



# MEMORANDUM

**To:** California State Lottery Commission      **Date:** January 9, 2008

**From:** Joan M. Borucki  
Director

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

**Subject:** Item 9(a) – Approval of Scratchers® Game Profiles for Games 547, 548, 549, 550, 551, and 552

## **ISSUE**

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 547, 548, 549, 550, 551, and 552?

## **RECOMMENDATION**

Staff recommends that the Commission approve Game Profiles for Scratchers Games 547, 548, 549, 550, 551, and 552.

## **BACKGROUND**

The Scratchers Games are scheduled to launch in April and May 2008.

## **DISCUSSION**

### **Scratchers Game 547 – TBD**

Staff recommends this \$1 game as a Key Number Match playstyle with a specific variant. Utilizing whimsical animal-themed graphics, players match “Your Numbers” to the “Winning Number” to win a prize. In addition, if a specified symbol is revealed, players automatically win that prize. This game has a \$500 top prize and the overall odds of winning are 1 in 4.83.

Scratchers Game 548 – TBD

Staff recommends a \$2 money-themed game utilizing a Key Number Match playstyle with a specific variant. Players match “Your Numbers” to “Winning Numbers” to win a prize. In addition, if a player matches a specific “Winner Take All” number, they win all ten prizes on the ticket. The top prize for this game is \$20,000 and the odds of winning any prize are 1 in 4.63.

Scratchers Game 549 – Crossword Tripler

Staff recommends introducing a \$3 crossword game with a new tripler feature. Retro-inspired graphics are combined with a fresh color palette. Players reveal “Your Letters” and 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 automatically triples. The overall odds of this game are 1 in 3.37 and the top prize is \$20,000.

Scratchers Game 550 – Find the 9’s

Staff recommends a Match 3 playstyle with a specific variant for this number-themed \$1 game. When players match three like amounts, that prize is won. In addition, if a “9” is revealed anywhere in the play area, players win a prize according to the prize table. If one “9” is revealed, \$9 is won. If two “9’s” are revealed, players win \$19. Three “9’s” win \$99 and four “9’s” win \$999, the top prize of the game. The overall odds of winning are 1 in 5.12.

Scratchers Game 551 – TBD

This \$2 hot food-themed game will incorporate chili peppers as the main visual. Staff recommends a Key Number Match playstyle with a specific variant. If a specified symbol is revealed, the prize triples. Players will have ten chances to win on a ticket, including a top prize of \$10,000. Overall odds of winning are 1 in 4.54.

Scratchers Game 552 –Bingo

Staff recommends a \$3 Bingo game with a new feature, which has been successfully introduced throughout the industry. This game will continue the traditional way of playing our popular Bingo Scratchers games, but will have the added feature of a highlighted line. For example, if five numbers in a row in the “Your Cards” area is highlighted with a colored line, players win a specific prize defined in the prize table. With clean and modern graphics and an exciting \$25,000 top prize, the overall odds of winning this Bingo game are 1 in 3.79.