# DocuSign Envelope ID: 4D131D67-8280-40BC-87BE-9100A8209808

# **Scratch Ticket Game Closing Analysis SUMMARY REPORT**

Scratch Ticket Information		Date Completed	10/8/2021
Game #	2282	Confirmed Packs	9,620
Game Name	200X The Cash	Active Packs	3,793
Quantity Printed	9,107,850	Warehouse Packs	26,392
Price Point	\$20	Returned Packs	70
Start Date	1/4/2021	Printed Payout Percentage	75.22%
Top Prize	\$ 1,000,000	Percent Sold	87.83%
Number of Top Prizes Remaining	2	Number of Weeks Out	39

Current Game Sales Analysis									
\$	-	No Print Cost per Working Papers							
\$	6,822,127	Total from Prize Structure							
\$	112,202,110	Data from Instant Ticket Tier Liability screen in ES							
\$	119,024,237								
\$	159,988,493	Based on # of tkts printed, times % sold from DaVinci report, times the price point							
\$	159,988,493								
\$	40,964,256								
	\$ \$ \$	\$ - \$ 6,822,127 \$ 112,202,110 \$ 119,024,237 \$ 159,988,493 \$ 159,988,493							

#### 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	\$	1,653,280						
Next week	\$	1,560,460						
Next week	\$	1,650,000						
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Avg Weekly Sales Current Game	\$	1,621,247						
Avg Weekly Sales \$20; >9M Qty*	\$	5,671,831						
Percentage Of Variance In Sales		71%						

# DocuSign Envelope ID: 4D131D67-8280-40BC-87BE-9100A8209808 **Scratch Ticket Game Closing Analysis** RECOMMENDATION AND APPROVALS

#### **Instant Ticket Information**

Game #		2282	Printed Payout Percentage	75.22%
Game Name		200X The Cash	Actual Payout Percentage	74.40%
Percent Sold		87.83%	Number of Weeks Out	39
Average # of Weeks for 85% Sell-t	hrough f	for Same Price Po	int Game With Similar Print Run.*	36
*Only one game at this level with 85% sell t	hrough			
Recommendation				
Based on the findings in this S	Summary	y Report, I am reco	ommending closing the above game.	
I am recommending closing the state of	ne above	e game based on t	he below business reason(s):	
Wale Bownsock		10/8/2021		
Scratch Ticket Strategy Coordinator	Date			
Part Cur		10/11/2021		
Products Manager	Date			
By signing below, I agree with the r	ecomme	endation of the Pro	oducts Department Staff to close the abo	ove game.
Not Required - Over 85% Sold				
Lottery Operations Division Director	Date			
Not Required - Over 85% Sold				
Controller	Date			
Not Required - Over 85% Sold				
Executive Director	Date			



							vveek E	nu Da	te:10/2/2	<u> </u>							
															Net S	ales	
Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	10/2/21	9/25/21	9/18/21	9/11/21
Mature	2273	\$5	7,333,500	ROSE GOLD RICHES	6/7/21			17	70.58%	5,639	3,750	16,110	259	\$560,205.00	\$561,275.00	\$664,120.00	\$695,120.00
	2332	\$5	19,670,175	SUPER CROSSWORD	2/8/21			34	73.35%	16,686	8,086	38,093	24	\$2,119,035.00	\$2,038,475.00	\$2,109,415.00	\$2,090,085.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20			48	84.98%	29,022	13,221	50,504	53	\$4,743,035.00	\$4,531,585.00	\$4,632,685.00	\$4,556,260.00
	2295	\$5	7,196,175	TEXAS RED WHITE & BLUE	6/21/21			15	56.54%	6,652	3,924	27,697	205	\$523,140.00	\$573,750.00	\$636,930.00	\$730,085.00
	2309	\$10	15,693,550	\$100 MILLION CASH PAYOUT	6/7/21			17	46.56%	17,806	7,583	135,291	43	\$2,644,060.00	\$2,479,510.00	\$2,672,670.00	\$3,157,290.00
	2248	\$10	21,021,400	\$250,000 50X CASHWORD	1/18/21			37	78.57%	22,998	8,703	49,785	43	\$3,816,870.00	\$3,609,460.00	\$3,748,650.00	\$3,754,960.00
	2346	\$10	13,460,600	\$500,000 EXTREME LUCK	4/5/21			26	47.35%	7,170	3,285	128,119	78	\$1,003,000.00	\$932,530.00	\$992,910.00	\$1,098,750.00
	2335	\$10	12,021,150	\$50 OR \$100!	12/7/20			43	77.66%	7,147	3,172	39,950	62	\$964,720.00	\$943,070.00	\$998,730.00	\$1,052,670.00
	2347	\$10	11,256,950	777	4/19/21			24	66.94%	8,166	4,495	58,261	32	\$1,232,240.00	\$1,209,090.00	\$1,303,790.00	\$1,457,670.00
	2258	\$10	39,197,450	MEGA LOTERIA	3/15/21			29	57.96%	41,593	12,186	257,168	60	\$7,871,800.00	\$7,570,340.00	\$7,626,620.00	\$7,627,440.00
	2303	\$10	10,887,100	RUBY RED 7S	5/3/21			22	72.22%	17,678	8,345	28,291	59	\$2,297,100.00	\$2,179,010.00	\$2,304,600.00	\$2,530,810.00
	2292	\$10	10,252,350	WILD \$10	3/1/21			31	65.29%	4,873	2,742	61,195	130	\$528,780.00	\$512,670.00	\$587,070.00	\$663,530.00
	2203	\$20	8,559,050	\$1,000,000 EXTREME CASH	6/7/21			17	40.31%	22,837	7,827	166,084	68	\$2,645,060.00	\$2,571,160.00	\$2,734,060.00	\$3,163,540.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			56	88.72%	13,358	5,387	16,527	89	\$1,588,540.00	\$1,533,320.00	\$1,728,320.00	\$1,781,760.00
	2282	\$20	9,107,850	200X THE CASH	1/4/21			39	87.83%	9,620	3,793	26,392	70	\$1,653,280.00	\$1,560,460.00	\$1,650,000.00	\$1,816,440.00
	2304	\$20	8,984,625	DIAMOND WHITE 7S	5/3/21			22	53.07%	22,983	8,673	129,841	34	\$2,879,420.00	\$2,852,700.00	\$2,852,740.00	\$3,156,960.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			229	80.26%	15,259	6,232	245,217	57	\$1,993,260.00	\$2,030,540.00	\$2,183,980.00	\$2,231,920.00
	2343	\$20	25,454,075	MILLION DOLLAR LOTERIA	6/18/21			15	22.08%	43,830	10,760	721,305	58	\$7,942,920.00	\$7,525,880.00	\$7,690,060.00	\$7,774,660.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			81	70.13%	10,900	5,240	123,196	56	\$1,727,130.00	\$1,727,940.00	\$2,023,830.00	\$1,950,720.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			185	56.54%	11,713	5,163	569,813	52	\$2,399,340.00	\$2,415,240.00	\$2,396,010.00	\$2,314,740.00
	2293	\$30	9,177,650	CASH CELEBRATION!	4/5/21			26	43.93%	16,571	7,424	175,622	45	\$3,358,650.00	\$3,385,980.00	\$3,756,390.00	\$3,674,490.00
	2338	\$50	5,118,680	500X LOTERIA SPECTACULAR	3/15/21			29	78.65%	26,908	7,612	12,429	44	\$6,431,050.00	\$6,914,100.00	\$8,252,500.00	\$8,003,800.00
	2312	\$50	6,731,160	MILLIONAIRE CLUB	4/19/21			24	61.52%	27,374	7,348	86,349	65	\$6,862,950.00	\$7,618,500.00	\$9,510,800.00	\$9,148,550.00
Sold/Closing	2277	\$1	29,734,500	10X THE CASH	1/4/21			39	94.30%	4,488	3,828	261	317	\$279,126.00		\$356,199.00	\$396,878.00
	2160	\$1	30,596,400	WEEKLY HALF GRAND	12/7/20	10/3/21	11/17/21	43	73.68%	2,423	3,153	40,874	544	\$224,084.00	\$254,628.00	\$276,546.00	\$302,774.00
	2299	\$2	9,010,375	LUCKY DOG	3/15/21	10/3/21	11/17/21	29	93.13%	709	538	352	1,255	\$76,566.00	\$92,042.00	\$97,624.00	\$125,810.00
	2339	\$2	9,169,750	MUCHO DINERO	4/19/21	10/3/21	11/17/21	24	73.19%	1,543	1,523	11,519	932	\$196,456.00	\$233,590.00	\$271,534.00	\$277,088.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			78	93.81%	13,914	10,078	3,473	36	. , .		\$1,418,817.00	. , ,
	2334	\$5	10,266,675	\$50,000 POKER	3/15/21	10/31/21	12/15/21	29	83.04%	2,602	1,674	16,685	78	\$367,520.00	\$367,250.00	\$387,655.00	\$396,660.00
	2289	\$5	6,021,225	50X SPEEDWAY RICHES	4/5/21	10/3/21	11/17/21	26	89.36%	1,121	639	1,033	2,591	\$107,005.00	\$128,105.00	\$151,190.00	\$178,700.00
	2280	\$5	22,744,950	50X THE CASH	1/4/21			39	94.15%	7,462	5,656	389	140	\$1,669,185.00	\$1,624,660.00	\$1,683,095.00	\$1,773,815.00
	2291	\$5	12,237,675	WILLY WONKA GOLDEN TICKET	3/1/21	10/3/21	11/17/21	31	71.07%	958	756	41,518	895	\$162,110.00	\$180,295.00	\$215,480.00	\$249,385.00

Da Vinci

#### Liability for 2282 / for Life to Date

Product Status: SmartCash Enabled: Active N/A	Validation Range:	12/05/2020 - 12/31/2037
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**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	\$20.00	127001	\$2,540,020.00	820268	\$16,405,360.00	86.59%	7886754
2	2	N/A	\$30.00	77158	\$2,314,740.00	505860	\$15,175,800.00	86.77%	7902495
3	3	N/A	\$50.00	19053	\$952,650.00	126676	\$6,333,800.00	86.93%	7917065
4	4	N/A	\$50.00	51374	\$2,568,700.00	385717	\$19,285,850.00	88.25%	8037348
5	0	N/A	\$100.00	3486	\$348,600.00	22983	\$2,298,300.00	86.83%	7908334
6	0	N/A	\$100.00	16405	\$1,640,500.00	120105	\$12,010,500.00	87.98%	8013320
7	0	N/A	\$100.00	20626	\$2,062,600.00	150298	\$15,029,800.00	87.93%	8008773
8	0	N/A	\$100.00	5329	\$532,900.00	33379	\$3,337,900.00	86.23%	7853955
9	0	N/A	\$200.00	537	\$107,400.00	3275	\$655,000.00	85.91%	7824818
10	0	N/A	\$200.00	1897	\$379,400.00	13024	\$2,604,800.00	87.29%	7949912
11	0	N/A	\$200.00	845	\$169,000.00	5969	\$1,193,800.00	87.60%	7978391
12	0	N/A	\$200.00	7064	\$1,412,800.00	48406	\$9,681,200.00	87.27%	7947982
13	0	N/A	\$500.00	216	\$108,000.00	1312	\$656,000.00	85.86%	7820352
14	0	N/A	\$500.00	476	\$238,000.00	3362	\$1,681,000.00	87.60%	7978267
15	0	N/A	\$500.00	498	\$249,000.00	3338	\$1,669,000.00	87.02%	7925444
16	0	N/A	\$2,000.00	79	\$158,000.00	437	\$874,000.00	84.69%	7713431
17	0	N/A	\$10,000.00	4	\$40,000.00	16	\$160,000.00	80.00%	7286280
18	0	N/A	\$10,000.00	14	\$140,000.00	49	\$490,000.00	77.78%	7083883
19	0	N/A	\$10,000.00	4	\$40,000.00	16	\$160,000.00	80.00%	7286280
20	0	N/A	\$100,000.00	0	\$0.00	5	\$500,000.00	100.00%	9107849
21	0	N/A	\$1,000,000.00	2	\$2,000,000.00	2	\$2,000,000.00	50.00%	4553924

NO. OF TICKETS: 9,107,850 Minimum: 8,820,000 TEXAS LOTTERY COMMISSION NO. POOLS: 75.90 Maximum: 9,180,000 "200X THE CASH" GAME NO. 2282 PACK SIZE: 25 END OF PRODUCTION PRIZE STRUCTURE PACKS/POOL: 4,800 26-Nov-20 VERSION A PACKS/GAME: 364,314 9,107,850 \$20 TICKETS \$182,157,000 REVENUE INSTANT FUND \$130,204,420 INSTANT PAYOUT % 71.48% PRIZE FUND \$137,026,547 TOTAL PAYOUT % WINNERS IN WINNERS IN WINNERS IN PERCENT VALIDATION PRIZE PRIZE TIER # OF WAYS ODDS OF 25 120,000 PRIZE OF PRIZE TIER LEVEL CODE CODE GET: TO WIN: WIN: 1 IN: **POOLS** (PER PACK\*) (Per Pool) COST FUND \*\* LEVELS \$20 \$20 9.61 1 947,269 2.600 12,480.000 \$18,945,380 13.83% \$30 \$30 2 G 15.62 583,018 1.600 7,680.000 \$17,490,540 12.76% G \$50 \$50 62.50 145,729 0.400 1,920.000 \$7,286,450 5.32% LOW-TIER 47.86% \*\*\*\* \$10 "5X" G \$50 20.84 437,091 1.200 5,760.000 \$21,854,550 15.95% M \$100 1 \$100 344.09 26,469 0.073 350.000 \$2,646,900 1.93% \$13,651,000 M \$20 "5X" \$100 66.72 136,510 0.375 1,800.000 9.96% \$10 "10X" \$100 53.29 170,924 0.469 2,250.000 \$17,092,400 12.47% \$50 x 2 235.30 \$100 38,708 0.104 500.000 \$3,870,800 2.82% \$200 \$200 2.389.26 3.812 0.010 \$762,400 0.56% М 50,000 \$20 "10X" 10 М \$200 610.40 14.921 0.041 195.000 \$2,984,200 2.18% 11 M \$20 "5X" + \$50 x 2 \$200 1.336.64 6,814 0.019 89 000 \$1,362,800 0.99% \$10 "20X" 12 \$200 164.19 55,470 0.151 725.000 \$11,094,000 8.10% M 13 0 Μ \$500 \$500 5,960.63 1,528 0.004 20.0000 \$764,000 0.56% 14 0 М \$10 x 20 + \$30 x 10 30 \$500 2,373.07 3,838 0.010 50.0000 \$1,919,000 1.40% MID-TIER 15 \$50 "10X" \$500 2,374.31 3,836 0.010 50.0000 \$1,918,000 1.40% 42.38% 16 \$10 "200X" \$2,000 17,650.87 516 0.001 6.7985 \$1,032,000 0.75% \$10,000 455,392.50 20 0.15% 17 \$10,000 0.000 0.2635 \$200,000 18 0 \$50 "200X" \$10,000 144,569.05 63 0.000 0.8301 \$630,000 0.46% 19 0 \$500 "20X" \$10,000 455,392.50 20 0.000 0.2635 \$200,000 0.15% 20 0 \$100,000 \$100,000 1,821,570.00 5 \*\*\* 0.000 0.0659 \$500,000 0.36% HIGH-TIER 4 \*\*\* 21 0 \$1,000,000 \$1,000,000 2,276,962.50 0.000 0.0527 \$4,000,000 2.92% 4.79% 2,576,565 7.068 33,927.274 130,204,420 3.53 \$ 95.02% 95.02% 3.5349 DRAWINGS Hawaii Dream Getaway Promotion \$18,522.00 280 5,186,160.00 3.78% Hawaii Promotion Federal Withholding \$5,842.74 280 1,635,967.20 1.19% 560 4.98% Subtotal: Drawings 6.822.127.20 137,026,547 TOTAL: 2.577.125 \$ 100.00% Note: "5X" = Win 5 TIMES the prize by revealing one (1) "5X" Play Symbol. "10X" = Win 10 TIMES the prize by revealing one (1) "10X" Play Symbol. "20X" = Win 20 TIMES the prize by revealing one (1) "20X" Play Symbol. Consolidated odds are 1 i \$20 9.61 947,269 \* Each of the following GLEPS will be used in approximately 20% of each pack of 25 tickets. 15.62 "200X" = Win 200 TIMES the prize by revealing one (1) "200X" Play Symbol. \$30 583,018 \*\* Numbers are rounded \$50 15.63 582,820 \*\*\* This Number of prizes is guaranteed delivery to the Lottery. \*\*\*\* The \$30 and \$50 prize levels are included in the GLEPS, programmed as G-Tiers and included in the low \$100 24.44 372,611 \$200 112.42 files. 81,017 \$500 989.77 9,202 \$2,000 17,650.87 516 \$10,000 88,425.73 103 1.821.570.00 \$100,000 5 \$1,000,000 2,276,962.50

2,576,565

Callout:

Not applicable for this game.

Game Name	Trip Prize	Total Trip Prize (including withholding taxes)	# Second-Chance Drawings	Winners Per Drawing	
10X® the Cash (\$1.00)	Twenty-Five (25) @ \$18,522.00 each	Twenty-Five (25) @ \$24,370.74 each	5	5	
30X the Cash Crossword (\$3.00) Forty-five (45) @ \$18,522.00 each		Forty-five (45) @ \$24,370.10 each	5	9	
50X the Cash (\$5.00)	Seventy (70) @ \$18,522.00 each	Seventy (70) @ \$24,369.47 each	5	14	
100X the Cash (\$10.00)	Eighty (80) @ \$18,522.00 each	Eighty (80) @ \$24,367.89 each	5	16	
200X the Cash (\$20.00)	Two hundred eighty (280) @ \$18,522.00 each	Two hundred eighty (280) @ \$24,364.74 each	5	56	

Total Allocation of twelve million one hundred eighty-three thousand three hundred forty-four dollars and thirty cents (\$12,183,344.30) (includes two million nine hundred twenty-two thousand three hundred forty-four dollars and thirty cents (\$2,922,344.30) that will be used by the TLC for payment of withholding taxes).

#### 3. TRIP PRIZE DRAWINGS

- (a) The TLC shall conduct a total of five (5) promotional second-chance Drawings. The number of Trip Prize winners for each Drawing by game price point is shown in the chart in Section 2 above. The TLC shall determine the dates and times for each Drawing and PBL shall publicize the dates and times on the Promotion microsite.
- (b) The Texas Lottery website/Luck Zone and the Luck Zone feature of the Texas Lottery App are the only permissible methods of entry into the Drawings. Entries sent via any other method will not be eligible to enter any Drawings. The number of entries the player receives per non-winning Eligible Game ticket entered is determined by the price point. A \$1 non-winning Eligible Game ticket receives one (1) entry, a \$3 non-winning Eligible Game ticket receives three (3) entries, a \$5 non-winning Eligible Game ticket receives five (5) entries, a \$10 non-winning Eligible Game ticket receives ten (10) entries, and a \$20 non-winning Eligible Game ticket receives twenty (20) entries. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be 18 years of age or older to enter the Drawings. Entries received after the deadline for the final Drawing will not be eligible for any Drawing prize.
- (c) After a winning entry is drawn and all related validation procedures by the TLC are complete, the TLC will notify PBL and title to the awarded Trip Prize shall

#### PRICING & APPROVALS

This document constitutes the order of the Texas Lottery Commission for 9,000,000 (+2% /-2%) game number 2282 "200X THE CASH" tickets as fully described in these Game Specifications. You are hereby authorized to proceed with the production of the game tickets and performance of the associated support services according to the specifications contained herein and in accordance with the agreed "Customer Specifications For Scratch Ticket Games" – Rev 27 dated November 1, 2019.

We understand the price for game number 2282 "200X THE CASH" for a quantity of 9,000,000 (+2% /-2%) tickets is \$0.00 per thousand tickets U.S. This is comprised of:

Category	Description	Quantity	Unit Price	Total Price
Per Thousand	Base Price - 4" x 10" Ticket	9,000	N/C	N/C
	Scratch FX® Holographic Foil (4x10x\$1.50)	9,000	N/C	N/C
	Fluorescent (Neon) Ink (4x8x\$0.0665)	9,000	N/C	N/C
Fixed Fee	Lump Sum Set Up Charge for Scratch FX® on 10 pt. Card Stock			N/C
	Lump Sum Charge for 4x4 Pack Inserts on 10 pt. Holographic Foil	360,000		N/C
Total			N/C	No Charge

Pollard Banknote Limited shall provide the printing, including options, at no cost to the Texas Lottery Commission for the \$20 200X THE CASH game.

Boad &	August 27, 2020	
Pollard Banknote Limited Brad Thompson	Date	
Vice President, Sales and Marketing		
Texas Lottery Commission	Date	

#### **Closing Scratch Ticket Game Analysis** 2/24/19-2/27/21

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

	Α	В	С	D		E	F	G	Н
		Price	Point				Price	Point	
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

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

	Α	В	C	D		E	F	G	Н
		Price	Point				Price	Point	
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
	·		·	<del>}</del>	-,	·	·	·	
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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