,570.00
	2294	\$2	9,097,000	LUCKY 3	6/21/21			4	23.04%	9,515	9,642	34,074	7	\$1,122,616.00	\$1,222,544.00	\$1,242,322.00	\$604,178.00
	2339	\$2	9,169,750	MUCHO DINERO	4/19/21			13	54.46%	7,908	5,662	17,600	17	\$431,752.00	\$479,134.00	\$522,816.00	\$577,694.00
	2314	\$5	7,325,925	CRAZY CASH	7/6/21			2	12.03%	26,245	13,347	42,368	1	\$3,000,900.00	\$1,403,330.00	\$1,500.00	\$0
	2317	\$5	7,214,175	DOUBLE YOUR MONEY	7/19/21			0	0.00%	24,181	4,919	46,977	0	\$375.00	\$0	\$0	\$0
	2302	\$5	13,948,575	EMERALD GREEN 7S	5/3/21			11	56.36%	20,389	12,128	43,624	20	\$2,667,055.00	\$2,770,465.00	\$2,918,875.00	\$3,042,590.00
	2273	\$5	7,333,500	ROSE GOLD RICHES	6/7/21			6	41.42%	15,941	10,782	28,007	9	\$1,900,610.00	\$2,187,290.00	\$2,701,940.00	\$2,963,105.00
	2295	\$5	7,196,175	TEXAS RED WHITE & BLUE	6/21/21			4	25.40%	17,325	11,956	39,395	7	\$2,159,275.00	\$2,497,685.00	\$2,893,375.00	\$1,588,490.00
	2309	\$10	15,693,550	\$100 MILLION CASH PAYOUT	6/7/21			6	20.36%	42,253	12,501	187,934	0	\$5,130,530.00	\$5,217,700.00	\$5,698,230.00	\$5,713,820.00
	2347	\$10	11,256,950	777	4/19/21			13	50.15%	15,808	7,811	84,279	19	\$2,465,180.00	\$2,553,110.00	\$2,667,930.00	\$2,750,750.00
	2303	\$10	10,887,100	RUBY RED 7S	5/3/21			11	43.73%	24,873	10,869	81,742	14	\$3,425,580.00	\$3,265,200.00	\$3,484,280.00	\$3,479,170.00
	2203	\$20	8,559,050	\$1,000,000 EXTREME CASH	6/7/21			6	17.14%	41,313	10,722	225,769	9	\$4,549,000.00	\$4,595,820.00	\$5,274,460.00	\$5,314,440.00
	2304	\$20	8,984,625	DIAMOND WHITE 7S	5/3/21			11	31.88%	28,590	10,256	200,148	14	\$3,998,700.00	\$3,947,600.00	\$4,379,720.00	\$4,382,020.00
	2343	\$20	25,454,075	MILLION DOLLAR LOTERIA	6/18/21			4	4.61%	45,977	11,234	903,224	1	\$8,081,220.00	\$7,569,600.00	\$6,237,480.00	\$1,595,500.00
	2312	\$50	6,731,160	MILLIONAIRE CLUB	4/19/21			13	33.84%	24,175	8,291	182,996	40	\$8,011,400.00	\$7,874,700.00	\$8,240,500.00	\$8,133,750.00
Mature	2277	\$1	29,734,500	10X THE CASH	1/4/21			28	79.39%	11,585	8,318	17,593	48	\$487,630.00	\$541,144.00	\$594,500.00	\$576,715.00
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			200	0.00%	0	0	2,164	20	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			200	0.00%	0	0	70	765	\$0	\$0	\$0	\$0
	2160	\$1	30,596,400	WEEKLY HALF GRAND	12/7/20			32	62.66%	10,810	8,266	54,227	65	\$373,980.00	\$402,563.00	\$415,803.00	\$405,693.00
	2124	\$1	853,200	WINNING 7S	8/8/19			101	0.00%	0	0	4,198	576	\$0	\$0	\$0	\$0
	2246	\$2	35,700,000	BONUS GAME BINGO	9/21/20			43	66.30%	10,907	8,842	73,227	44	\$925,952.00	\$949,576.00	\$994,502.00	\$957,376.00
	2240	\$2	40,055,875	BREAK THE BANK	9/21/20			43	60.13%	11,390	9,169	99,747	16	\$947,166.00	\$963,588.00	\$991,094.00	\$990,486.00
	2299	\$2	9,010,375	LUCKY DOG	3/15/21			18	83.31%	5,075	3,798	491	532	\$346,342.00	\$378,228.00	\$451,798.00	\$504,748.00
	2239	\$2	26,660,750	WEEKLY GRAND	2/22/21			21	33.47%	10,982	10,021	118,352	4	\$830,352.00	\$854,080.00	\$867,524.00	\$845,330.00
	2234	\$3	35,950,250	\$50,000 BONUS CASHWORD	2/22/21			21	32.18%	14,119	9,682	167,622	19	\$1,718,964.00	\$1,772,235.00	\$1,860,789.00	\$1,693,281.00
	2279	\$3	18,324,250	30X THE CASH CROSSWORD	1/4/21			28	88.31%	7,449	7,081	397	91	\$1,180,056.00	\$1,224,699.00	\$1,322,532.00	\$1,231,398.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			67	81.38%	16,906	12,155	67,548	221	\$1,358,649.00	\$1,417,356.00	\$1,442,619.00	\$1,421,085.00
	2334	\$5	10,266,675	\$50,000 POKER	3/15/21			18	72.52%	6,380	3,684	24,959	57	\$802,860.00	\$893,940.00	\$1,014,175.00	\$1,126,855.00

Liability for 2279 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 12/10/2020 - 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	\$3.00	322947	\$968,841.00	1435985	\$4,307,955.00	81.64%	14959843
2	2	N/A	\$5.00	145432	\$727,160.00	880768	\$4,403,840.00	85.83%	15727356
3	3	N/A	\$10.00	111957	\$1,119,570.00	767565	\$7,675,650.00	87.27%	15991701
4	4	N/A	\$15.00	45519	\$682,785.00	276985	\$4,154,775.00	85.89%	15737920
5	5	N/A	\$15.00	14319	\$214,785.00	103001	\$1,545,015.00	87.79%	16087760
6	0	N/A	\$30.00	4073	\$122,190.00	30315	\$909,450.00	88.16%	16153880
7	0	N/A	\$30.00	6218	\$186,540.00	39492	\$1,184,760.00	86.40%	15831574
8	0	N/A	\$45.00	6759	\$304,155.00	52857	\$2,378,565.00	88.66%	16246727
9	0	N/A	\$90.00	1698	\$152,820.00	13548	\$1,219,320.00	88.86%	16283414
10	0	N/A	\$90.00	2666	\$239,940.00	17181	\$1,546,290.00	86.57%	15862797
11	0	N/A	\$300.00	101	\$30,300.00	680	\$204,000.00	87.07%	15954532
12	0	N/A	\$300.00	67	\$20,100.00	553	\$165,900.00	89.19%	16344048
13	0	N/A	\$300.00	15	\$4,500.00	141	\$42,300.00	90.38%	16562302
14	0	N/A	\$2,000.00	9	\$18,000.00	93	\$186,000.00	91.18%	16707404
15	0	N/A	\$60,000.00	0	\$0.00	9	\$540,000.00	100.00%	18324251
Totals:				661780	\$4,791,686.00	3,619,173	\$30,463,820.00		

NO. OF TICKETS:18,324,250

NO. POOLS:152.70

PACK SIZE:125

PACKS/POOL:960

PACKS/GAME:146,594

Minimum:17,875,200

Maximum:18,604,800

TEXAS LOTTERY COMMISSION

"30X THE CASH CROSSWORD" - GAME NO. 2279

END OF PRODUCTION PRIZE STRUCTURE

4-Dec-20

VERSION A

18,324,250				\$3 TICKETS		\$54,972,750	REVENUE	INSTANT FUND PRIZE FUND	\$35,255,506 \$36,352,161	INSTANT PAYOUT % TOTAL PAYOUT %	64.13% 66.13%	
PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 152.70 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	3 WORDS	1	\$3	10.42	1,758,932	12.000	11,520.000	\$5,276,796	14.52%	LOW-TIER 70.97%
2	2	L	4 WORDS	1	\$5	17.86	1,026,200	7.000	6,720.000	\$5,131,000	14.11%	
3	3	L	5 WORDS	1	\$10	20.83	879,522	6.000	5,760.000	\$8,795,220	24.19%	
4	4	L	3 WORDS "5X"	1	\$15	56.82	322,504	2.200	2,112.000	\$4,837,560	13.31%	
5	5	L	6 WORDS	1	\$15	156.19	117,320	0.800	768.000	\$1,759,800	4.84%	
6	0	M	7 WORDS	1	\$30	532.87	34,388	0.234	225.000	\$1,031,640	2.84%	MID-TIER 23.96%
7	0	M	3 WORDS "10X"	1	\$30	400.88	45,710	0.313	300.000	\$1,371,300	3.77%	
8	0	M	8 WORDS	1	\$45	307.37	59,616	0.406	390.000	\$2,682,720	7.38%	
9	0	M	9 WORDS	1	\$90	1,201.91	15,246	0.104	100.0000	\$1,372,140	3.77%	
10	0	M	3 WORDS "30X"	1	\$90	923.28	19,847	0.135	130.0000	\$1,786,230	4.91%	
11	0	M	10 WORDS	1	\$300	23,462.55	781	0.005	5.0000	\$234,300	0.64%	HIGH-TIER 2.05%
12	0	M	5 WORDS "30X"	1	\$300	29,555.24	620	0.004	4.0000	\$186,000	0.51%	
13	0	M	7 WORDS "10X"	1	\$300	117,463.14	156	0.001	1.0000	\$46,800	0.13%	
14	0	H	11 WORDS	1	\$2,000	179,649.51	102	0.001	0.6680	\$204,000	0.56%	HIGH-TIER 2.05%
15	0	H	12 WORDS	1	\$60,000	2,036,027.78	9 ***	0.000	0.0589	\$540,000	1.49%	
						4.28	4,280,953	29.204	28,035.727	\$ 35,255,506	96.98%	96.98%
						4.2804						

DRAWINGS	Hawaii Dream Getaway Promotion	\$18,522.00	45	\$ 833,490.00	2.29%
	Hawaii Promotion Federal Withholding	\$5,848.10	45	\$ 263,164.50	0.72%
	Subtotal: Drawings		90	\$ 1,096,654.50	3.02%

TOTAL:

4,281,043

\$ 36,352,161

100.00%

Note:

"5X" = Win 5 TIMES the prize by revealing two (2) "5X" Play Symbols in the MULTIPLIER play area.

"10X" = Win 10 TIMES the prize by revealing two (2) "10X" Play Symbols in the MULTIPLIER play area.

"30X" = Win 30 TIMES the prize by revealing two (2) "30X" Play Symbols in the MULTIPLIER play area.

Consolidated odds are 1 in:

\$3	10.42	1,758,932
\$5	17.86	1,026,200
\$10	20.83	879,522
\$15	41.66	439,824
\$30	228.77	80,098
\$45	307.37	59,616
\$90	522.16	35,093
\$300	11,768.95	1,557
\$2,000	179,649.51	102
\$60,000	2,036,027.78	9
		4,280,953

* Each of the following GLEPS will be used in approximately 20% of each pack of 125 tickets.

** Numbers are rounded.

*** This Number of prizes is guaranteed delivery to the Lottery.

2. PRIZE STRUCTURE

NO. OF TICKETS: 18,240,000
 NO. POOLS: 152
 PACK SIZE: 125
 PACKS/POOL: 960
 PACKS/GAME: 145,920

Minimum: 17,875,200
 Maximum: 18,604,800

TEXAS LOTTERY COMMISSION
 "30X THE CASH CROSSWORD" - GAME NO. 2279
 PRIZE STRUCTURE
 20-Jun-20

VERSION B

18,240,000				\$3 TICKETS		\$54,720,000	REVENUE	INSTANT FUND PRIZE FUND	\$35,085,920 \$36,182,575	INSTANT PAYOUT % TOTAL PAYOUT %	64.12% 66.12%		
PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:		WIN:	ODDS OF 1 IN:	WINNERS IN 152 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	3 WORDS	1	\$3		10.42	1,751,040	12.000	11,520.000	\$5,253,120	14.52%	LOW-TIER
2	2	L	4 WORDS	1	\$5		17.86	1,021,440	7.000	6,720.000	\$5,107,200	14.12%	
3	3	L	5 WORDS	1	\$10		20.83	875,520	6.000	5,760.000	\$8,755,200	24.20%	
4	4	L	3 WORDS "5X"	1	\$15		56.82	321,024	2.200	2,112.000	\$4,815,360	13.31%	
5	5	L	6 WORDS	1	\$15		156.25	116,736	0.800	768.000	\$1,751,040	4.84%	
6	0	M	7 WORDS	1	\$30		533.33	34,200	0.234	225.000	\$1,026,000	2.84%	MID-TIER
7	0	M	3 WORDS "10X"	1	\$30		400.00	45,600	0.313	300.000	\$1,368,000	3.78%	
8	0	M	8 WORDS	1	\$45		307.69	59,280	0.406	390.000	\$2,667,600	7.37%	
9	0	M	9 WORDS	1	\$90		1,200.00	15,200	0.104	100.0000	\$1,368,000	3.78%	
10	0	M	3 WORDS "30X"	1	\$90		923.08	19,760	0.135	130.0000	\$1,778,400	4.92%	
11	0	M	10 WORDS	1	\$300		24,000.00	760	0.005	5.0000	\$228,000	0.63%	HIGH-TIER
12	0	M	5 WORDS "30X"	1	\$300		30,000.00	608	0.004	4.0000	\$182,400	0.50%	
13	0	M	7 WORDS "10X"	1	\$300		120,000.00	152	0.001	1.0000	\$45,600	0.13%	
14	0	H	11 WORDS	1	\$2,000		182,400.00	100	0.001	1.0000	\$200,000	0.55%	HIGH-TIER
15	0	H	12 WORDS	1	\$60,000		2,026,666.67	9 ***	0.000	0.0263	\$540,000	1.49%	
							4.28	4,261,429	29.204	28,036.026	\$ 35,085,920	96.97%	96.97%
							4.2803						

DRAWINGS	Hawaii Dream Getaway Promotion	\$18,522.00	45	\$ 833,490.00	2.30%
	Hawaii Promotion Federal Withholding	\$5,848.10	45	\$ 263,164.50	0.73%
	Subtotal: Drawings		90	\$1,096,654.50	3.03%

TOTAL: 4,261,519 \$ 36,182,575 100.00%

Note:

"5X" = Win 5 TIMES the prize by revealing two (2) "5X" Play Symbols in the MULTIPLIER play area.

"10X" = Win 10 TIMES the prize by revealing two (2) "10X" Play Symbols in the MULTIPLIER play area.

"30X" = Win 30 TIMES the prize by revealing two (2) "30X" Play Symbols in the MULTIPLIER play area.

Consolidated odds are 1 in:

\$3	10.42	1,751,040
\$5	17.86	1,021,440
\$10	20.83	875,520
\$15	41.67	437,760
\$30	228.57	79,800
\$45	307.69	59,280
\$90	521.74	34,960
\$300	12,000.00	1,520
\$2,000	182,400.00	100
\$60,000	2,026,666.67	9
		4,261,429

* Each of the following GLEPS will be used in approximately 20% of each pack of 125 tickets.

** Numbers are rounded.

*** This Number of prizes is guaranteed delivery to the Lottery.

6.1.1 HAWAII DREAM GETAWAY PROMOTION DETAILED REQUIREMENTS

HAWAII DREAM GETAWAY PROMOTION DETAILED REQUIREMENTS

These detailed requirements apply to the Hawaii Dream Getaway Promotion (the **“Promotion”**), a second-chance drawing promotion common to each game in the family of five (5) scratch ticket games identified in Section 1 below (the **“Eligible Games”**). These requirements shall be part of the working papers for each Eligible Game.

1. PROMOTION DESCRIPTION

The Texas Lottery Commission (**“TLC”**) shall produce a family of scratch ticket games which will feature the patented Scratch FX[®] holographic material application, to be printed by Pollard Banknote Limited (**“PBL”**), with the following names and price points:

- (a) \$1.00 “10X[®] the Cash” (Game Number 2277);
- (b) \$3.00 “30X the Cash Crossword” (Game Number 2279);
- (c) \$5.00 “50X the Cash” (Game Number 2280);
- (d) \$10.00 “100X the Cash” (Game Number 2281); and
- (e) \$20.00 “200X the Cash” (Game Number 2282).

PBL will host the Promotion microsite. Players may use the Texas Lottery[®] website/Luck Zone (accessible through the microsite) or the Luck Zone feature of the Texas Lottery App to enter any non-winning tickets from the Eligible Games in one (1) of five (5) promotional second-chance drawings described in Section 3 below (**“Drawings”**) for a chance to win one (1) of five hundred (500) vacation package trip prizes (**“Trip Prizes”**). In each Drawing, the TLC will select one hundred (100) Trip Prize winners.

2. ALLOCATION FOR PRIZE FULFILLMENT AND MANUFACTURING AND MARKETING SUPPORT

The TLC shall allocate a total of twelve million one hundred eighty-three thousand three hundred forty-four dollars and thirty cents (\$12,183,344.30), as indicated below, for PBL to fulfill all Trip Prizes and to provide other Promotion services as well as manufacturing and marketing support. PBL will also provide the following items:

- (a) Manufacturing and marketing support (including a Promotion microsite).

The Trip Prizes and allocated amounts detailed in the table below totaling nine million two hundred sixty-one thousand dollars (\$9,261,000) shall be invoiced to the TLC and paid as provided in Section 8 below, and distributed across the Eligible Games as follows:

Game Name	Trip Prize	Total Trip Prize (including withholding taxes)	# Second-Chance Drawings	Winners Per Drawing
10X® the Cash (\$1.00)	Twenty-Five (25) @ \$18,522.00 each	Twenty-Five (25) @ \$24,370.74 each	5	5
30X the Cash Crossword (\$3.00)	Forty-five (45) @ \$18,522.00 each	Forty-five (45) @ \$24,370.10 each	5	9
50X the Cash (\$5.00)	Seventy (70) @ \$18,522.00 each	Seventy (70) @ \$24,369.47 each	5	14
100X the Cash (\$10.00)	Eighty (80) @ \$18,522.00 each	Eighty (80) @ \$24,367.89 each	5	16
200X the Cash (\$20.00)	Two hundred eighty (280) @ \$18,522.00 each	Two hundred eighty (280) @ \$24,364.74 each	5	56

Total Allocation of twelve million one hundred eighty-three thousand three hundred forty-four dollars and thirty cents (\$12,183,344.30) (includes two million nine hundred twenty-two thousand three hundred forty-four dollars and thirty cents (\$2,922,344.30) that will be used by the TLC for payment of withholding taxes).

3. TRIP PRIZE DRAWINGS

- (a) The TLC shall conduct a total of five (5) promotional second-chance Drawings. The number of Trip Prize winners for each Drawing by game price point is shown in the chart in Section 2 above. The TLC shall determine the dates and times for each Drawing and PBL shall publicize the dates and times on the Promotion microsite.
- (b) The Texas Lottery website/Luck Zone and the Luck Zone feature of the Texas Lottery App are the only permissible methods of entry into the Drawings. Entries sent via any other method will not be eligible to enter any Drawings. The number of entries the player receives per non-winning Eligible Game ticket entered is determined by the price point. A \$1 non-winning Eligible Game ticket receives one (1) entry, a \$3 non-winning Eligible Game ticket receives three (3) entries, a \$5 non-winning Eligible Game ticket receives five (5) entries, a \$10 non-winning Eligible Game ticket receives ten (10) entries, and a \$20 non-winning Eligible Game ticket receives twenty (20) entries. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be 18 years of age or older to enter the Drawings. Entries received after the deadline for the final Drawing will not be eligible for any Drawing prize.
- (c) After a winning entry is drawn and all related validation procedures by the TLC are complete, the TLC will notify PBL and title to the awarded Trip Prize shall

7. PRICING & APPROVALS

This document constitutes the order of the Texas Lottery Commission for 18,240,000 (+2% /-2%) game number 2279 "30X THE CASH CROSSWORD" tickets as fully described in these Game Specifications. You are hereby authorized to proceed with the production of the game tickets and performance of the associated support services according to the specifications contained herein and in accordance with the agreed "Customer Specifications For Scratch Ticket Games" – Rev 27 dated November 1, 2019.

We understand the price for game number 2279 "30X THE CASH CROSSWORD" for a quantity of 18,240,000 (+2% /-2%) tickets is \$0.00 per thousand tickets U.S. This is comprised of:

Category	Description	Quantity	Unit Price	Total Price
Per Thousand	Base Price - 4" x 6" Ticket	18,240	N/C	N/C
	Scratch FX® Holographic Foil (4x6x\$1.50)	18,240	N/C	N/C
	Pollard Banknote's Translucent Latex (4x6x\$0.07)	18,240	N/C	N/C
	Fluorescent (Neon) Ink (4x6x\$0.0665)	18,240	N/C	N/C
	Multiple Play Areas (4x6x\$0.050)	18,240	N/C	N/C
Fixed Fee	Lump Sum Set Up Charge for Scratch FX® Holographic Foil on 10 pt. Card Stock			N/C
	Lump Sum Charge for 4x4 Pack Inserts on 10 pt. Holographic Foil	145,920		N/C
Total			N/C	No Charge

Pollard Banknote Limited shall provide the printing, including options, at no cost to the Texas Lottery Commission for the \$3 30X THE CASH CROSSWORD game.



August 26, 2020

Pollard Banknote Limited
Brad Thompson
Vice President, Sales and Marketing

Date

Texas Lottery Commission

Date

Closing Scratch Ticket Game Analysis
2/24/19-2/27/21

Average Number of Weeks for 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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

Unaudited - For Internal Use Only