



MEMORANDUM

To: California State Lottery Commission **Date:** October 16, 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 540, 541, 542, 543, 544, 545, and 546

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 540, 541, 542, 543, 544, 545, and 546?

RECOMMENDATION

Staff recommends that the Commission approve Game Profiles for Scratchers Games 540, 541, 542, 543, 544, 545, and 546.

BACKGROUND

The Scratchers Games are scheduled to launch in January and February 2008.

DISCUSSION

Scratchers Game 540 – TBD

Staff recommends this \$5 game as a Key Number Match playstyle with a Multiple Win variant, allowing players the chance to multiply their prizes 10 or 20 times. In addition to the opportunity to instantly win one of 15 distinctive \$1,000,000 top prizes, players will have another chance to win one of five \$1,000,000 prizes by

entering their non-winning tickets into second chance drawings. The overall odds of winning in this game are 1 in 3.82.

Scratchers Game 541 – TBD

Staff recommends a \$1 game utilizing a Match 3 playstyle with a specific variant. When three lucky-themed symbols are matched, a prize is won. If a specified symbol is revealed, the prize shown is tripled. The top prize for this game is \$3,000 and the odds of winning any prize are 1 in 4.97.

Scratchers Game 542 – Blazing 8's

Staff suggests a Key Number Match playstyle with two specific variants for this western-themed game. Players match "Winning Numbers" to "Your Numbers" to win a prize. If a specific symbol is revealed, that prize is automatically won. If an 8X symbol is revealed, players win eight times their prize. The overall odds of this game are 1 in 4.30 and the top prize is \$8,888.

Scratchers Game 543 – Solitaire

Extended-play games, such as bingo and crossword, continue their sales strength and playership popularity because of their entertainment value. As a fresh addition to our current extended-play game portfolio, staff recommends the re-introduction of Solitaire. Players will have four chances to win on this \$3 game, with a top prize of \$25,000. In addition, when an "Ace" card is revealed as a "Draw Card," players automatically win \$25. The overall odds of winning are 1 in 4.27.

Scratchers Game 544 – TBD

For this \$1 game, staff recommends a Match 3 playstyle with a Quick Spot, in which players can win a \$7 prize instantly. The top prize is \$777 and the overall odds of winning are 1 in 5.24.

Scratchers Game 545 – Diamond Dazzler

This \$2 game will utilize a Match 3 playstyle with two specific variants, a Multiplier and Auto-win. If one diamond symbol is revealed, the prize shown is automatically won. If two diamond symbols are revealed, the prize shown is multiplied ten times. The top prize is \$10,000 and the overall odds of winning are 1 in 4.66.

Scratchers Game 546 -- 3-D Tic-Tac-Toe

Staff recommends this new \$3 game as a fresh addition to the California State Lottery game gallery for 2008. Its "3-D" cubic-inspired graphics offer three tic-tac-toe games on one ticket, an infusion of added-value and extended play. Players win a prize by finding three like symbols in a horizontal or vertical row. The top prize is \$20,000. The overall odds of winning are 1 in 3.65.