



MEMORANDUM

To: California State Lottery Commission **Date:** June 27, 2006

From: Joan M. Borucki
Acting Director

Prepared By: Jim Hasegawa, Director
Marketing Division

Subject: Item 10(b) – Approval of Scratchers® Game Profiles for Games 482, 483, 484, 485, 486, 487, and 488

ISSUE

Should the California State Lottery Commission (Commission) approve the Game Profiles for Scratchers Games 482, 483, 484, 485, 486, 487, and 488?

RECOMMENDATION

Staff recommends that the Commission approve the Game Profiles for Scratchers Games 482, 483, 484, 485, 486, 487, and 488.

BACKGROUND

Scratchers Games 482, 483, 484 are scheduled to launch in September 2006 with Games 485, 486, 487, and 488 being planned for an October 2006 start date.

DISCUSSION

Scratchers Game 482 – “Ace in the Hole”

This \$1 game will have a Yours Beats Theirs playstyle with a specific variant along with three games on each ticket. Players can win the indicated prize by having their “Your Card” beating the “Dealer’s Card” in each game. Players can win up to three times on one ticket. If a player uncovers a unique “A” symbol in the “Your Card” area, they automatically win four times the amount of the prize for that game. Players can also win a \$25 prize by uncovering a “25” symbol in the “Fast \$25 Spot.” Game 482 was also developed to deliver over \$6.4 million in prizes that fall between

\$10 to \$100. The top prize for this game is \$1,000 with overall odds of winning at 1 in 5.27.

Scratchers Game 483 – “Find the 9’s”

Game 483 will continue the popularity of Tic-Tac-Toe games by focusing on the use of “9’s” as the main visual. Game 483 was developed as a \$2 game with a unique twist as each ticket will contain three Tic-Tac-Toe grids (games). The concept of having three games for the price of two will surely evoke additional player support for this game. Game 483 will have a separate prize box for each game on the ticket indicating what the player wins if three winning symbols in a row, column, or diagonal are revealed. The top prize for this game is \$9,999 with overall odds of winning at 1 in 4.74.

Scratchers Game 484 – “10X the Money”

This \$2 game will have a Key Number Match with specific variants playstyle and the ability to win up to ten times on one ticket. Players can also automatically multiply a prize by either five times, by uncovering a “5X” symbol, or ten times the prize amount by uncovering a “10X” symbol in the play area. Staff recommends a message that states this game will deliver over \$10,000,000 in prizes that multiply. The recommended top prize for this game is \$10,000 and overall odds of winning any prize at 1 in 4.60.

Scratchers Game 485 – “TBD”

This \$1 money themed game will have a Key Number Match with specific variant playstyle. Players can automatically multiply their prize three times the amount shown by uncovering a “3X” multiplier symbol in the play area. Players can win up to five times on one ticket with a top prize of \$3,000 and overall odds of winning at 1 in 4.99.

Scratchers Game 486 – “Super Match 3”

Game 486 is designed as a \$1 ticket, with a new twist that will heighten the attractiveness of one of our most popular playstyles – Match 3. Players will have an opportunity to win a prize in each of the three different games with a Match 3 playstyle. By uncovering three like prize symbols, players can win that particular prize for that game. Game 486 is developed with a top prize of \$1,000 and overall odds of winning at 1 in 5.30.

Scratchers Game 487– “Sizzlin’ 7”

This Key Number Match playstyle with specific variant is designed with a “7’s” theme that will use graphics and colors that reinforce the number “7.” Although the main strength of this \$2 game is the “7’s” theme, Game 487 will also have features that allow players to win up to ten times on one ticket and the ability to automatically

multiply a prize seven times the prize amount by uncovering a special "7" symbol. These key features will reinforce and strengthen the overall theme of this game. The suggested top prize for this game is \$7,777 with overall odds of winning at 1 in 4.73.

Scratchers Game 488– "Struck by Luck"

The Lottery conducted a segmentation study on several game concepts. "Struck by Luck" was ranked as one of the top three game concepts tested. Hence, staff would like to introduce this game concept as a \$2 game with a Key Number Match playstyle. Players will have up to ten chances to win a prize and an opportunity to automatically win a prize by uncovering a "unique" symbol or they can automatically multiply a prize seven times the amount shown by uncovering another "unique" symbol in the play area. The recommended top prize for this game is \$10,000 with overall odds of winning at 1 in 4.57.