

MEMORANDUM

Date: December 17, 2009

To: California State Lottery Commission

From: Joan M. Borucki

Director

Prepared By: Ed Fong, Chief of Product Development, Marketing

Subject: Item 9(b) – Scratchers[®] Game Profiles for Games 632, 633, 634, 635, 636,

637, 638, 639, 640, 641, 642, 643, and 645

ISSUE

Should the California State Lottery Commission (Commission) approve Game Profiles for Scratchers Games 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, and 645?

RECOMMENDATION

Staff recommends approval of Game Profiles for Scratchers Games 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, and 645.

BACKGROUND

Scratchers Games 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, and 645 are scheduled to launch in April, May, and June 2010.

DISCUSSION

Scratchers Game 632

Staff recommends a \$1 game with a Match 3 playstyle and a specific variant. If players match three prizes, they win the prize shown. If players match two prizes along with a specified symbol, they win four times the prize shown. The top prize is \$1,000 and the overall odds of winning are 1 in 4.97.

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Scratchers Game 633

Staff recommends this \$2 game as a Key Number Match playstyle with two specific variants. Players match "Your Numbers" to the "Winning Numbers" to win the prize indicated. If a specified symbol is revealed, the prize shown is multiplied seven times. If a different specified symbol is revealed, players automatically win the prize shown. The top prize for this game is \$7,000 and the overall odds of winning are 1 in 4.37.

Scratchers Game 634

Staff recommends a \$3 poker-themed game. Like traditional poker, in each "Your Hand" area, players have five cards to make a winning hand. Winning hands start at a "pair" and the best hand possible is a "royal flush." If any of the "Your Hand" areas beat the "Dealer's Hand," players win the prize shown. Examples of winning hands are printed on the back of the ticket to aid players. Players can win up to six times on each ticket, including a top prize of \$25,000. The overall odds of winning are 1 in 3.50.

Scratchers Game 635

This \$1 game is recommended as a Key Number Match playstyle with a tripler feature. Players match "Your Numbers" to the "Winning Number" to win the prize indicated. If a specified symbol is revealed, players win three times the prize shown. This game offers a \$500 top prize so all prizes can be claimed at retailer locations. This game is attractive to players because it expedites their winning experience and retailers enjoy having players return to their store. The overall odds of winning are 1 in 4.93.

Scratchers Game 636

Staff recommends a \$2 game with a Tic-Tac-Toe playstyle and two specific variants. When players reveal three matching symbols in a row, column, or diagonal line, they win an associated prize. If a "2X" or "3X" symbol is revealed in a separate multiplier box, the prize amount won is automatically doubled or tripled. The top prize for this game is \$8,000 and the overall odds of winning are 1 in 4.31.

Scratchers Game 637

Staff recommends this \$2 money-themed game as a Key Number Match playstyle with two specific variants. If a specified symbol is revealed, players win five times the prize shown. If a different specified symbol is revealed, players win all prizes shown on the ticket. The top prize for this game is \$15,000 and the overall odds of winning are 1 in 5.48.

Scratchers Game 638

Staff recommends launching our next \$3 game with a traditional and familiar Bingo playstyle in May 2010. Players match "Caller's Card" numbers to the numbers in the "Your Cards" area and if a line, four corners, or "X" pattern is revealed, players win the

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prize indicated in the adjacent prize key. The top prize for this game is \$20,000 and the overall odds of winning are 1 in 4.04.

Scratchers Game 639

Staff recommends this \$1 game as a Match 3 playstyle with a specific variant. To win a prize, players simply match three prizes. Staff also recommends including a Quick Spot as an added value feature. In a separate scratch-off area, if a specified symbol is revealed, players win \$10 instantly. Consistent with the game's simplicity and quick-win theme, the top prize of \$500 is redeemable at retailer locations for instant win gratification. The overall odds of winning are 1 in 5.08.

Scratchers Game 640

Staff recommends reserving this game number to update the look of the \$1 Make Me a Millionaire® Scratchers. Utilizing the existing prize structure from the previous Make Me a Millionaire game (Scratchers Game 630), this game offers an instant top cash prize of \$500 and the ultimate top prize of a chance to be a contestant on the Lottery's television game show. The overall odds of winning are 1 in 5.44.

Scratchers Games 641, 642, and 643

Staff recommends each of these \$2 games as a Key Number Match playstyle with a specific variant. If a specified symbol is revealed, the prize shown is doubled. Each of these games will have a \$10,000 top prize and the overall odds of winning are 1 in 3.97.

Scratchers Game 645

Staff recommends introducing a new \$3 Crossword game with a specific variant. Players reveal "Your Letters" then mark the corresponding letters in the crossword puzzle. If two or more words are completed in the crossword grid, players win the associated prize. In addition, if a multiplier is revealed in a separate scratch-off area, players automatically win three times, four times, or five times the prize shown. The top prize is \$20,000 and the overall odds of winning are 1 in 3.54.