



Lottery Report Card

Presentation to
The California Lottery Commission
December 9, 2010



Sales Report

Celebrating 25 Years

calottery





Sales Update Headlines

- We are now about \$225 million short of the original projections for the first 22 weeks of the year but are catching up. In early September we were at about 85% of our sales goal. We are now at 94%.
- We will likely hit our sales goals for Jackpot Games, Daily Games, and Hot Spot.
- Scratchers sales are 24.4% higher than a year ago





Sales Report

| | FY 10 / 11 Do Nothing Sales Projections | FY 10 / 11 Sales Goals (thru 11/27) | Actual Sales thru 11/27/2010 | % Versus "Do Nothing" Scenario | % of Sales Goal |
|-------------------------|---|---|---------------------------------|--------------------------------------|--------------------|
| Scratchers | \$596.38 | \$886.74 | \$680.03 | 114% | 77% |
| Super Lotto Plus | \$181.00 | \$165.38 | \$175.73 | 97% | 106% |
| MEGA Millions | \$161.44 | \$190.19 | \$172.53 | 107% | 91% |
| Fantasy 5 | \$54.92 | \$57.18 | \$59.59 | 109% | 104% |
| Daily 3 | \$53.34 | \$53.88 | \$52.19 | 98% | 97% |
| Daily 4 | \$15.61 | \$13.67 | \$12.00 | 77% | 88% |
| Daily Derby | \$6.14 | \$5.75 | \$5.38 | 88% | 94% |
| Hot Spot | \$47.03 | \$53.07 | \$49.49 | 105% | 93% |
| TOTAL SALES | \$1,115.86 | \$1,425.86 | \$1,206.94 | 108% | 85% |

* in millions of dollars



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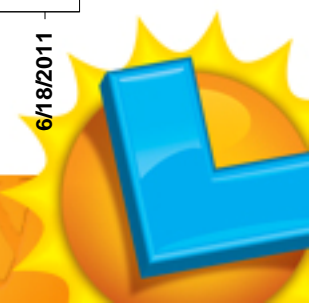
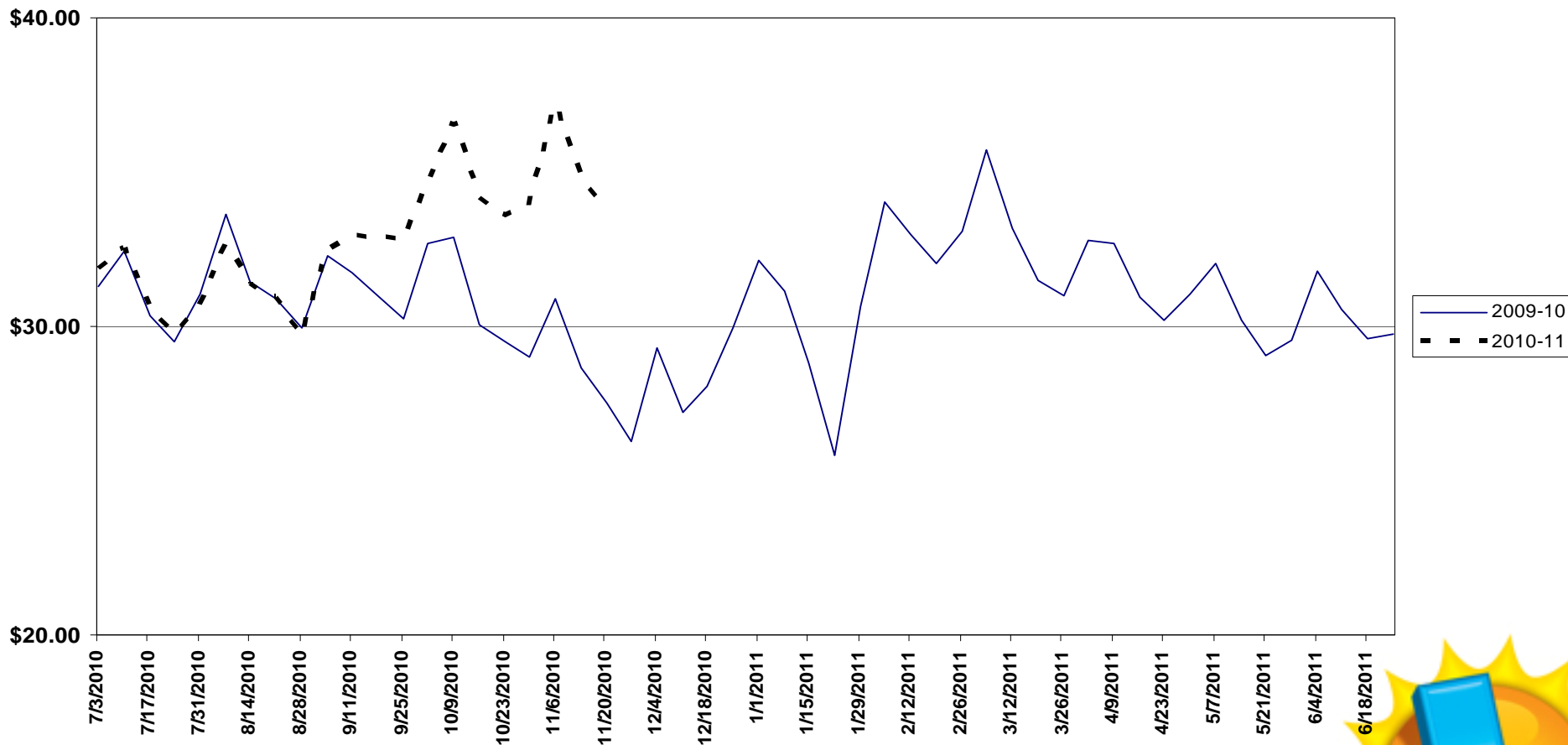




09/10 vs 10/11

Scratcher Validation Sales by Week

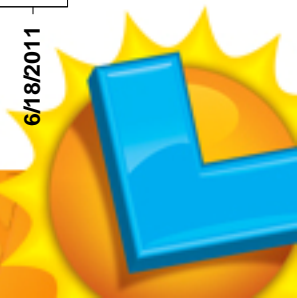
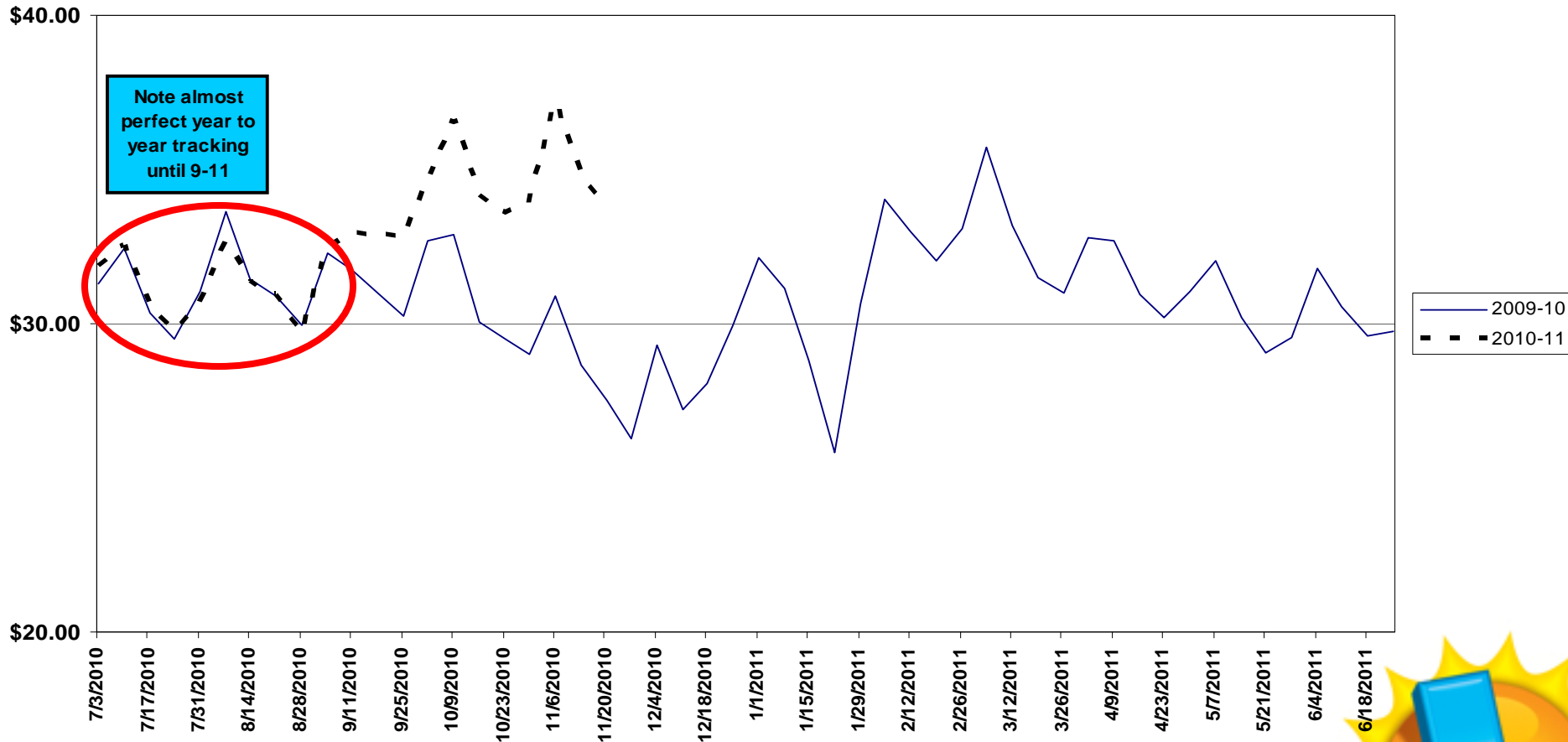
2009-10 vs 2010-11 Scratcher Validation Sales By Week





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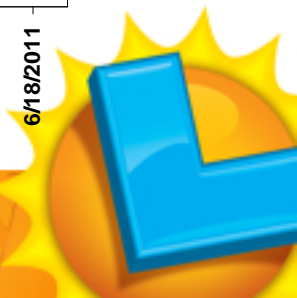
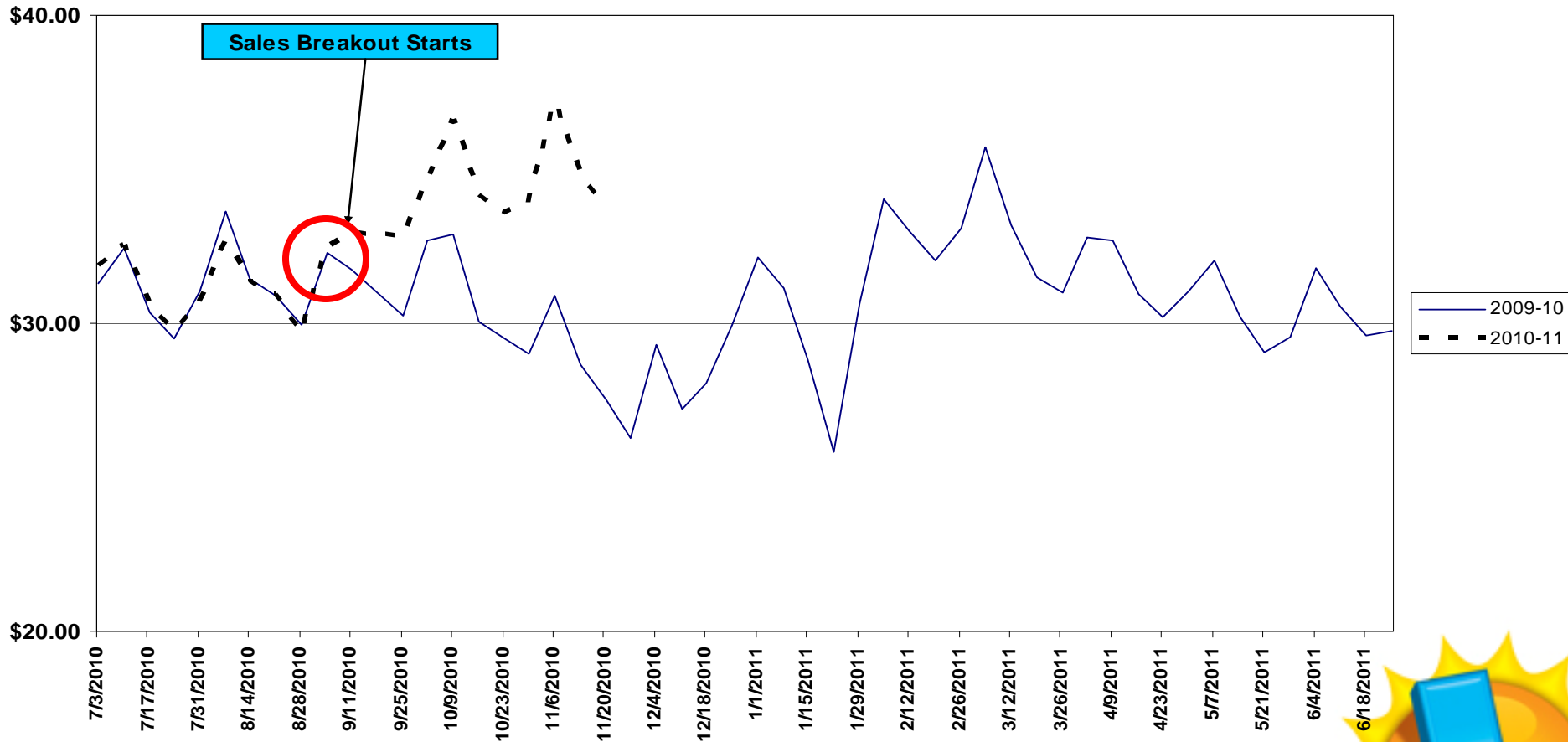
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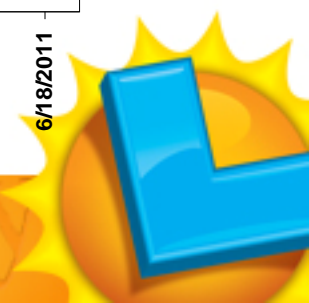
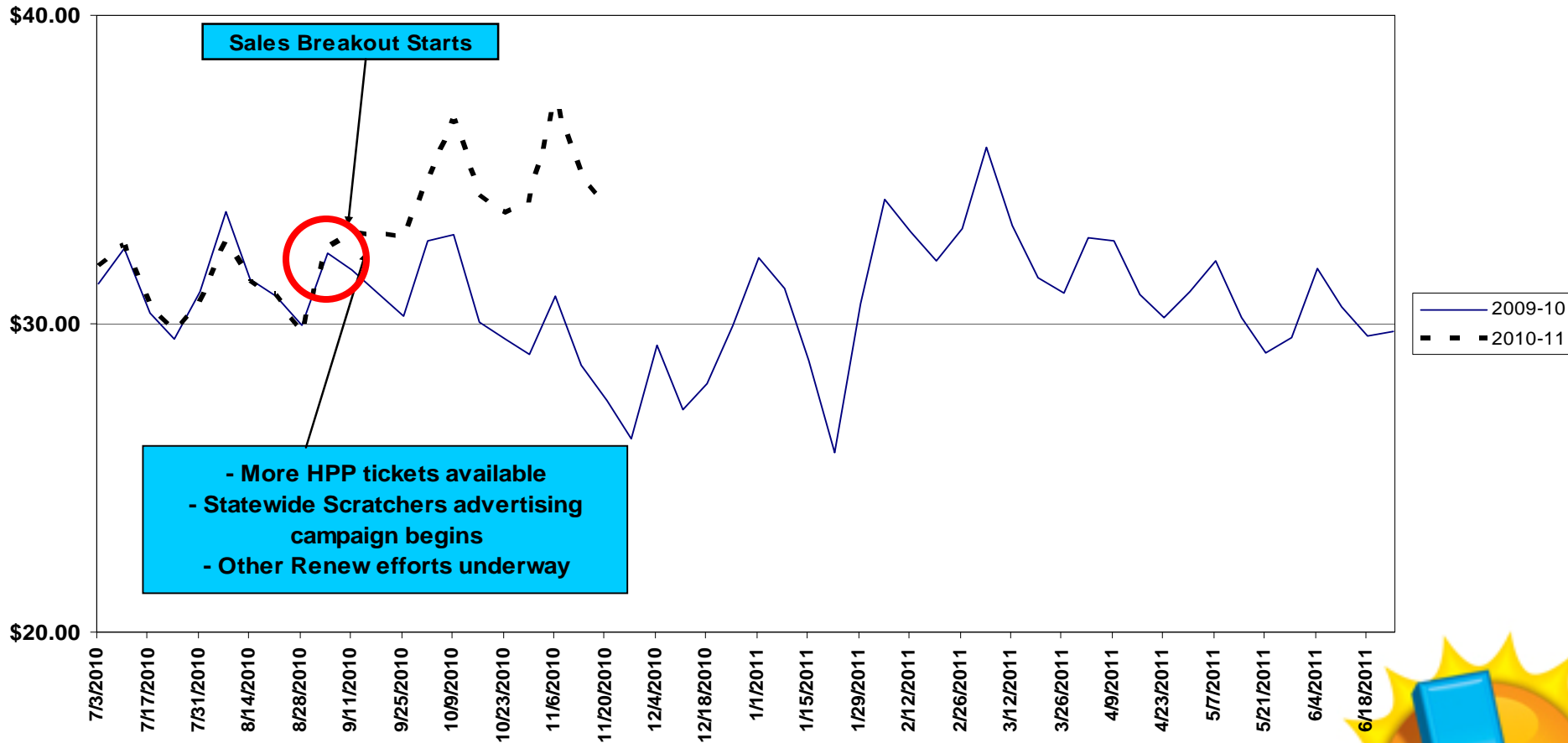
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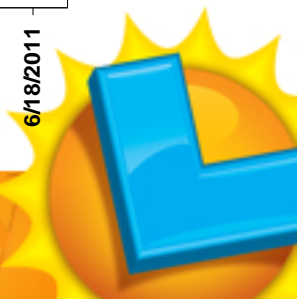
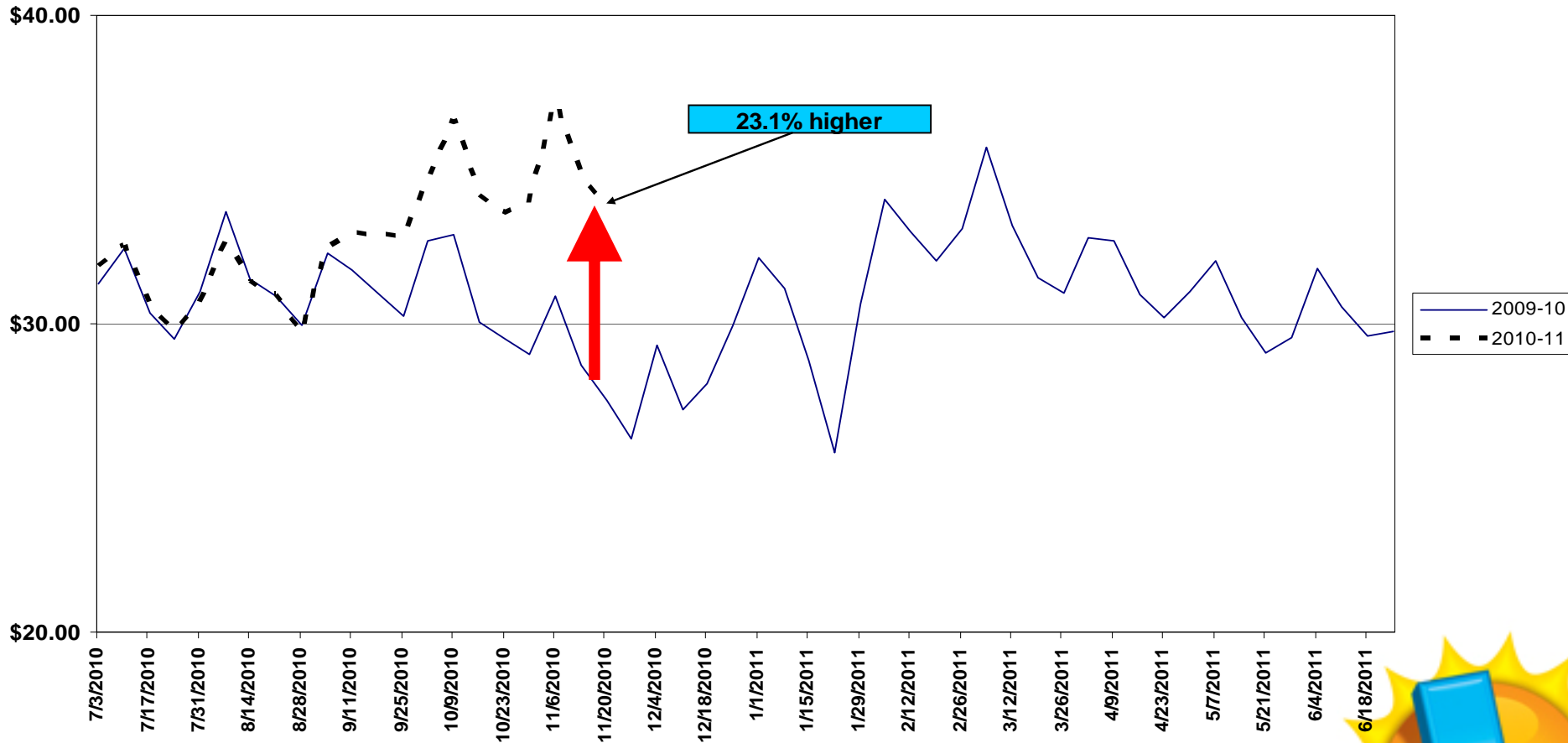
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Project Reports

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Project Updates

- Ex\$ell Program
- Sales Advisory Board
- Marketing Communications
- Jackpot Games





The End

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