

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

6/24/2024

Game #	2519	Confirmed Packs	6,744
Game Name	\$5,000 Winnings	Active Packs	3,759
Quantity Printed	17,373,600	Warehouse Packs	9,709
Price Point	\$1	Returned Packs	136
Start Date	9/5/2023	Printed Payout Percentage	59.96%
Top Prize	\$ 5,000	Percent Sold	81.12%
Number of Top Prizes Remaining	6	Number of Weeks Out	42

Current Game Sales AnalysisTANGIBLE COSTS**Expenditure Impact:**

Cost to print tickets	\$ 636,974	Actual ticket production costs
Non-cash Prize Allocation	\$ 418,600	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 7,314,888	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 8,370,462

TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 14,093,464	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 14,093,464</u></u>	

Excess of Revenue over Expended **\$ 5,723,002**

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	\$	158,058
Next week	\$	173,256
Next week	\$	182,569
Avg Weekly Sales Current Game	\$	171,294
Avg Weekly Sales \$1; 15M-19.99M Qty	\$	506,021
Percentage Of Variance In Sales		66%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2519</div>	Printed Payout Percentage	<div>59.96%</div>
Game Name	<div>\$5,000 Winnings</div>	Actual Payout Percentage	<div>54.87%</div>
Percent Sold	<div>81.12%</div>	Number of Weeks Out	<div>42</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>30</div>

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):



6/24/2024

Scratch Ticket Strategy Coordinator Date

6/24/2024

Products Manager Date

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



6/25/2024

Lottery Operations Division Director Date 

6/27/2024

Controller Date

N/A

Deputy Executive Director Date

7/2/2024

Executive Director Date



Play the Games of Texas!

Da Vinci Report

6/24/24

Week End Date:6/22/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														6/22/24	6/15/24	6/8/24	6/1/24
Baseline	2564	\$1	13,210,350	HIT \$5,000	5/6/24			7	25.81%	14,385	10,655	38,299	56	\$606,018.00	\$540,621.00	\$576,545.00	\$551,839.00
	2539	\$2	9,005,875	5 TIMES LUCKY	4/15/24			10	34.56%	11,770	6,377	27,246	223	\$547,318.00	\$636,284.00	\$767,274.00	\$828,614.00
	2571	\$2	25,071,375	CLASSIC BINGO!	5/20/24			5	5.46%	21,554	9,500	156,677	49	\$722,490.00	\$732,482.00	\$624,512.00	\$422,154.00
	2466	\$2	5,106,625	NEON 9S	6/17/24			1	2.89%	18,572	6,459	12,342	129	\$294,750.00	\$0	\$0	\$0
	2562	\$5	7,330,725	\$100,000 MONEY MANIA	4/15/24			10	46.66%	11,801	7,175	30,939	308	\$1,042,975.00	\$1,257,625.00	\$1,536,495.00	\$1,679,405.00
	2572	\$5	7,209,000	\$500 FRENZY	6/17/24			1	2.73%	38,513	9,627	41,875	208	\$982,905.00	\$0	\$0	\$0
	2569	\$5	7,328,325	DOUBLE DOUBLER	6/3/24			3	14.48%	20,693	12,426	49,005	10	\$2,039,840.00	\$2,119,855.00	\$1,147,580.00	\$0
	2565	\$5	14,318,325	HIT \$200,000	5/6/24			7	26.02%	22,501	12,073	103,409	63	\$2,387,390.00	\$2,544,180.00	\$2,826,120.00	\$3,079,860.00
	2558	\$5	7,127,925	SILVER ARMADILLO DOLLAR\$	4/1/24			12	58.88%	6,964	4,804	25,121	757	\$809,700.00	\$940,685.00	\$1,181,285.00	\$1,287,380.00
	2585	\$5	49,850,175	SUPER LOTERIA	6/17/24			1	0.47%	47,374	7,578	601,481	217	\$1,159,280.00	\$0	\$0	\$0
	2573	\$10	8,197,300	200X	6/17/24			1	3.60%	46,193	9,254	97,684	154	\$2,952,760.00	\$500.00	\$0	\$0
	2566	\$10	11,258,600	HIT \$500,000	5/6/24			7	21.12%	28,935	10,874	134,703	43	\$3,106,130.00	\$3,239,610.00	\$3,533,310.00	\$3,733,840.00
	2555	\$10	7,962,650	LADY LUCK 777	4/1/24			12	59.49%	29,196	9,862	21,642	126	\$2,962,960.00	\$3,201,630.00	\$3,303,150.00	\$3,276,640.00
	2583	\$20	15,298,725	\$1,000,000 CROSSWORD	5/20/24			5	6.24%	43,141	8,236	517,810	52	\$4,090,760.00	\$4,205,880.00	\$4,143,380.00	\$4,238,500.00
	2567	\$20	6,098,900	HIT \$1,000,000	5/6/24			7	23.76%	32,992	10,612	138,777	43	\$3,557,100.00	\$3,601,800.00	\$4,057,260.00	\$4,325,300.00
	2570	\$20	6,117,700	JACKPOT MILLIONS	6/3/24			3	8.68%	41,907	10,916	167,125	27	\$3,739,860.00	\$4,051,840.00	\$2,825,860.00	\$0
	2586	\$20	25,615,950	MILLION DOLLAR LOTERIA	4/15/24			10	12.39%	51,312	10,157	829,493	82	\$6,222,900.00	\$6,056,540.00	\$6,336,980.00	\$6,235,380.00
	2561	\$30	7,080,625	MAXIMUM MILLIONS	4/1/24			12	23.36%	25,323	8,745	180,201	48	\$3,158,490.00	\$3,200,790.00	\$3,492,540.00	\$3,562,470.00
	2518	\$50	7,928,240	500X LOTERIA SPECTACULAR	5/20/24			5	7.15%	37,555	7,356	319,503	75	\$6,037,100.00	\$6,120,300.00	\$6,078,100.00	\$6,047,900.00
Mature	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23			42	81.12%	6,744	3,759	9,709	136	\$158,058.00	\$173,256.00	\$182,569.00	\$176,748.00
	2541	\$1	29,430,150	20X POWER BLITZ	1/2/24			25	40.36%	9,158	4,939	100,425	672	\$242,361.00	\$255,625.00	\$263,929.00	\$263,603.00
	2417	\$1	9,996,450	7-11-21	3/18/24			14	67.80%	9,042	5,957	3,946	143	\$300,699.00	\$330,588.00	\$355,737.00	\$369,618.00
	2424	\$1	823,350	CASH FRENZY	9/14/22			92	0.00%	0	0	1,358	345	\$0	\$0	\$0	\$0
	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			353	0.00%	0	0	824	90	\$0	\$0	\$0	\$0
	2124	\$1	853,200	WINNING 7S	8/8/19			254	0.00%	0	0	1,278	438	\$0	\$0	\$0	\$0
	2546	\$2	9,249,750	BONUS 7	1/16/24			23	61.52%	4,036	1,923	18,762	2,885	\$150,024.00	\$163,540.00	\$173,716.00	\$176,994.00
	2552	\$2	24,253,375	BREAK THE BANK	12/4/23			29	51.09%	13,240	8,491	67,843	56	\$786,288.00	\$844,686.00	\$849,888.00	\$796,506.00
	2476	\$2	9,233,750	LUCKY DOG/COOL CAT	3/18/24			14	42.62%	8,200	4,375	27,202	1,086	\$335,922.00	\$378,462.00	\$391,682.00	\$420,918.00
	2388	\$2	7,293,125	MATCH 3 TRIPLER	2/19/24			18	61.54%	8,550	4,057	4,315	2,902	\$247,544.00	\$288,772.00	\$279,010.00	\$292,538.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			25	36.45%	9,785	6,357	103,541	329	\$762,366.00	\$769,731.00	\$829,743.00	\$798,714.00

Liability for 2519 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 08/02/2023 - 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	\$1.00	532116	\$532,116.00	1205164	\$1,205,164.00	69.37%	12052194
2	2	N/A	\$2.00	98022	\$196,044.00	249450	\$498,900.00	71.79%	12472500
3	3	N/A	\$2.00	146692	\$293,384.00	316448	\$632,896.00	68.33%	11870797
4	4	N/A	\$2.00	96968	\$193,936.00	250504	\$501,008.00	72.09%	12525200
5	5	N/A	\$5.00	28983	\$144,915.00	86939	\$434,695.00	75.00%	13029825
6	6	N/A	\$5.00	30142	\$150,710.00	85700	\$428,500.00	73.98%	12853002
7	7	N/A	\$5.00	14325	\$71,625.00	43607	\$218,035.00	75.27%	13077583
8	8	N/A	\$10.00	13483	\$134,830.00	44409	\$444,090.00	76.71%	13327302
9	9	N/A	\$10.00	40184	\$401,840.00	104537	\$1,045,370.00	72.23%	12549554
10	10	N/A	\$10.00	26645	\$266,450.00	89277	\$892,770.00	77.01%	13380228
11	11	N/A	\$20.00	6419	\$128,380.00	22518	\$450,360.00	77.82%	13519671
12	0	N/A	\$50.00	372	\$18,600.00	1426	\$71,300.00	79.31%	13779062
13	0	N/A	\$50.00	706	\$35,300.00	2190	\$109,500.00	75.62%	13138185
14	0	N/A	\$50.00	356	\$17,800.00	1452	\$72,600.00	80.31%	13952692
15	0	N/A	\$50.00	388	\$19,400.00	1404	\$70,200.00	78.35%	13611905
16	0	N/A	\$100.00	71	\$7,100.00	298	\$29,800.00	80.76%	14030712
17	0	N/A	\$100.00	147	\$14,700.00	577	\$57,700.00	79.70%	13846087
18	0	N/A	\$100.00	260	\$26,000.00	820	\$82,000.00	75.93%	13191066
19	0	N/A	\$5,000.00	6	\$30,000.00	14	\$70,000.00	70.00%	12161519
Totals:				1036285	\$2,683,130.00	2,506,734	\$7,314,888.00		

End of Production Prize Structure
TEXAS LOTTERY
GAME NO.2519 "\$5,000 WINNINGS"
February 27, 2023 - VERSION A

								Instant Payout		Total Payout			
Order Quantity:		17,373,600	Pack Size:		150	Pool Size:		240,000	Winners:	3,543,019	Prize Fund:	\$9,998,018.00	\$10,416,618.00
Price Point:		\$1.00	Packs/Game:		115,824	Number of Pools:		72.39	Non-winners:	13,830,581	Payout:	57.55%	59.96%
Revenue:		\$17,373,600.00	Packs/Pool:		1,600				Overall Odds:	4.9036			
Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund		
		Level					Pack	Pool	Total				
Low Tiers													
01	1	L	\$1	\$1	\$1.00	10.0005	15.00	24,000.00	1,737,280	\$1,737,280.00	16.68%		
02	1	L	\$2	\$2	\$2.00	50.0000	3.00	4,800.00	347,472	\$694,944.00	6.67%		
03	1	L	\$1 (2X)	\$2	\$2.00	37.5126	4.00	6,400.00	463,140	\$926,280.00	8.89%		
04	2	L	\$1 x 2	\$2	\$2.00	50.0000	3.00	4,800.00	347,472	\$694,944.00	6.67%		
Total (\$2.00):						15.0020	10.00	16,000.00	1,158,084	\$2,316,168.00	22.24%		
05	1	L	\$5	\$5	\$5.00	149.8732	1.00	1,600.00	115,922	\$579,610.00	5.56%		
06	2	L	\$2 (2X) + \$1	\$5	\$5.00	149.9767	1.00	1,600.00	115,842	\$579,210.00	5.56%		
07	5	L	\$1 x 5	\$5	\$5.00	299.8964	0.50	800.00	57,932	\$289,660.00	2.78%		
Total (\$5.00):						59.9718	2.50	4,000.00	289,696	\$1,448,480.00	13.91%		
08	1	L	\$10	\$10	\$10.00	300.1036	0.50	800.00	57,892	\$578,920.00	5.56%		
09	1	L	\$5 (2X)	\$10	\$10.00	120.0489	1.25	2,000.00	144,721	\$1,447,210.00	13.89%		
10	5	L	\$2 x 5	\$10	\$10.00	149.8732	1.00	1,600.00	115,922	\$1,159,220.00	11.13%		
Total (\$10.00):						54.5422	2.75	4,400.00	318,535	\$3,185,350.00	30.58%		
11	2	L	\$10 + \$5 (2X)	\$20	\$20.00	600.3940	0.25	400.00	28,937	\$578,740.00	5.56%		
Total (Low Tiers):						4.9182	30.50	48,800.00	3,532,532	\$9,266,018.00	88.95%		
Mid Tiers													
12	1	M	\$50	\$50	\$50.00	9662.7364	0.02	25.00	1,798	\$89,900.00	0.86%		
13	2	M	\$20 (2X) + \$5 (2X)	\$50	\$50.00	5999.1713	0.03	40.00	2,896	\$144,800.00	1.39%		
14	5	M	\$10 x 5	\$50	\$50.00	9609.2920	0.02	25.00	1,808	\$90,400.00	0.87%		
15	4	M	(\$10 (2X) x 2) + (\$5 x 2)	\$50	\$50.00	9695.0893	0.02	25.00	1,792	\$89,600.00	0.86%		
Total (\$50.00):						2094.7191	0.07	115.00	8,294	\$414,700.00	3.98%		
16	1	M	\$100	\$100	\$100.00	47082.9268	0.00	5.00	369	\$36,900.00	0.35%		
17	5	M	\$20 x 5	\$100	\$100.00	23996.6851	0.01	10.00	724	\$72,400.00	0.70%		
18	1	M	\$50 (2X)	\$100	\$100.00	16086.6667	0.01	15.00	1,080	\$108,000.00	1.04%		
Total (\$100.00):						7995.2140	0.02	30.00	2,173	\$217,300.00	2.09%		
Total (Mid Tiers):						1659.8452	0.09	145.00	10,467	\$632,000.00	6.07%		
High Tiers													
19	1	H	\$5,000	\$5,000	\$5,000.00	868680.0000	0.00	0.28	20	\$100,000.00	0.96%		
Total (High Tiers):						868680.0000	0.00	0.28	20	\$100,000.00	0.96%		
Total (Low Tiers + Mid Tiers + High Tiers):						4.9036	30.59	48,945.28	3,543,019	\$9,998,018.00	95.98%		
Other Prize Tiers													
-	-	O	\$100 Cash plus Entry			\$460.00	-	-	-	910	\$418,600.00	4.02%	
Total (Other Prize Tiers):						-	-	-	910	\$418,600.00	4.02%		
Total :						4.9036	30.59	48,945.28	3,543,019	\$10,416,618.00	100.00%		



INTEROFFICE MEMO

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

Payment Approval

August 10, 2023

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

Vendor Name	Scientific Games
P.O. Number (if applicable)	362-23-9019RV1RL015
Tx Game #/Name	Game #2519 \$5,000 Winnings
Draw #	
Invoice Number	TX 080823
Invoice Amount	\$636,974.47


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


 Dale Bowersock (Scratch Ticket Strategy Coordinator)

8/11/2023

Date

JB
8/11/2023


 Will Russ (Products Manager)

8/14/2023

Date




 Robert Tirloni (Lottery Operations Division Director)

8/15/2023

Date

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

August 20, 2023



Invoice: TX 080823
 "TX 2519 \$5,000 WINNINGS"™
 August 8, 2023

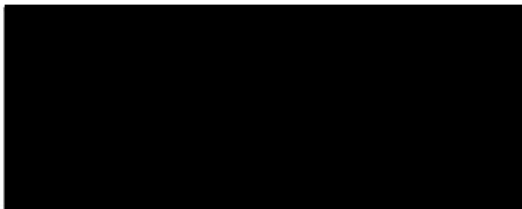
Supplier : Scientific Games International
 1500 Bluegrass Lakes Parkway
 Alpharetta, Georgia 30004 USA

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-2519	1	TX-2519 \$5,000 WINNINGS	8,861,550	35.464	\$ 314,266.01	1046296
Additional Charges: 5 Pack inserts Printed on Foil Stock(up to 200,000 pieces)			113,610	0.139	\$ 15,791.79	
Additional Charges: 6 Specialty Ink - Fluorescent Inks - TX-2519 Pack Inserts			1	545.33	\$ 545.33	
Additional Charges: 7 Sparkle® Set Up Fee			1	4500	\$ 4,500.00	
TX-2519	2	TX-2519 \$5,000 WINNINGS	8,512,050	35.464	\$ 301,871.34	1046292
Total Due					<u>\$636,974.47</u>	

*Please include the SG invoice numbers with your remittance

Due Date: September 8, 2023



ADDENDUM 1: \$5 MILLION VEGAS CHALLENGE® PROMOTION DETAILED REQUIREMENTS

\$5 MILLION VEGAS CHALLENGE® PROMOTION DETAILED REQUIREMENTS

These detailed requirements apply to the \$5 MILLION VEGAS CHALLENGE® Promotion (the “**Promotion**”), a second-chance drawing promotion common to each game in the family of four (4) scratch ticket games identified in Section 1 below (the “**Eligible Games**”). These requirements shall be part of the working papers for each Eligible Game.

The Texas Lottery Commission (“**TLC**”) shall produce a family of Winnings-themed paper scratch ticket games, to be printed by Scientific Games, LLC (“**SG**” or the “**Company**”), with the respective price points, ticket quantities, and launch dates as detailed in Section 1 below.

The Company grants the TLC the rights to use the mark \$5 MILLION VEGAS CHALLENGE®, owned and licensed by SG, in connection with the Eligible Games and Promotion.

1. PROMOTION DESCRIPTION

The TLC shall produce a family of Winnings-themed paper scratch ticket games, to be printed by the Company, with the respective price points, ticket quantities, and launch dates shown below:

- a. TX-2519 \$1.00 “\$5,000 Winnings” game with 17,040,000 tickets launches September 5, 2023;
- b. TX-2520 \$5.00 “\$200,000 Winnings” game with 12,000,000 tickets launches September 5, 2023;
- c. TX-2521 \$10.00 “\$500,000 Winnings” game with 10,080,000 tickets launches September 5, 2023; and
- d. TX-2522 \$20.00 “\$1,000,000 Winnings” game with 9,000,000 tickets launches September 5, 2023.

The Company’s website will host a Promotion microsite. Players may use the Texas Lottery® website/Luck Zone (accessible through the microsite) or the Luck Zone feature of the Texas Lottery App to enter any non-winning tickets from the Eligible Games in one (1) of five (5) promotional second-chance drawings described in Section 3 below (the “**Cash Prize Drawings**”) for a chance to win one (1) of nineteen thousand seventy-five (19,075) one hundred dollar (\$100) second-chance cash prizes (each, a “**Cash Prize**”).

The name of each Cash Prize winner will be entered automatically in one (1) of five (5) drawings described in Section 4 below (the “**\$5 MILLION VEGAS CHALLENGE® Drawings**”) for a chance to win one (1) of twenty (20) trip prizes (“**Trip Prizes**”) for a trip to Las Vegas, Nevada, to participate as a finalist (“**Finalist**”) in the \$5 MILLION VEGAS CHALLENGE® event (the “**Challenge**”).

2. ALLOCATION TO CASH PRIZES FOR PRIZE FULFILLMENT, LICENSING FEES, PROMOTION SERVICES, AND MANUFACTURING AND PROMOTIONAL SUPPORT

The TLC shall allocate a total of eight million seven hundred seventy-four thousand five hundred dollars (\$8,774,500) of the combined prize pools of the Eligible Games for the Company to fulfill all \$100 Cash plus Entry Prizes (the “Cash Prizes”) and to provide Promotion-related services and manufacturing and promotional support. This amount reflects an allocation of four hundred sixty dollars (\$460) to each \$100 Cash plus Entry Prize, to be invoiced and paid as provided in Section 10 below. The Cash Prizes and allocated amounts shall be distributed across the Eligible Games as follows:

Game Price Point	Allocation for each Cash Prize (\$100)	Allocation for each Entry (\$360)	Total Cash plus Entry Prizes Awarded	# Second-Chance Drawings	Winners Per Drawing
\$20.00	\$959,500	\$3,454,200	9,595	5	1,919
\$10.00	\$537,000	\$1,933,200	5,370	5	1,074
\$5.00	\$320,000	\$1,152,000	3,200	5	640
\$1.00	\$91,000	\$327,600	910	5	182
	\$1,907,500	\$6,867,000	19,075		3,815
Total Allocation		\$8,774,500			

The Company shall provide the following items:

- Drawing services for the \$5 MILLION VEGAS CHALLENGE® Drawings, manufacturing and promotional support (including a Promotion microsite), and the Challenge contest (including hosting the Challenge and fulfillment of cash prize amounts won during the Challenge (“Challenge Cash Prizes”)), all as described further herein;
- Fulfillment of nineteen thousand seventy-five (19,075) one hundred dollar (\$100) second-chance Cash Prizes valued at one million nine hundred seven thousand five hundred dollars (\$1,907,500); and
- Fulfillment and hosting of twenty (20) Trip Prizes valued at seven thousand five hundred dollars (\$7,500) each, for a total of one hundred fifty thousand dollars (\$150,000), including federal tax withholdings. Costs associated with the twenty (20) Trip Prizes are included in the promotion and not paid per winner by the TLC.

3. CASH PRIZE DRAWINGS

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

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