



M E M O R A N D U M

Date: January 28, 2009

To: California State Lottery Commission

From: Joan M. Borucki
Director

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Subject: Item 9(b) – Scratchers[®] Game Profiles for Games 590, 593, 594, and 595

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 590, 593, 594, and 595?

RECOMMENDATION

Staff recommends approval of Game Profiles for Scratchers Games 590, 593, 594, and 595.

BACKGROUND

Scratchers Games 590, 593, 594, and 595 are scheduled to launch in June 2009.

DISCUSSION

Scratchers Game 590 – “Make Me a Millionaire”

Staff recommends introducing Scratchers Game 590 as a \$1 game with fresh graphics that reflect the exciting look and feel of our new television show. In an effort to generate more contestants, staff has also updated the prize structure that will now generate twice as many contestants than before. The top cash prize for this game continues to be

\$500 and the overall top prize is a chance to be a contestant on our new game show. The overall odds of winning are 1 in 5.45.

Scratchers Game 593 – TBD

Staff recommends a \$1 8-themed game with a Match 3 playstyle and specific variant. If players reveal three matching prizes, they win the prize shown. In addition, if a specified symbol is uncovered in the play area, players win a prize according to the prize legend. Reinforcing the lucky number theme is an \$888 top prize. The overall odds of winning any prize are 1 in 5.29.

Scratchers Game 594 – TBD

In an effort to increase sales by bridging Scratchers players to our draw games and draw game players to our Scratchers products, staff has successfully launched several cross-marketing themed Scratchers games including Instant Daily 3®, Instant Hot Spot®, Instant Daily 4, and even Super Instant Daily 4. Today, staff recommends leveraging the equity of another draw game from our portfolio, Fantasy 5, the “better odds lotto”. This landmark Scratchers will be the first to offer draw game quick picks as an instant prize: Fantasy 5 Quick Picks®. The addition of this new functionality to our system is a proactive effort to make it even easier for Scratchers players to experience another venue of entertainment offered by our exciting draw games.

This \$2 Scratchers features a Key Number Match playstyle; players match their numbers to five draw numbers to win the prize indicated. Like the Fantasy 5 draw game, players who match at least two out of five numbers will win a prize, including the chance to win a top prize of \$20,000. The overall odds of winning are 1 in 4.98.

Scratchers Game 595 – TBD

Continuing the spirit of introducing Lottery “firsts,” staff recommends combining two popular themes for this \$3 game: sevens and Bingo. As with traditional Bingo, players match “Caller’s Card” numbers to numbers on “Your Cards.” Within each card, not only can players win in the traditional Bingo manner (straight lines, four corners, and “X” patterns) they can also win if their numbers are revealed within a highlighted “7” pattern. To further emphasize this theme, prizes are laden with sevens. The top prize for this game is \$20,000 and the overall odds of winning are 1 in 3.80.