

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 2/10/2017

Game #	1772	Confirmed Packs	2,112
Game Name	Cash 2 Go	Active Packs	2,699
Quantity Printed	11,178,450	Warehouse Packs	-
Price Point	\$1	Returned Packs	86
Start Date	10/3/2016	Printed Payout Percentage	60.00%
Top Prize	\$ 500	Percent Sold	92.38%
Number of Top Prizes Remaining	0	Number of Weeks Out	18

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 100,159	Actual ticket production costs
Prize payout expense	\$ 5,669,827	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 5,769,986

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 10,326,652	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 10,326,652

**Excess of Revenue over Expended** \$ 4,556,666

**INTANGIBLE POSITIVE BENEFITS.**

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

**INTANGIBLE NEGATIVE BENEFITS.**

- There are still valuable prizes remaining in this game

**Assumptions:**

- Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above

**Weekly Sales Comparison Information**

	Previous 3 Weeks Sales from DaVinci	
Most recent week sales	\$	349,774
Next week	\$	340,917
Next week	\$	384,200
Avg Weekly Sales Current Game	\$	358,297
Avg Weekly Sales \$1, 10M - 14.99M Qty	\$	557,959
<b>Percentage Of Variance In Sales</b>		<b>36%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1772	Printed Payout Percentage	60.00%
Game Name	Cash 2 Go	Actual Payout Percentage	54.90%
Percent Sold	92.38%	Number of Weeks Out	18
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			18

**Recommendation**

Based on the findings in this Summary Report, I am recommending closing the above game.

I am recommending closing the above game based on the below business reason(s)

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Instant Product

**Not Required:  
Zero Top Prize**

\_\_\_\_\_  
Pr

\_\_\_\_\_  
Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game

\_\_\_\_\_  
Lottery Operations Division Director

**Not Required:  
Zero Top Prize**

\_\_\_\_\_  
Control

\_\_\_\_\_  
Exec

\_\_\_\_\_  
Date

**TEXAS LOTTERY**

# \*Play the Games of Texas!\*

**Da Vinci Report** **2/10/17**

**Week End Date:2/4/17**

Product Line	Game	\$	Tx Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/4/17	1/28/17	1/21/17	1/14/17
Mature	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			29	50.87%	16,639	7,296	106,430	6	\$1,611,035.00	\$1,544,225.00	\$1,563,945.00	\$1,673,400.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			46	37.99%	8,563	4,006	194,868	11	\$694,835.00	\$567,405.00	\$538,515.00	\$587,905.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			55	65.53%	12,596	6,572	72,690	8	\$1,084,960.00	\$1,000,575.00	\$992,585.00	\$1,041,115.00
	1776	\$5	9,894,750	COWBOYS	8/1/16			27	53.06%	5,136	3,724	51,810	70	\$459,785.00	\$493,595.00	\$582,870.00	\$666,320.00
	1782	\$5	8,369,025	CRAZY CASH	9/19/16			20	53.43%	5,259	3,592	41,441	360	\$528,690.00	\$499,780.00	\$565,830.00	\$635,620.00
	1815	\$5	7,649,475	GARLAND RICHES	10/17/16			16	88.56%	3,759	2,676	0	3,274	\$629,635.00	\$640,830.00	\$778,175.00	\$1,047,000.00
	1813	\$5	8,420,625	HIT THE JACKPOT	10/3/16			18	55.81%	6,617	4,457	36,742	83	\$655,355.00	\$662,150.00	\$670,465.00	\$740,330.00
	1777	\$5	5,529,750	HOUSTON TEXANS	8/1/16			27	56.47%	2,891	1,686	26,193	538	\$202,150.00	\$201,565.00	\$233,030.00	\$239,705.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			27	36.14%	16,077	7,162	340,086	11	\$2,312,980.00	\$2,035,070.00	\$2,005,640.00	\$2,110,030.00
	1764	\$20	6,112,700	\$1 000,000 RICHES	8/15/16			25	48.69%	13,683	6,130	102,822	47	\$1,462,660.00	\$1,253,220.00	\$1,370,320.00	\$1,598,980.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			90	28.18%	6,477	2,850	969,539	36	\$941,360.00	\$850,860.00	\$870,700.00	\$982,980.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			234	60.18%	9,247	3,230	530,887	91	\$977,700.00	\$859,180.00	\$914,220.00	\$970,240.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			35	74.85%	11,878	5,071	39,478	60	\$1,576,900.00	\$1,451,500.00	\$1,494,320.00	\$1,696,960.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			18	43.13%	27,161	7,924	190,963	51	\$2,013,320.00	\$1,870,720.00	\$1,945,660.00	\$2,202,360.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			16	26.91%	13,029	5,763	113,495	13	\$2,894,900.00	\$2,694,550.00	\$2,806,650.00	\$2,933,050.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			42	49.34%	4,365	2,122	84,543	548	\$802,900.00	\$798,100.00	\$834,850.00	\$869,200.00
Out of Wareh	1816	\$2	5,136,625	VETERANS CASH	11/7/16			13	75.69%	5,043	3,732	0	390	\$373,740.00	\$399,628.00	\$443,806.00	\$471,720.00
	1760	\$3	6,113,625	WORD GAMES	1/16/17			3	37.68%	20,291	9,537	32	8	\$2,268,210.00	\$2,059,707.00	\$1,143,999.00	\$0
	1818	\$10	5,249,950	OLIDAY COUNTDOWN SUPER TICK	11/7/16			13	77.90%	9,294	4,272	0	5,199	\$975,190.00	\$927,470.00	\$1,140,730.00	\$1,505,810.00
Sold/Closing	1757	\$1	12,237,450	\$7 MILLION PAYOUT	8/1/16	1/8/17	2/22/17	27	96.04%	7	21	0	2,686	\$19,767.00	\$22,911.00	\$38,882.00	\$54,435.00
	1772	\$1	11,178,450	CASH 2 GO	10/3/16			18	92.38%	2,112	2,699	0	86	\$349,774.00	\$340,917.00	\$384,200.00	\$441,836.00
	1819	\$1	9,119,700	HIPSTER HOLIDAY	11/16/16			11	94.53%	1,055	1,021	0	793	\$333,866.00	\$345,934.00	\$335,742.00	\$378,477.00
	1735	\$2	22,518,500	HIT \$50,000	1/4/16	1/8/17	2/22/17	57	85.47%	14	36	19,092	3,482	\$21,290.00	\$37,058.00	\$90,614.00	\$135,612.00
	1805	\$2	6,028,375	PITBULL	7/18/16	2/19/17	4/5/17	29	83.86%	459	676	3,255	2,421	\$55,066.00	\$65,728.00	\$70,464.00	\$79,182.00
	1770	\$2	7,244,000	WLD 7'S DOUBLER	10/3/16			18	93.83%	1,598	1,557	0	62	\$218,578.00	\$225,260.00	\$275,666.00	\$336,778.00
	1814	\$3	7,342,950	HOLIDAY LOTERIA	10/17/16	12/28/16	2/11/17	16	88.27%	16	10	0	7,949	\$128,556.00	\$149,682.00	\$240,129.00	\$502,971.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15	1/8/17	2/22/17	61	96.75%	28	19	108	5,332	\$17,880.00	\$24,475.00	\$45,010.00	\$75,010.00
	1803	\$5	15,295,950	HIT \$200,000	4/18/16	1/8/17	2/22/17	42	58.32%	32	35	78,905	5,053	\$31,175.00	\$46,140.00	\$130,485.00	\$186,475.00
	1597	\$5	8,199,000	LUCKY NUMBERS	7/5/16	1/8/17	2/22/17	31	59.64%	11	20	39,150	4,147	\$11,135.00	\$5,605.00	\$34,315.00	\$51,430.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			49	94.92%	5,218	1,439	11,479	1,174	\$581,680.00	\$607,205.00	\$777,415.00	\$967,080.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14	1/8/17	2/22/17	133	72.87%	6	24	151,084	2,429	\$21,480.00	\$45,790.00	\$92,130.00	\$164,330.00
	1769	\$10	5,500,500	\$250,000 EXTREME GREEN	7/5/16	2/9/17	3/26/17	31	94.38%	1,025	1,856	0	976	\$526,990.00	\$485,120.00	\$577,410.00	\$689,900.00

**Liability for 1772 / for Life to Date**

Product Status SmartCash Enabled: Validation Range. 05/26/2016 - 09/24/2017  
 Active N/A

**Outstanding Prizes**

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$1 00	234574	\$234,574 00	970125	\$970,125 00	80.53%	9001828
2	2	N/A	\$2.00	153087	\$306,174 00	753608	\$1,507,216 00	83.12%	9291072
3	3	N/A	\$3 00	25428	\$76,284 00	136036	\$408,108 00	84.25%	9418022
4	4	N/A	\$4 00	14511	\$58,044 00	84851	\$339,404 00	85.40%	9545929
5	5	N/A	\$5 00	17366	\$86,830 00	106778	\$533,890 00	86.01%	9614742
6	6	N/A	\$6 00	22063	\$132,378 00	139394	\$836,364 00	86.34%	9650921
7	7	N/A	\$10 00	6241	\$62,410 00	43366	\$433,660 00	87.42%	9772101
8	8	N/A	\$20 00	2864	\$57,280 00	22038	\$440,760 00	88.50%	9892807
9	0	N/A	\$50 00	456	\$22,800 00	3886	\$194,300 00	89.50%	10004481
10	0	N/A	\$500 00	0	\$0 00	12	\$6,000 00	100.00%	11178449
<b>Totals</b>				<b>476590</b>	<b>\$1,036,774 00</b>	<b>2,260,094</b>	<b>\$5,669,827.00</b>		

NO OF TICKETS.  
 NO POOLS  
 PACK SIZE  
 PACKS/POOL.  
 PACKS/GAME.

11 178 450  
 31.05  
 150  
 2,400  
 74 523

Minimum: 10,936,800  
 Maximum: 11 383 200

TEXAS LOTTERY COMMISSION  
 'CASH 2 GO' - GAME NO 1772  
 END OF PRODUCTION PRIZE STRUCTURE  
 17-May 16

VERSION A

11 178 450

\$1 TICKETS

\$11 178 450

REVENUE

PRIZE FUND

\$6,706 601

PAYOUT % 60 00%

PRIZE TIER	PRIZE CODE	TIER CODE	GET	#OF WAYS		ODDS OF 1 IN	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN	WIN		31.05 POOLS	150 (PER PACK*)	360,000 (Per Pool)			
1	1	L	\$1	1	\$1	9 28	1,204 699	16.167	38,800.00	\$1,204,699	17.96%	
2	2	L	\$2	1	\$2	12.33	906,695	12.167	29,200.00	\$1,813,390	27.04%	
3	3	L	\$3	1	\$3	69.23	161 464	2.167	5,200.00	\$484,392	7.22%	
4	4	L	\$4	1	\$4	112.50	99 362	1.333	3,200.00	\$397 448	5.93%	
5	5	L	\$5	1	\$5	90.04	124,144	1.667	4,000.00	\$620,720	9.26%	
6	6	L	\$6	1	\$6	69.23	161 457	2.167	5,200.00	\$968,742	14.44%	
7	7	L	\$10	1	\$10	225.34	49 607	0.667	1,600.00	\$496,070	7.40%	LOW TIER
8	8	L	\$20	1	\$20	448.90	24,902	0.333	800.00	\$498,040	7.43%	96.67%
9	0	M	\$50	1	\$50	2,574.49	4,342	0.058	140.00	\$217,100	3.24%	MID TIER
10	0	M	\$500	1	\$500	931,537.50	12	0.000	0.39	\$6,000	0.09%	3.33%
						4 08	2,736 684	36.73	88,140 39	\$6,706,601	100.00%	100.00%
						4.0847						

Consolidated odds are 1 in.

\$1	9 28	1,204 699
\$2	12.33	906 695
\$3	69.23	161 464
\$4	112.50	99,362
\$5	90 04	124 144
\$6	69.23	161 457
\$10	225.34	49 607
\$20	448 90	24 902
\$50	2,574 49	4,342
\$500	931 537.50	12
		2 736 684

\* Each of the following GLEPS will be used in approximately 16.67% of each pack of 150 tickets  
 \*\* Numbers are rounded.

No.

06/06/16

Game Name  
Cash 2 Go

Game No  
1772

Inv No.  
8501153

Vendor  
PBL

TLC PO #  
362-16-9010 RL016

Description/Tickets Delivered Qty  
11,178,450

Units per 1000  
11 178.45

Unit Price  
\$8.96

Amount  
\$100,158.91  
\$100,158.91

Delivered 11,178,450  
Ordered 11,160,000

2% under 10,936,800  
2% over 11,383,200

Accetable  
Range 0

**Total \$100,158.91**

**Instant Ticket Game Analysis**  
8/31/14-8/27/16

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$25	\$50
< 5M	None	None	None	None		2M	None	None	None	None
5M-9.99M	Week 11*	Week 20	Week 18*	Week 18		3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 26	Week 26		4M	None	None	None	None
15M-19.99M	None	Week 21*	None	Week 26		5M	Week 17	Week 47*	None	None
20M-24.99M	Week 35*	None	Week 25	Week 40		6M	Week 27	None	None	None
25M-29.99M	Week 29	Week 38	Week 33	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	Week 19	None	None	None
>35M	None	None	None	None		>9M	Week 30	Week 39*	None	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$25	\$50
< 5M	None	None	None	None		2M	None	None	None	None
5M-9.99M	\$578,969	\$671,321	\$861,712	\$1,964,653		3M	None	\$5,141,903	None	None
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670		4M	None	None	None	None
15M-19.99M	None	\$1,273,552	None	\$2,531,546		5M	\$2,712,692	\$2,150,202	None	None
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168		6M	\$1,986,191	None	None	None
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	\$4,563,190	None	None	None
>35M	None	None	None	None		>9M	\$3,124,159	\$4,464,715	None	None

None = no games at this level with 85% sell through  
\* only one game at this level with 85% sell through

Excludes Promotional Tickets  
Unaudited - For Internal Use Only