



MEMORANDUM

To: California State Lottery Commission **Date:** August 15, 2007

From: Joan M. Borucki
Director

Prepared By: Susan S. Kossack, Chief
Product Development, Executive Division

Subject: Item 9(a) – Approval of Scratchers® Game Profiles for Games 534, 535, 536, 537, 538, and 539

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 534, 535, 536, 537, 538, and 539?

RECOMMENDATION

Staff recommends that the Commission approve Game Profiles for Scratchers Games 534, 535, 536, 537, 538, and 539.

BACKGROUND

These Scratchers Games are scheduled to launch in December 2007 and January 2008.

DISCUSSION

Scratchers Game 534 – “TBD”

Staff recommends introducing a \$1 money themed game that will feature a Match 3 playstyle. This game will also contain a separate “Quick \$10” spot, where players can automatically win \$10. Overall odds of winning are 1 in 5.45, with a \$1,000 top prize.

Scratchers Game 535 – “TBD”

This \$2 game uses “7” as a theme and will employ proven successful graphics from other states. Staff suggests a Key Number Match playstyle with ten “Your Numbers” to match two “Winning Numbers” with two specific variants: an auto-win and a 7X multiplier. The auto-win feature is a “unique” symbol that when revealed anywhere within the game, a prize is automatically won. If a multiplier symbol is revealed, players will win seven times the prize amount. The odds of winning a prize are 1 in 4.35 with \$10,000 being the top prize.

Scratchers Game 536 – Instant Hot Spot

Staff recommends that Game 536 leverage the equity of the popular California draw game – Hot Spot[®]. Game 536 is proposed to sell for \$3 and will offer more play value with the five Hot Spot games on one ticket. Just as in the regular Hot Spot Draw Game, the Scratchers version will have twenty winning numbers, and players will reveal these in one part of the ticket. They will try to match these winning numbers to their winning numbers in the 2 Spot, 3 Spot, 4 Spot, 5 Spot, and 8 Spot games in another part of the ticket design. Winning prize categories will be similar to the regular Hot Spot Draw Game. With over \$34 million in cash prizes, this exciting game boasts a \$10,000 top prize and a 1 in 3.91 chance in winning. In addition, we anticipate this game’s excitement will encourage regular Scratchers players to also try the regular Hot Spot Draw Game.

Scratchers Game 537 – “TBD”

This \$1 game will consist of a Key Number Match with a variant playstyle and emphasizes a tripler feature. Players match “Your Numbers” to the “Winning Number” to win indicated prize. If players find the specified tripler symbol they automatically win three times that prize. The top prize for this game is \$1,500 with overall odds of winning at 1 in 5.21.

Scratchers Game 538 – “TBD”

This \$2 game will focus on the popularity of using two multipliers as the main strengths for this game. Players can experience the chance to increase their prize money by uncovering two different possible multipliers, specifically 2X and 5X. A 2X doubles the prize amount won and 5X is five times the prize amount won. These multipliers within this Key Number Match playstyle provide the opportunity to win a top prize of \$10,000. The odds of winning any prize will be 1 in 4.69.

Scratchers Game 539 – Royal 7’s

The use of sevens as the main visuals continues to be popular themes with our players. Staff recommends a Key Number Match playstyle for this \$3 Scratchers game. Players uncovering a BLACK “7” symbol can automatically win the prize shown for that symbol, uncovering a BLUE “7” symbol multiplies a players prize 7 times the prize shown. Additionally, a player can instantly win \$1,000 by revealing another specified symbol. Players will have the chance to win the top prize of \$47,777 and a 1 in 4.32 chance to win any prize.