

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

4/22/2024

Game #	2418	Confirmed Packs	6,776
Game Name	200X the Cash	Active Packs	1,698
Quantity Printed	8,171,725	Warehouse Packs	107,393
Price Point	\$20	Returned Packs	1,429
Start Date	7/3/2023	Printed Payout Percentage	75.04%
Top Prize	\$ 1,000,000	Percent Sold	63.58%
Number of Top Prizes Remaining	2	Number of Weeks Out	42

Current Game Sales Analysis**TANGIBLE COSTS****Expenditure Impact:**

Cost to print tickets	\$ 1,377,236	Actual ticket production costs
Prize payout expense	\$ 76,811,080	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 78,188,316**

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 103,911,655	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 103,911,655	

Excess of Revenue over Expended \$ 25,723,339

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

	<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	521,740
Next week	\$	539,880
Next week	\$	611,780
Avg Weekly Sales Current Game	\$	557,800
Avg Weekly Sales \$20; 5M - 9.9M Qty*	\$	3,886,072
Percentage Of Variance In Sales		86%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2418	Printed Payout Percentage	75.04%
Game Name	200X the Cash	Actual Payout Percentage	73.92%
Percent Sold	63.58%	Number of Weeks Out	42
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			36

* Only one game at this level with an 85% sell-through for this analysis comparison.

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):

Pat Bowisack

4/23/2024

Scratch Ticket Strategy Coordinator Date

Will Russ

4/23/2024

Products Manager Date

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

Pat Lee

4/25/2024

Lottery Operations Division Director Date

John *Boyd*

4/26/2024

Controller Date

N/A

N/A

Deputy Executive Director Date

Roy Mitchell

4/27/2024

Executive Director Date



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/20/24	4/13/24	4/6/24	3/30/24
Mature	2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			106	88.99%	4,548	2,624	32,267	160	\$424,290.00	\$502,626.00	\$508,533.00	\$546,735.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			16	25.87%	11,698	7,439	120,384	286	\$924,426.00	\$1,007,574.00	\$1,058,100.00	\$1,033,251.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			14	14.84%	16,177	10,608	343,821	8	\$1,211,361.00	\$1,171,854.00	\$1,193,751.00	\$1,187,385.00
	2480	\$5	7,169,550	\$20,000,000 CASH SPECTACULAR!	12/18/23			18	57.69%	2,784	1,988	32,761	1,391	\$266,730.00	\$311,325.00	\$371,315.00	\$457,805.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			33	70.09%	9,039	6,258	31,004	34	\$750,005.00	\$820,280.00	\$829,935.00	\$910,415.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			16	27.11%	14,545	9,046	217,222	22	\$1,508,570.00	\$1,612,935.00	\$1,669,435.00	\$1,782,830.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			31	50.87%	12,112	8,302	87,298	339	\$1,301,895.00	\$1,355,110.00	\$1,369,085.00	\$1,426,620.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23			20	72.32%	2,104	1,548	20,525	1,598	\$208,185.00	\$274,760.00	\$306,590.00	\$396,500.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			46	52.77%	18,578	9,424	173,544	32	\$1,860,370.00	\$1,895,660.00	\$1,931,220.00	\$1,917,110.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			18	52.34%	41,393	15,895	124,941	18	\$5,377,715.00	\$5,447,575.00	\$5,522,005.00	\$5,577,650.00
	2547	\$5	7,056,150	YEAR OF THE DRAGON	1/16/24			14	63.75%	4,158	3,308	24,967	232	\$465,260.00	\$557,080.00	\$715,845.00	\$858,110.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			44	63.32%	31,532	9,432	132,336	31	\$3,337,380.00	\$3,440,250.00	\$3,569,600.00	\$3,622,480.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			33	56.74%	13,678	6,068	65,425	50	\$1,077,250.00	\$1,123,580.00	\$1,127,850.00	\$1,325,330.00
	2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			68	54.25%	5,324	2,164	201,642	216	\$471,420.00	\$480,630.00	\$506,430.00	\$570,700.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			16	24.79%	22,530	8,926	267,665	27	\$2,131,860.00	\$2,208,870.00	\$2,471,130.00	\$2,763,300.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			24	36.28%	9,751	5,860	86,154	37	\$1,061,130.00	\$1,126,190.00	\$1,217,670.00	\$1,252,990.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			59	44.22%	10,004	4,455	302,311	49	\$995,670.00	\$1,023,310.00	\$1,112,730.00	\$1,269,310.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			29	72.33%	9,810	4,438	27,754	536	\$870,310.00	\$900,440.00	\$912,340.00	\$1,041,730.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			25	85.22%	1,605	604	2,630	11,858	\$116,320.00	\$129,100.00	\$185,380.00	\$227,470.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			20	30.85%	20,233	7,633	194,821	57	\$1,749,300.00	\$1,809,680.00	\$1,884,960.00	\$2,074,280.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			27	67.07%	44,650	9,733	71,950	41	\$5,048,140.00	\$5,217,400.00	\$5,307,160.00	\$5,603,700.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			29	46.57%	9,258	3,531	159,996	64	\$1,011,500.00	\$1,100,940.00	\$1,146,740.00	\$1,322,700.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			33	37.86%	16,120	6,190	202,820	54	\$1,313,960.00	\$1,327,840.00	\$1,390,820.00	\$1,517,000.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			22	50.04%	22,812	7,174	87,029	382	\$1,527,580.00	\$1,683,680.00	\$1,700,600.00	\$1,796,620.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			16	26.36%	25,352	8,693	263,701	28	\$2,880,920.00	\$2,732,420.00	\$2,811,900.00	\$3,031,240.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			42	63.58%	6,776	1,698	107,393	1,429	\$521,740.00	\$539,880.00	\$611,780.00	\$674,720.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			127	74.26%	7,823	3,265	155,294	66	\$1,007,660.00	\$1,088,260.00	\$1,147,600.00	\$1,221,680.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			46	73.53%	69,429	9,878	175,189	43	\$6,937,180.00	\$8,301,620.00	\$8,555,480.00	\$9,074,380.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			318	85.85%	7,860	3,534	177,715	41	\$1,344,750.00	\$1,319,730.00	\$1,471,140.00	\$1,692,450.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			36	38.61%	12,423	4,737	206,275	45	\$1,572,930.00	\$1,730,610.00	\$1,970,340.00	\$2,495,100.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			61	58.36%	7,855	2,467	129,900	58	\$630,300.00	\$604,080.00	\$654,210.00	\$779,070.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22			90	82.64%	8,734	2,509	43,916	80	\$1,001,150.00	\$1,068,200.00	\$1,060,950.00	\$1,218,350.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			66	57.38%	20,019	4,480	189,575	56	\$3,237,250.00	\$3,211,100.00	\$3,305,850.00	\$3,631,300.00

Liability for 2418 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 06/16/2022 - 12/31/2037**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	367104	\$7,342,080.00	613438	\$12,268,760.00	62.56%	5112322
2	2	N/A	\$40.00	61300	\$2,452,000.00	102236	\$4,089,440.00	62.52%	5108627
3	3	N/A	\$40.00	59870	\$2,394,800.00	103557	\$4,142,280.00	63.37%	5178087
4	4	N/A	\$50.00	121786	\$6,089,300.00	205155	\$10,257,750.00	62.75%	5127745
5	5	N/A	\$100.00	30597	\$3,059,700.00	51149	\$5,114,900.00	62.57%	5113101
6	6	N/A	\$100.00	30007	\$3,000,700.00	51667	\$5,166,700.00	63.26%	5169435
7	7	N/A	\$100.00	29817	\$2,981,700.00	51864	\$5,186,400.00	63.50%	5188701
8	8	N/A	\$100.00	30141	\$3,014,100.00	51627	\$5,162,700.00	63.14%	5159495
9	9	N/A	\$100.00	29935	\$2,993,500.00	51739	\$5,173,900.00	63.35%	5176639
10	0	N/A	\$250.00	2516	\$629,000.00	4281	\$1,070,250.00	62.98%	5146852
11	0	N/A	\$250.00	5278	\$1,319,500.00	9011	\$2,252,750.00	63.06%	5153293
12	0	N/A	\$250.00	7153	\$1,788,250.00	12347	\$3,086,750.00	63.32%	5174168
13	0	N/A	\$250.00	13600	\$3,400,000.00	23707	\$5,926,750.00	63.55%	5192781
14	0	N/A	\$250.00	6174	\$1,543,500.00	10791	\$2,697,750.00	63.61%	5197824
15	0	N/A	\$400.00	474	\$189,600.00	804	\$321,600.00	62.91%	5140897
16	0	N/A	\$400.00	1024	\$409,600.00	1805	\$722,000.00	63.80%	5213843
17	0	N/A	\$400.00	1015	\$406,000.00	1792	\$716,800.00	63.84%	5216861
18	0	N/A	\$400.00	1025	\$410,000.00	1814	\$725,600.00	63.90%	5221383
19	0	N/A	\$1,000.00	22	\$22,000.00	34	\$34,000.00	60.71%	4961404
20	0	N/A	\$1,000.00	99	\$99,000.00	154	\$154,000.00	60.87%	4974093
21	0	N/A	\$1,000.00	94	\$94,000.00	165	\$165,000.00	63.71%	5205925
22	0	N/A	\$1,000.00	18	\$18,000.00	35	\$35,000.00	66.04%	5396422
23	0	N/A	\$10,000.00	2	\$20,000.00	2	\$20,000.00	50.00%	4085862
24	0	N/A	\$10,000.00	2	\$20,000.00	6	\$60,000.00	75.00%	6128793
25	0	N/A	\$10,000.00	9	\$90,000.00	15	\$150,000.00	62.50%	5107328
26	0	N/A	\$10,000.00	4	\$40,000.00	11	\$110,000.00	73.33%	5992598
27	0	N/A	\$1,000,000.00	2	\$2,000,000.00	2	\$2,000,000.00	50.00%	4085862
Totals:				799068	\$45,826,330.00	1,349,208	\$76,811,080.00		

Prize Structure
TEXAS LOTTERY
GAME NO.2418 "200X THE CASH"
October 21, 2021 - VERSION A

Order Quantity:	8,171,725	Pack Size:	25	Pool Size:	120,000	Winners:	2,148,276	Total Payout	
Price Point:	\$20.00	Packs/Game:	326,869	Number of Pools:	68.10	Non-winners:	6,023,449	Prize Fund:	\$122,637,410.00
Revenue:	\$163,434,500.00	Packs/Pool:	4,800			Overall Odds:	3.8039	Payout:	75.04%

ORIGINAL ORDER

SHIPMENT # 1-3
COMPLETE
POOLS # 1-104

		Tier					Winners							
Kind	Wins	Level	Get	Win	Value	Odds (1 in)	Pack	Pool	Total	Total	Prize Cost	% Prize Fund		
Low Tiers														
01	1	L	\$20	\$20	\$20.00	8.3339	3.00	14,400.00	980,542		\$19,610,840.00	15.99%		
						Total (Low Tiers):			8.3339	3.00	14,400.00	980,542	\$19,610,840.00	15.99%
Mid Tiers														
02	1	G	\$40	\$40	\$40.00	49.9690	0.50	2,400.00	163,536		\$6,541,440.00	5.33%		
03	1	G	\$20 (2X)	\$40	\$40.00	50.0023	0.50	2,400.00	163,427		\$6,537,080.00	5.33%		
						Total (\$40.00):			24.9928	1.00	4,800.00	326,963	\$13,078,520.00	10.66%
04	1	G	\$50	\$50	\$50.00	24.9945	1.00	4,800.00	326,941		\$16,347,050.00	13.33%		
05	1	G	\$100	\$100	\$100.00	99.9648	0.25	1,200.00	81,746		\$8,174,600.00	6.67%		
06	1	G	\$20 (5X)	\$100	\$100.00	100.0530	0.25	1,200.00	81,674		\$8,167,400.00	6.66%		
07	2	G	\$40 (2X) + \$20	\$100	\$100.00	100.0444	0.25	1,200.00	81,681		\$8,168,100.00	6.66%		
08	1	G	\$50 (2X)	\$100	\$100.00	99.9379	0.25	1,200.00	81,768		\$8,176,800.00	6.67%		
09	5	G	\$20 x 5	\$100	\$100.00	100.0530	0.25	1,200.00	81,674		\$8,167,400.00	6.66%		
						Total (\$100.00):			20.0021	1.25	6,000.00	408,543	\$40,854,300.00	33.31%
10	1	M	\$250	\$250	\$250.00	1202.2547	0.02	100.00	6,797		\$1,699,250.00	1.39%		
11	5	M	\$100 + \$50 + (\$40 x 2) + \$20	\$250	\$250.00	571.8892	0.04	209.00	14,289		\$3,572,250.00	2.91%		
12	1	M	\$50 (5X)	\$250	\$250.00	419.0628	0.06	285.00	19,500		\$4,875,000.00	3.98%		
13	2	M	\$50 + \$20 (10X)	\$250	\$250.00	219.0400	0.11	548.00	37,307		\$9,326,750.00	7.61%		
14	11	M	\$50 + (\$20 x 10)	\$250	\$250.00	481.6814	0.05	250.00	16,965		\$4,241,250.00	3.46%		
						Total (\$250.00):			86.1469	0.29	1,392.00	94,858	\$23,714,500.00	19.34%
15	1	M	\$400	\$400	\$400.00	6394.1510	0.00	18.66	1,278		\$511,200.00	0.42%		
16	1	M	\$40 (10X)	\$400	\$400.00	2888.5560	0.01	41.79	2,829		\$1,131,600.00	0.92%		
17	2	M	\$20 (10X) x 2	\$400	\$400.00	2911.1952	0.01	41.79	2,807		\$1,122,800.00	0.92%		
18	20	M	\$20 x 20	\$400	\$400.00	2878.3815	0.01	41.79	2,839		\$1,135,600.00	0.93%		
						Total (\$400.00):			837.8678	0.03	144.03	9,753	\$3,901,200.00	3.18%
						Total (Mid Tiers):			7.0020	3.57	17,136.03	1,167,058	\$37,895,570.00	79.83%
High Tiers														
19	1	H	\$1,000	\$1,000	\$1,000.00	145923.6607	0.00	0.75	56		\$56,000.00	0.05%		
20	1	H	\$100 (10X)	\$1,000	\$1,000.00	32299.3083	0.00	3.73	253		\$253,000.00	0.21%		
21	1	H	\$50 (20X)	\$1,000	\$1,000.00	31551.0618	0.00	3.73	259		\$259,000.00	0.21%		
22	42	H	(\$50 x 2) + (\$40 x 5) + (\$20 x 35)	\$1,000	\$1,000.00	154183.4906	0.00	0.75	53		\$53,000.00	0.04%		
						Total (\$1,000.00):			13158.9775	0.00	8.96	621	\$621,000.00	0.51%
23	1	H	\$10,000	\$10,000	\$10,000.00	2042931.2500	0.00	0.07	4		\$40,000.00	0.03%		
24	1	H	\$1,000 (10X)	\$10,000	\$10,000.00	1021465.6250	0.00	0.07	8		\$80,000.00	0.07%		
25	1	H	\$50 (200X)	\$10,000	\$10,000.00	340488.5417	0.00	0.37	24		\$240,000.00	0.20%		
26	42	H	\$400 + (\$250 (2X) x 3) + (\$250 x 10) + (\$100 x 8) + \$40 (5X) + (\$40 x 10) + \$20 (200X) + (\$20 (2X) x 2) + (\$20 x 6)	\$10,000	\$10,000.00	544781.6667	0.00	0.22	15		\$150,000.00	0.12%		
						Total (\$10,000.00):			160229.9020	0.00	0.75	51	\$510,000.00	0.42%
27	1	H	\$1,000,000	\$1,000,000	\$1,000,000.00	2042931.2500	0.00	0.06	4 *		\$4,000,000.00	3.26%		
						Total (High Tiers):			12088.3506	0.60	9.76	676	\$5,131,000.00	4.18%
						Total			3.8039	6.57	31,545.79	2,148,276	\$122,637,410.00	100.00%

* Exact Quantity by Kind Level

2X = win DOUBLE the prize
5X = win 5 TIMES the prize
10X = win 10 TIMES the prize
20X = win 20 TIMES the prize
200X = win 200 TIMES the prize

G-TIER: The \$40, \$50 and \$100 prizes are included in the GLEPS, programmed as G-Tier and included in the Low-Tier file.

8171725

980542

163536

163427

326941

81746

81674

81681

81768

81674

6797

14289

19500

37307

16965

1278

2829

2807

2839

56

253

259

53

4

8

24

15

4 *



INTEROFFICE MEMO

Gary Grief, Executive Director LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

June 20, 2022

The attached invoice(s) for service is being submitted for approval.

Vendor Name	Scientific Games
P.O. Number (if applicable)	362-22-9010RL009
Invoice Number	TX 061422
Tx Game Name:	Game #2418 200X The Cash
Invoice Amount:	\$1,377,235.80

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

The above referenced invoices have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

JB

6/20/2022



6/20/2022

Dale Bowersock (Scratch Ticket Strategy Coordinator)
Please forward to the next person for approval

Date

6/20/2022

Robert Tirloni (Products Manager)
Please forward to the next person for approval

Date

6/20/2022

Ryan Mindell (Lottery Operations Division Director)

Date

Please return to Maria Perez in the Office of the Controller by

June 30, 2022



Invoice: TX 061422
 "TX 2418 200X THE CASH"™
 June 14, 2022

Supplier : Scientific Games International
 1500 Bluegrass Lakes Parkway
 Alpharetta, Georgia 30004 USA

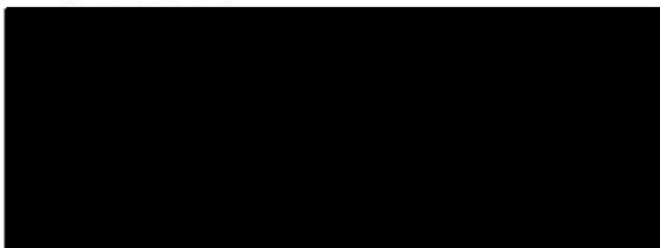
Customer : TEXAS LOTTERY
 Attn: Accounts Payable
 P.O. BOX 16630
 AUSTIN, TX 78761-6630
 United States

<u>Game</u>	<u>Shipment</u>	<u>Description</u>	<u>Quantity</u>	<u>Price Per</u>	<u>Total Amount</u>	<u>SG Invoice #</u>
TX-2418	1	TX-2418 200X THE CASH	2,740,075	163.79	\$ 448,796.88	1043413
Additional Charges: Pack inserts Printed on Holographic Stock(over 200,000 pieces)			321,660	0.105	\$ 33,774.30	
Additional Charges: Specialty Ink-Premium Metallic Green-TX-2418 Pack Inserts			1	514.66	\$ 514.66	
Additional Charges: TX-2418 Sparkle Set Up Fee			1	4500	\$ 4,500.00	
TX-2418	2	TX-2418 200X THE CASH	2,739,050	163.79	\$ 448,629.00	1043407
TX-2418	3	TX-2418 200X THE CASH	2,692,600	163.79	\$ 441,020.95	1043408

Total Due \$1,377,235.80

*Please include the SG invoice numbers with your remittance

Due Date: July 13, 2022



Scratch Ticket Game Closing Analysis

02/27/22 Thru 02/24/24

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	Week 17	Week 13	Week 20	Week 26	*Week 36	*Week 97	*Week 56	None
10M-14.99M	*Week 15	*Week 28	None	None	*Week 29	None	None	None	None
15M-19.99M	Week 30	None	None	None	None	Week 53	None	None	None
20M-24.99M	None	None	None	*Week 76	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	*Week 68	None	None	None	None	None	None
>=35M	None	None	*Week 97	*Week 52	*Week 54	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	\$889,989	\$1,232,303	\$1,698,404	\$2,234,215	\$3,886,072	\$2,359,958	\$4,641,250	None
10M-14.99M	\$649,617	\$620,682	None	None	\$3,571,641	None	None	None	None
15M-19.99M	\$506,021	None	None	None	None	\$6,498,580	None	None	None
20M-24.99M	None	None	None	\$1,301,423	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	\$1,222,418	None	None	None	None	None	None
>=35M	None	None	\$1,254,889	\$4,803,626	\$7,966,148	None	None	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

Bowersock, Dale

From: Gough, Riley <Riley.Gough@IGT.com>
Sent: Tuesday, April 23, 2024 1:36 PM
To: Bowersock, Dale
Cc: ProductsScratchTeam
Subject: RE: May Pre-call Recommendations

CAUTION: This email originated outside the Texas Lottery's email system. DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

Hi Dale,

Thanks for the quick email discussion, and we agree that it is fine for \$20 200X the Cash (#2418) to stay on the list to be pre-called in May. So, the original full list you provided looks good.

Thanks,
Riley

From: Gough, Riley
Sent: Monday, April 22, 2024 5:52 PM
To: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: RE: May Pre-call Recommendations

Hi Dale,

We would like to keep \$20 200X The Cash (#2418) in market for one more month, for that bin to be replaced in July with \$20 VIP Millions launch. Otherwise, the list looks good.

Thanks,
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, April 22, 2024 8:14 AM
To: Gough, Riley <Riley.Gough@IGT.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: May Pre-call Recommendations

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Riley,

Below are the Pre-call Recommendations for May. There are only 5 for May.

Close dates would potentially be:

Pre-call: May 3, 2024

Call: June 2, 2024

EOG (Close): July 17, 2024

EOV: January 13, 2025

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return
2530	\$1	10,987,950	JUST 1 BUCK	10/30/23			25	78.33%	584	191	10,986	3,615
2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			106	88.99%	4,548	2,624	32,267	16,000
2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			68	54.25%	5,324	2,164	201,642	21,000
2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			25	85.22%	1,605	604	2,630	11,858
2418	\$20	8,171,725	200X THE CASH	7/3/23			42	63.58%	6,776	1,698	107,393	1,425

There are a couple of really under performing \$5 games, but it looks like sales are low due to very low penetration:

\$5, #2480 \$20,000,000 Cash Spectacular! (holographic with fluorescent ink)

\$5, #2537 Lucky X10 (PlayFX, holographic, metallic ink)

Maybe we can increase their penetration to higher volume retailers and see if the sales will lift?

Dale

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