



MEMORANDUM

To: California State Lottery Commission **Date:** August 20, 2008

From: Joan M. Borucki
Director

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

Subject: Item 9(a) – Approval of Scratchers® Game Profiles for Games 575, 576, 577, 578, 579, and 580

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 575, 576, 577, 578, 579, and 580?

RECOMMENDATION

Staff recommends that the Commission approve Game Profiles for Scratchers Games 575, 576, 577, 578, 579, and 580.

BACKGROUND

These Scratchers Games are scheduled to launch in December 2008 and January 2009.

DISCUSSION

Scratchers Game 575 – “Twice the Action”

Staff recommends a \$1 game with added value as a new addition to our Scratchers portfolio. Game 575 offers two Match 3 playstyle games on one ticket at a \$1 price point. This is new; we have never offered this value on a \$1 ticket. When players match three identical amounts, they win the prize shown. In addition, if a specified symbol is revealed, the prize shown is doubled. The top prize is \$1,000 and the overall odds of winning are 1 in 4.97.

Scratchers Game 576 – TBD

Staff suggests a Key Number Match playstyle with two specific variants for this \$2 game. Players match “Winning Numbers” to “Your Numbers” to win a prize. If a specified symbol is revealed the player automatically wins the prize shown and if a different specified symbol is revealed the prize is multiplied. Players can win up to ten times on this game and the top prize is \$7,000. Overall odds for this game are 1 in 4.41.

Scratchers Game 577 – “Super Instant Daily 4”

To continue the success of our Daily 4 Scratchers game that launched in May 2008, staff recommends launching a new Instant Daily 4 game. The \$2 Instant Daily 4 game (first scene) launched on May 23, 2008 was sold out in only four weeks, requiring the release of the second scene two months earlier than anticipated. This \$3 game offers 15 chances (plays) to match “Your Numbers” to four “Draw Numbers.” Just like the Daily 4 draw game, each play will have a straight or box playstyle. In each play, if players match all their numbers in the exact order as the “Draw Numbers,” they win a prize as a straight win. If players match all their numbers in any order, they’ve won a prize box. To reinforce the top prize of the actual draw game, the top prize of Super Instant Daily 4 is \$5,000. Overall odds are 1 in 4.19.

Scratchers Game 578 – TBD

This \$1 game will utilize a Match 3 playstyle with a specific variant. When three matching symbols are revealed in a row, players win the prize specified. In addition, if a player reveals two matching symbols and a specified symbol they automatically win three times the prize shown. The top prize for this game is \$3,000 and the odds of winning any prize are 1 in 4.97.

Scratchers Game 579 – “Double Play”

Staff recommends introducing this exciting new \$2 game with two ways to play and win. This will be the first Scratchers that has both Key Number Match and Match 3 playstyles on one ticket within the same game. If any of “Your Numbers” match either “Winning Numbers”, a prize is won. In addition, if three matching prize symbols are revealed, a prize is also won. Players can win both playstyles at the same time on each ticket, with the chance to win up to ten times. The top prize is \$10,000 and the overall odds of winning are 1 in 4.43.

Scratchers Game 580 – TBD

This is recommended as a \$3 crossword game with a tripler feature, a new feature the Lottery initially offered April 2008. Players reveal “Your Letters” then mark the corresponding letters in the crossword puzzle. If a completed word in a winning combination contains a letter within a specified symbol, the prize won automatically triples. The overall odds of this game are 1 in 3.37, and the top prize is \$20,000.

