



# MEMORANDUM

**To:** California State Lottery Commission **Date:** May 24, 2007

**From:** Joan M. Borucki  
Acting Director

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

**Subject:** Item 9(a) – Approval of Scratchers® Game Profiles for Game 522, 523, 524, and 525 with Revisions to Previously Approved Games 516, 517, 518, 519, and 521 Profiles

## **ISSUE**

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 522, 523, 524, and 525 with Revisions to Previously Approved Game 516, 517, 518, 519, and 521 Profiles?

## **RECOMMENDATION**

Staff recommends that the Commission approve Game Profiles for Scratchers Games 522, 523, 524, and 525 with revisions to previously approved Game 516, 517, 518, 519, and 521 Profiles.

## **BACKGROUND**

Games 516, 517, 518, 519, and 521 were approved at the January 17, 2007 and February 28, 2007 Commission Meetings. Since that time, staff has revised the Scratchers product plan to better optimize profitability from the Scratchers game portfolio. Staff recommends revising these game profiles to include renumbering of games only.

## **DISCUSSION**

Staff recommends revising Games 516, 517, 518, 519, and 521 and reusing these game numbers for other game profiles. This revision of game numbers maintains consecutive numbering of games and prevents potential problems with our Scratchers gaming system.

### **Game Numbering Adjustments**

Games 516, 517, and 518 need modifications to the game numbers only. Game prize structures, playstyles, and any special game features remain the same as approved at the February 2007 Commission meeting.

### **Proposed Changes**

Scratchers Game 516 – “Go Bananas” (prior game number: 518)

Scratchers Game 517 – “Red Hot Doubler” (prior game number: 519)

Scratchers Game 518 – “Power 7’s” (prior game number: 521)

### **Scratchers Game 519 – Straight 8’s**

This \$1 game will have a Tic Tac Toe playstyle and uses “8” as the main visual. This game will have a separate prize box on the ticket indicating what the player wins if three winning symbols in a row, column, or diagonal are revealed. This game was developed to reinforce the “8” theme through a prize structure that can deliver over \$1.2 million in prizes of \$25 to \$100. The recommended top prize for this game is \$888, with overall odds of winning 1 in 5.28.

### **Scratchers Game 521 – Multi Money**

This \$2 game will replace current Game 497 (Multi-Money). Staff recommends continuing to offer this new exciting concept that allows players a chance to win multiple ways by matching their “Lucky Number” to the unique numbers in each of the five games on a ticket. Players will have up to fifteen chances to win a prize. Players can also automatically multiply a prize five times the amount shown in each game if they find a “5X” symbol in that game. Staff recommends a Key Number Match playstyle with a top prize of \$25,000 and overall odds of winning 1 in 4.64.

### **Scratchers Game 522 – Doubling Star Crossword**

Game 522 is a \$3 game developed with a Crosswords playstyle. Crossword games still continue to be popular with our players, representing about 17% of current Scratchers game sales. Players can win a prize by uncovering words in a play area. The prize a player can win depends on the number of words uncovered on the ticket. To add more value to this game, Game 522 will also introduce the newest feature to our Crossword games by offering a chance to double your prize. The top prize for this game is \$20,000, with overall odds of winning 1 in 3.27.

Scratchers Game 523 – “TBD”

This \$1 game will have a Key Number Match playstyle and will feature the number 7 as the main visual in the graphics and theme. Players can win the indicated prize by uncovering a “7” in the play area and have the chance to win up to six times on a ticket. The appeal of this game is delivering over 4.6 million winners. Staff recommends a top prize of \$777 with overall odds of winning 1 in 5.40.

Scratchers Game 524 – Super Match 3

With our continuing efforts to provide more value to our \$1 and \$2 price point categories, staff is recommending a game similar to a previous \$1 Game 486 (Super Match 3) by offering this familiar playstyle at the \$2 price point, and with more ways to win a prize in a Match 3 playstyle. In Game 524, players will have the opportunity to win a prize in each of the eight different “Match 3” games. Game 524 will have a \$10,000 top prize with overall odds of winning at 1 in 3.40.

Scratchers Game 525 – “TBD”

Poker-related games have performed well with our players. Game 525 will have a poker theme and play action that will be fun and entertaining for players. This game will contain six “Your Hands” and one “Dealer’s Hand.” Players must beat the Dealer’s Hand in order to win the prize indicated below each hand. This \$3 game will have a \$50,000 top prize with overall odds of winning at 1 in 3.73.