



MEMORANDUM

To: California State Lottery Commission **Date:** June 25, 2008

From: Joan M. Borucki
Director

Prepared By: Susan S. Kossack, Deputy Director, Marketing

Subject: Item 9(c) – Approval of Scratchers® Game Profiles for Games 567, 568, 569, 570, 571, 572, 573 and 574

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 567, 568, 569, 570, 571, 572, 573, and 574?

RECOMMENDATION

Staff recommends that the Commission approve Game Profiles for Scratchers Games 567, 568, 569, 570, 571, 572, 573, and 574.

BACKGROUND

These Scratchers Games are scheduled to launch in October and November 2008.

DISCUSSION

Scratchers Game 567 – Wild 7's

Staff recommends replenishing the supply of our popular seven-themed games with this \$1 ticket featuring a Key Number Match playstyle with a specific variant. Players match their numbers to a specific winning number to win a prize shown. When a “7” symbol is revealed, players will automatically win the specified amount. The top prize is \$777 and the overall odds of winning are 1 in 4.88.

Scratchers Game 568 – Trump Card

This \$2 game employs graphics featuring a deck of cards. This Key Symbol Match game offers players the chance to win a prize by matching one of ten “Your Cards” to the “Dealer’s Card.” In addition, if any of “Your Cards” match the “Trump Card,” players automatically win five times the prize shown for that card. Players have ten chances to win on each ticket, including a top prize of \$5,000. The odds of winning any prize are 1 in 4.56.

Scratchers Game 569 – “TBD”

Staff recommends Game 569 as a new \$3 annuity game with the chance to win a top prize of \$750,000 paid over 25 years. This Key Number Match game has twelve chances to win when players match “Your Numbers” to “Winning Numbers.” In addition, players can multiply their prizes five or ten times if specific symbols are revealed. The overall odds of winning are 1 in 4.49.

Scratchers Game 570 – “TBD”

To kick off the excitement of our new game show, staff recommends Game 570 as a Scratchers tie-in. This Match 3 game will be offered at a \$1 price point and will provide the entry method for players to appear and participate on the new television show. The overall odds of winning are 1 in 5.44.

Scratchers Game 571 – “TBD”

This game features a Key Number Match playstyle with a multiplier. If players match their numbers to a winning number, they win the prize specified. If a specific symbol is revealed, the prize shown is doubled. This \$1 game offers players the chance to win a top prize of \$1,000. The odds of winning any prize are 1 in 5.02.

Scratchers Game 572 – “TBD”

This \$1 holiday game with multiple scenes utilizes a Match 3 playstyle with a specific variant. If players reveal three matching prize amounts, they win that prize. If a specific variant is revealed, that winning prize is doubled. Having a convenient \$500 top prize, the ease of retailer redemption and instant gratification will pair perfectly with the spirit of the season. The odds of winning any prize are 1 in 4.38.

Scratchers Game 573 – “TBD”

This \$2 game will also incorporate a holiday theme. Staff suggests a Key Number Match playstyle with two specific variants. When a specific symbol is revealed, players will either double or triple the prize shown. This game offers more than two million winners, a \$10,000 top prize and overall odds of 1 in 4.48.

Scratchers Game 574 – “TBD”

For this \$3 game, staff recommends a holiday-themed, extended-play, favorite, crossword. Players match “Your Letters” to those in the crossword puzzle to reveal

complete words and thus win prizes from a free ticket to \$20,000. The overall odds of winning are 1 in 3.33.