



MEMORANDUM

To: California State Lottery Commission **Date:** October 15, 2008

From: Joan M. Borucki
Director

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

Subject: Item 9(a) – Scratchers[®] Game Profiles for Games 581, 582, 583, 584, 585, and 586

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 581, 582, 583, 584, 585, and 586?

RECOMMENDATION

Staff recommends that the Commission approve Game Profiles for Scratchers Games 581, 582, 583, 584, 585, and 586.

BACKGROUND

These Scratchers Games launch in February and March 2009.

DISCUSSION

Scratchers Game 581

The theme of this game is the auspicious and cross-culturally popular Chinese calendar for 2009, the Year of the Ox. This \$1 Key Symbol Match playstyle has a specific variant, an automatic win. Players match “Your Symbols” to a “Winning Symbol” to win a prize. If a specified symbol is revealed, players automatically win the prize shown. The top prize is \$800 and the overall odds of winning are 1 in 4.76.

Scratchers Game 582

This \$2 game has a seasonal heart-theme along with a top prize of \$14,000. It has a Key Number Match playstyle with a specific variant. Players match “Your Numbers” to “Winning Numbers” to win a prize. In addition, if a specific symbol is revealed, the prize doubles. A new special feature of this game is that it is the first to have all cash prizes; free tickets are not included in this game. The overall odds of winning are 1 in 5.47.

Scratchers Game 583

Staff suggests a \$3 money-themed game with a Key Number Match playstyle and two specific variants; a multiplier and an auto-win. When 10X is revealed, players win ten times the prize shown. When a specific symbol is revealed, players win all prizes on the ticket. Just like game 582, this game offers all cash prizes; the first starts at \$5. The overall odds of winning are 1 in 5.95 and the top prize is \$25,000.

Scratchers Game 584

To attract new playership to the crossword and extended playstyle portfolio, staff recommends introducing a new \$1 crossword game. This is the first time a crossword game is offered at this price point. Players match “Your Letters” to the “Game Letters” found in the three game areas to win the prize shown. Players can win up to three times on a ticket, including a top prize of \$1,000. Overall odds are 1 in 4.87.

Scratchers Game 585

Staff recommends a \$2 luck-themed game featuring shamrocks, a pot of gold and a \$17,000 top prize. This Key Number Match playstyle has two specific variants; an auto-win and a multiplier. If a specified symbol is revealed, players automatically win the prize shown. If a “3X” symbol is revealed, players win three times the amount shown. Overall odds of winning are 1 in 4.68.

Scratchers Game 586

Staff recommends a new extended playstyle with a Match 3 feature for game 586. In this jewel-themed game, players reveal grid coordinates under the “Your Coordinates” area. Players then scratch off the corresponding areas in the main play area, the “Grid.” If three matching symbols are revealed using the coordinates, players win a prize as indicated in the “Prize Legend.” The top prize for this \$3 game is \$20,000 and the overall odds of winning are 1 in 4.26.