



## M E M O R A N D U M

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**Date:** September 3, 2009

**To:** California State Lottery Commission

**From:** Joan M. Borucki  
Director

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**Subject:** Item 9(e) – Scratchers® Game Profiles and Alternates for Games 616, 617, 618, 619, 620, 621, 622 and 623

### **ISSUE**

Should the California State Lottery Commission (Commission) approve Game Profiles and Alternates for Scratchers Games 616, 617, 618, 619, 620, 621, 622 and 623?

### **RECOMMENDATION**

Staff recommends approval of Game Profiles for Scratchers Games 616, 617, 618, 619, 620, 621, 622 and 623.

### **BACKGROUND**

Scratchers Games 616, 617, 618, 619, 620, 621, 622 and 623 are scheduled to launch in December 2009 and January 2010.

### **DISCUSSION**

In anticipation of future payout relief, staff proactively developed two profiles for each proposed game; a version with standard prize payouts, and another version with higher prize payouts. These actions will allow the California State Lottery to quickly and efficiently optimize the benefits from this long-awaited change. Game profiles with higher prize payouts provide players with increased winning experiences by supplementing prize structures with additional winners. This represents yet another positive step in the direction towards a new and improved Lottery and a focus on creating more winners throughout California.

Game Profiles with Standard Prize Payouts:

Scratchers Game 616

Staff recommends this \$1 animal theme game as a Key Number Match playstyle with a specific variant. Players match “Your Numbers” to the “Winning Number” to win prizes ranging from free tickets to \$500. In addition, if players uncover the specified symbol the prize is automatically won. This game has a \$500 top prize, which can be expeditiously claimed at retailers, and the overall odds of winning are 1 in 4.78.

Scratchers Game 617

This \$2 game with a popular 7’s theme is recommended as a Key Symbol Match playstyle with two specific variants. Players match either “Winning Number” to “Your Numbers” to win the associated prize. In addition, players who uncover a specified “7” symbol automatically win that prize, while another specified “7” symbol multiplies their win by 7 times. The top prize for this game is \$7,000 with overall odds of 1 in 4.37.

Scratchers Game 618

Also recommended to launch in December is a \$2 game with a 10X multiplier feature. The proposed playstyle will be Key Symbol Match with two specific variants. Players match either “Winning Number” to “Your Numbers” to win the associated prize. In addition, if the player uncovers a specified symbol (5X), they automatically win five times the prize shown. Another specified symbol (10X) multiplies their prize by ten times. This game will contain over \$9.9 million in prizes that multiply with a top prize of \$10,000 and overall odds of 1 in 4.50.

Scratchers Game 619

Staff recommends a \$1 seasonal game to tie into the Asian Lunar New Year, Year of the Tiger. Last year’s introduction of the \$1 game “Year of the Ox” offered players a new theme that proved to be a welcomed addition to our overall game mix. Staff proposes a Key Symbol Match playstyle with a specific variant. Players match “Your Numbers” to the “Winning Number” to win a prize, however if a specified symbol is revealed the prize is automatically won. The top prize for this game is \$800 with overall odds of 1 in 5.01.

### Scratchers Game 620

To continue the excitement of our new TV game show, staff recommends Game 620 as a \$1 game with fresh graphics which incorporate the same look and feel of the TV show visuals. Adding new graphics “freshens” the look of this game ticket at retail which should also heighten overall game awareness. This game has a Match Three playstyle and the overall odds are 1 in 5.44. Since this prize structure is identical to our previous TV show Scratchers Games 570 and 590, there is no need for your approval of this profile. Staff has included this profile for background and information purposes only.

### **Unique Scratchers Games “Family Series”**

The industry trend of launching ‘related theme” games across price points that are developed with common graphic approaches and similar attributes are known as “family games.” The first “family series” games, the “Hit” series, launched recently with \$1 and \$2 price points as the introductory approach. Staff recommends launching the next set of “family games” in January 2010.

### Scratchers Game 621

Our \$1 “family series” game will feature a Key Symbol Match playstyle with specific variant and a top prize of \$50, with a high concentration of \$50 wins. Odds for winning this particular top prize level are better than 1 in 400 and will include over \$2 million in \$50 prizes alone. Players match “Your Numbers” to the “Winning Number” to win the prize indicated. If a specified symbol is uncovered, players win double the prize shown. In addition, if another specified symbol is revealed, players will automatically win \$50. The overall odds of winning are 1 in 5.30.

### Scratchers Game 622

For our \$2 “family series” game, staff recommends a Key Symbol Match playstyle with two specific variants and a top prize of \$200, this game also includes a high concentration of \$200 wins. Odds for this prize level are better than 1 in 700 and over \$5.2 million in \$200 prizes alone. Players match “Your Numbers” to the “Winning Numbers” to win the prize indicated. If a specific symbol is revealed, players will automatically win four times the prize shown. If another specific symbol is revealed, players win \$200. The overall odds of winning are 1 in 4.01.

### Scratchers Game 623

Staff recommends launching our next \$3 game in January 2010. This price point continues to be a staple in our Scratchers game portfolio, attracting players that prefer unique and involving playstyles. This game is a new theme to our \$3 price point as it combines the play action and graphics to reinforce the look and feel of an arcade-style pinball machine. This game has a Key Number Match playstyle with specific variants. Players match “Your Numbers” to any of the “Winning Numbers” in the play area resembling a pinball machine to win the associated prize. If a player uncovers a specified symbol, the prize won is doubled and if another specified symbol is revealed the player automatically wins all prizes found on the ticket. Players can win up to 16 times and the top prize is \$25,000. Overall odds of winning are 1 in 4.12.

### Alternate Game Profiles with Higher Payouts:

#### Scratchers Game 616

Profile remains the same except for the overall odds, which will be 1 in 4.53.

#### Scratchers Game 617

Profile remains the same except for the overall odds, which will be 1 in 3.29.

#### Scratchers Game 618

Profile remains the same except for the overall odds, which will be 1 in 3.93.

#### Scratchers Game 619

Profile remains the same except for the overall odds, which will be 1 in 4.81.

#### Scratchers Game 621

Profile remains the same except for the overall odds, which will be 1 in 5.08.

#### Scratchers Game 622

Profile remains the same except for the overall odds, which will be 1 in 3.78.

Scratchers Game 623

Profile remains the same except for the overall odds, which will be 1 in 3.77.