

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

7/19/2024

Game #	2555	Confirmed Packs	23,886
Game Name	Lady Luck 777	Active Packs	8,672
Quantity Printed	7,962,650	Warehouse Packs	8,307
Price Point	\$10	Returned Packs	76
Start Date	4/1/2024	Printed Payout Percentage	70.12%
Top Prize	\$ 250,000	Percent Sold	69.33%
Number of Top Prizes Remaining	0	Number of Weeks Out	15

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 906,899	Actual ticket production costs
Non-cash Prize Allocation	\$ 947,116	From EOPPS (non-cash prizes plus withholdings)
Prize payout expense	\$ 39,130,330	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 40,984,345

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 55,205,052	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 55,205,052

Excess of Revenue over Expended \$ 14,220,708

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	\$	2,349,340
Next week	\$	2,723,670
Next week	\$	2,762,330
Avg Weekly Sales Current Game	\$	2,611,780
Avg Weekly Sales \$10; 5M-9.99M Qty	\$	2,234,215
Percentage Of Variance In Sales		-17%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2555</div>	Printed Payout Percentage	<div>70.12%</div>
Game Name	<div>Lady Luck 777</div>	Actual Payout Percentage	<div>72.60%</div>
Percent Sold	<div>69.33%</div>	Number of Weeks Out	<div>15</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>16</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):

Not Required - All Top Prizes Claimed

Scratch Ticket Strategy Coordinator Date

Not Required - All Top Prizes Claimed

Products Manager Date

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

Not Required - All Top Prizes Claimed

Lottery Operations Division Director Date

Not Required - All Top Prizes Claimed

Controller Date

N/A

Deputy Executive Director Date

Not Required - All Top Prizes Claimed

Executive Director Date



Play the Games of Texas!

Da Vinci Report

7/19/24

Week End Date:7/13/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/13/24	7/6/24	6/29/24	6/22/24
Mature	2388	\$2	7,293,125	MATCH 3 TRIPLER	2/19/24			21	66.47%	6,941	3,080	4,310	2,020	\$212,862.00	\$256,770.00	\$249,496.00	\$247,544.00
	2542	\$3	24,005,000	30X POWER WORD BLITZ	1/2/24			28	39.47%	9,540	6,136	97,455	147	\$666,480.00	\$777,135.00	\$732,360.00	\$762,366.00
	2504	\$3	35,510,250	CROSSWORD	3/4/24			19	21.38%	12,912	8,391	197,731	82	\$1,114,074.00	\$1,200,195.00	\$1,181,634.00	\$1,180,899.00
	2508	\$3	32,963,925	TEXAS LOTERIA	1/16/24			26	29.94%	15,804	11,096	274,208	16	\$1,157,169.00	\$1,193,415.00	\$1,241,448.00	\$1,224,114.00
	2543	\$5	25,097,475	50X POWER BLITZ	1/2/24			28	38.85%	11,827	6,803	182,241	61	\$933,995.00	\$1,037,080.00	\$1,030,270.00	\$1,151,725.00
	2554	\$5	7,213,575	50X THE WIN	3/4/24			19	63.09%	2,268	1,145	29,607	1,383	\$195,930.00	\$235,715.00	\$273,400.00	\$349,340.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			43	68.25%	11,459	6,981	48,979	252	\$1,058,840.00	\$1,144,605.00	\$1,131,040.00	\$1,175,230.00
	2559	\$5	7,244,700	LUCKY 7S	3/18/24			17	62.41%	3,251	2,043	27,999	1,426	\$290,195.00	\$384,035.00	\$401,605.00	\$531,030.00
	2550	\$5	7,211,325	SHOW ME 100X	2/5/24			23	67.97%	1,302	724	27,488	681	\$124,620.00	\$145,170.00	\$169,515.00	\$195,190.00
	2558	\$5	7,127,925	SILVER ARMADILLO DOLLAR\$	4/1/24			15	63.38%	4,318	2,724	24,364	1,499	\$418,360.00	\$571,200.00	\$615,190.00	\$809,700.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			58	65.68%	16,497	8,273	118,773	19	\$1,503,790.00	\$1,659,685.00	\$1,632,110.00	\$1,736,890.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			30	89.44%	23,224	7,818	57	1,310	\$2,429,240.00	\$2,946,180.00	\$3,370,250.00	\$4,670,640.00
	2553	\$5	7,274,325	WINNING 7S	2/19/24			21	61.48%	2,303	1,199	30,826	1,997	\$171,360.00	\$219,005.00	\$231,655.00	\$272,740.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			56	78.15%	21,629	5,575	69,839	113	\$1,823,190.00	\$2,620,620.00	\$2,885,840.00	\$3,029,530.00
	2560	\$10	7,209,700	\$50, \$100 OR \$500!	2/5/24			23	89.22%	8,175	2,121	228	1,556	\$717,760.00	\$1,027,720.00	\$1,171,850.00	\$1,531,550.00
	2544	\$10	20,116,650	100X POWER BLITZ	1/2/24			28	35.29%	16,782	7,076	231,752	88	\$1,651,000.00	\$1,784,390.00	\$1,671,290.00	\$1,570,000.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			36	50.19%	7,966	4,845	65,988	36	\$778,220.00	\$863,060.00	\$845,730.00	\$919,740.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			71	47.61%	7,152	2,916	287,209	34	\$654,490.00	\$650,780.00	\$686,270.00	\$741,640.00
	2555	\$10	7,962,650	LADY LUCK 777	4/1/24			15	69.33%	23,886	8,672	8,307	76	\$2,349,340.00	\$2,723,670.00	\$2,762,330.00	\$2,962,960.00
	2563	\$10	49,168,200	MEGA LOTERIA	2/19/24			21	30.77%	54,934	13,673	594,142	31	\$7,059,490.00	\$7,891,290.00	\$7,721,290.00	\$8,123,220.00
	2551	\$10	8,108,400	MONEY MONEY MONEY	3/4/24			19	52.23%	28,193	7,133	34,893	627	\$1,174,680.00	\$1,341,220.00	\$1,413,710.00	\$1,590,940.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			32	40.97%	14,289	5,127	169,535	264	\$1,050,620.00	\$1,147,980.00	\$1,247,840.00	\$1,236,360.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			34	60.03%	10,032	2,483	78,107	4,242	\$488,340.00	\$611,040.00	\$695,100.00	\$753,120.00
	2545	\$20	10,249,975	200X POWER BLITZ	1/2/24			28	39.51%	20,331	6,957	215,440	66	\$1,760,460.00	\$2,010,460.00	\$2,000,880.00	\$1,994,980.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			58	82.55%	27,579	4,974	130,331	1,227	\$2,426,220.00	\$2,855,140.00	\$3,004,940.00	\$3,163,300.00
	2495	\$20	8,185,575	PLATINUM MILLIONS	2/5/24			23	39.54%	16,180	4,284	172,864	138	\$839,220.00	\$1,062,820.00	\$1,230,080.00	\$1,332,200.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			330	87.28%	6,747	3,204	158,971	37	\$1,039,680.00	\$1,170,180.00	\$1,165,080.00	\$1,244,880.00
	2561	\$30	7,080,625	MAXIMUM MILLIONS	4/1/24			15	27.35%	23,220	8,265	169,363	35	\$2,551,110.00	\$2,877,900.00	\$3,036,810.00	\$3,158,490.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			48	45.35%	11,827	4,729	181,810	71	\$1,275,000.00	\$1,421,940.00	\$1,453,920.00	\$1,556,490.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			73	61.88%	8,717	2,822	116,593	120	\$703,500.00	\$761,760.00	\$762,330.00	\$785,250.00
	2455	\$50	10,237,540	\$5,000,000 ULTIMATE	1/16/23			78	63.85%	13,068	3,483	164,881	161	\$1,983,700.00	\$2,327,400.00	\$2,346,700.00	\$2,508,350.00
	2435	\$50	10,070,440	500X LOTERIA SPECTACULAR	3/6/23			71	73.59%	16,502	3,700	104,187	2,713	\$2,074,950.00	\$2,350,900.00	\$2,507,750.00	\$2,542,050.00
	2479	\$50	8,214,280	CASH ROYALE	7/17/23			52	49.60%	11,181	2,956	189,320	574	\$1,641,150.00	\$1,841,600.00	\$1,947,850.00	\$2,041,500.00

From: WebsiteSupport@lottery.state.tx.us
To: [WEBSITE_SCRATCH_ZTP](#)
Subject: ZTP Occurrence: Date 07/18/2024
Date: Friday, July 19, 2024 5:21:59 AM

All top prizes for the following game(s) have been claimed as of 07/18/2024.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2555	Lady Luck 777	\$10	\$250,000	5	5		0	0	04/01/2024				07/18/2024

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.

Liability for 2555 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 03/08/2024 - 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	\$10.00	316372	\$3,163,720.00	718651	\$7,186,510.00	69.43%	5528733
2	2	N/A	\$20.00	62139	\$1,242,780.00	150091	\$3,001,820.00	70.72%	5631259
3	3	N/A	\$20.00	79457	\$1,589,140.00	186019	\$3,720,380.00	70.07%	5579427
4	0	N/A	\$30.00	76628	\$2,298,840.00	188843	\$5,665,290.00	71.14%	5664237
5	0	N/A	\$30.00	15815	\$474,450.00	37326	\$1,119,780.00	70.24%	5592929
6	0	N/A	\$50.00	68062	\$3,403,100.00	170780	\$8,539,000.00	71.50%	5693560
7	0	N/A	\$50.00	15671	\$783,550.00	37470	\$1,873,500.00	70.51%	5614506
8	0	N/A	\$50.00	7586	\$379,300.00	18937	\$946,850.00	71.40%	5685205
9	0	N/A	\$100.00	710	\$71,000.00	1616	\$161,600.00	69.48%	5532090
10	0	N/A	\$100.00	1706	\$170,600.00	4276	\$427,600.00	71.48%	5691790
11	0	N/A	\$100.00	1540	\$154,000.00	3791	\$379,100.00	71.11%	5662428
12	0	N/A	\$300.00	5015	\$1,504,500.00	12302	\$3,690,600.00	71.04%	5656668
13	0	N/A	\$300.00	96	\$28,800.00	236	\$70,800.00	71.08%	5660196
14	0	N/A	\$300.00	212	\$63,600.00	521	\$156,300.00	71.08%	5659673
15	0	N/A	\$300.00	105	\$31,500.00	227	\$68,100.00	68.37%	5444342
16	0	N/A	\$600.00	316	\$189,600.00	631	\$378,600.00	66.63%	5305630
17	0	N/A	\$1,500.00	36	\$54,000.00	65	\$97,500.00	64.36%	5124477
18	0	N/A	\$3,000.00	42	\$126,000.00	109	\$327,000.00	72.19%	5747873
19	0	N/A	\$10,000.00	3	\$30,000.00	7	\$70,000.00	70.00%	5573855
20	0	N/A	\$250,000.00	0	\$0.00	5	\$1,250,000.00	100.00%	7962649
Totals:				651511	\$15,758,480.00	1,531,903	\$39,130,330.00		

TEXAS LOTTERY COMMISSION
LADY LUCK 777 GAME NO. 2555
END OF PRODUCTION PRIZE STRUCTURE
3-Mar-24

68.93%
70.12%

DRAWINGS	LADY LUCK Promotion	\$9,000.00	80	\$ 720,000.00	1.29%
	LADY LUCK Promotion Federal Withholding	\$2,838.95	80	\$ 227,116.00	0.41%
	Subtotal: Drawings		160	\$ 947,116.00	1.70%

100.00%

**** The \$30 and \$50 prize levels are included in the GLEPS but should be programmed as Mid-Tier prizes and not part of the Low-Tier file.

\$50	25.00	318,506
\$100	583.81	13,639
\$300	425.49	18,714
\$600	8,408.29	947
\$1,500	78,838.12	101
\$3,000	52,732.78	151
\$10,000	796,265.00	10
\$250,000	1,592,530.00	5
		2,183,414

2. ALLOCATION FOR TRIP PRIZE FULFILLMENT AND MARKETING SUPPORT

The TLC shall allocate one million one hundred twenty-five thousand dollars (\$1,125,000.00) for the Promotion as a program fee and nine hundred forty-seven thousand one hundred sixteen dollars (\$947,116.00) for the Trip Prizes fulfillment for the total of two million seventy-two thousand one hundred sixteen dollars (\$2,072,116.00), plus 1.20% of the actual sales proceeds from the Eligible Game as set forth in Section 8 (b) below.

("Program Fee"), for PBL/ATLAS to fulfill all Trip Prizes and to provide other Promotion services and marketing support. PBL/ATLAS will also provide the following:

- (a) Marketing support (including a Promotion microsite) as set forth herein.
- (b) Fulfillment and hosting of eighty (80) Trip Prizes as described herein, valued at eleven thousand eight hundred thirty-eight dollars and ninety-five cents (\$11,838.95) including withholding taxes.
- (c) Fulfillment of any Cash Prizes or VIP meet and greet experiences.

The Trip Prizes and allocated amounts are detailed in the table below totaling nine hundred forty-seven thousand one hundred sixteen dollars (\$947,116.00) as indicated below, for PBL/ATLAS to fulfill all Trip Prizes, and the TLC shall be invoiced for the cost of the Trip Prizes (not including withholding taxes) and paid as provided in Section 8 below. The TLC shall be responsible for allocating and paying the withholding taxes for the Trip Prizes on behalf of the prizewinners to the IRS in accordance with federal tax laws and regulations.

Game Name	Trip Prize	Total Trip Prize (including withholding taxes)	# Second-Chance Drawings	Winners Per Drawing
<u>Lady Luck 777</u>	80 (eighty)	80 (eighty)	Drawings 1 - 3	69
	@	@		
	\$9,000 .00	\$11,838.95		
(\$10.00)			Drawing 4	11
Totals	\$720,000.00	\$947,116.00		80

Two thousand eight hundred thirty-eight dollars and ninety-five cents (\$2,838.95) per Total Trip Prize Allocation (\$227,116.00 in total) will be used by the TLC for payment of withholding taxes.

The TLC shall have no liability to a Prize Winner for and relating to any Trip Prize elements including any cash gifts or cash prizes won in any cash prize giveaway, or any other financial or tax liability whatsoever.



INTEROFFICE MEMO

Payment Approval

March 22, 2024

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-24-9010RL007
Tx Game #/Name	#2555 Lady Luck 777
Draw #	
Invoice Number	8538634
Invoice Amount	\$906,898.94

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

JB 3/25/2024

Dale Bowersock

Dale Bowersock (Scratch Ticket Strategy Coordinator)

3/25/2024

Date



Will Russ

Will Russ (Products Manager)

3/27/2024

Date

Robert Tirloni

Robert Tirloni (Lottery Operations Division Director)

3/27/2024

Date

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

April 1, 2024



140 Otter Street
Winnipeg, Manitoba
Canada R3T 0M8
Phone: (204) 474-2323
Fax: (204) 453-1375

INVOICE NO.: 8538634

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: IGT Texas Distribution Center 8520 Tuscany Way Building #6, Suite 100 Attn: Texas Lottery Warehouse Rep Austin, Texas 78754 United States
Terms: Net 30 days after date of invoice	Due Date: April 20, 2024

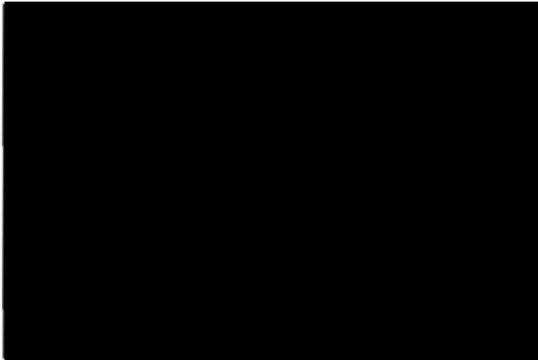
Invoice Date	Order No.	Your Order	Customer No.
March 21, 2024	1206913		5008

Order name: LADY LUCK 777 #2555
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 10 x 4	7,962,650	30.74 /M	244,771.86
Spectrum process applied to Scratch FX®	7,962,650	70.00 /M	557,385.50
Four colour process / Spectrum base graphics	7,962,650	10.00 /M	79,626.50
Spectrum process applied to Scratch FX®	1	5,000.00 Ea	5,000.00
Inserts	1	20,115.08 Ea	20,115.08

Under unit price '/M' = price per thousand.

Before Taxes:	906,898.94 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	906,898.94 USD



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