

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

7/31/2017

Game #	1779	Confirmed Packs	5,727
Game Name	Super Break the Bank	Active Packs	1,554
Quantity Printed	8,076,320	Warehouse Packs	142,678
Price Point	\$20	Returned Packs	1,355
Start Date	10/3/2016	Printed Payout Percentage	74 96%
Top Prize	\$ 1,000,000	Percent Sold	61 82%
Number of Top Prizes Remaining	2	Number of Weeks Out	43

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact

Cost to print tickets	\$ 2,532,529	Actual ticket production costs
Prize payout expense	\$ 73,745,300	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 76,277,829

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 99,855,620	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 99,855,620

Excess of Revenue over Expended \$ 23,577,792

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	\$	361,580
Next week	\$	439,160
Next week	\$	492,520
Avg Weekly Sales Current Game	\$	431,087
Avg Weekly Sales \$20, 8M Qty*	\$	4,102,734
Percentage Of Variance In Sales		89%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1779	Printed Payout Percentage	74.96%
Game Name	Super Break the Bank	Actual Payout Percentage	73.85%
Percent Sold	61.82%	Number of Weeks Out	43
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run *			34

* there was only one game at this level for 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)

Dale Boursack 7/31/17
Instant Product Coordinator Date

Blair 8/4/17
Products Manager Date

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

[Signature] 8/7/17
Lottery Operations Division Director Date

Kathy Pyna 8/7/17
Controller Date

[Signature] 8/7/17
Executive Director Date

Play the Games of Texas!

Da Vinci Report
7/31/17

Week End Date 7/29/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/29/17	7/22/17	7/15/17	7/8/17
Mature	1868	\$3	35,655 625	BONUS CASHWORD	3/6/17			21	39.85%	17 196	5,350	146,216	2	\$1 098,873.00	\$1,227,357 00	\$1,329 792.00	\$1,577,538.00
	1850	\$3	7 215 750	COMBO PLAY	4/3/17			17	64 14%	4 156	2,005	7 854	2,991	\$261 063.00	\$399,618.00	\$414,246.00	\$476,304.00
	1806	\$3	41 524 725	TEXAS LOTERIA	3/14/17			20	20 49%	23,525	9,461	403,785	8	\$1,295 496.00	\$1,387,446.00	\$1,346,091 00	\$1,351,065.00
	1790	\$5	20,391,825	\$100,000 MEGA BINGO	1/18/16			80	87 69%	8,912	5,392	16,990	10	\$719 180.00	\$819,960.00	\$797 155.00	\$838,640.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			54	81 40%	8,240	3,946	35,797	17	\$684 735.00	\$823,655.00	\$835,910.00	\$917 940.00
	1794	\$5	25 316 700	\$5 SET FOR LIFE	3/21/16			71	50.54%	3 713	2,152	159,923	3	\$462,670.00	\$516,290.00	\$499,105.00	\$481 610.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16			32	62.64%	6,665	3,515	107 543	8	\$756 740.00	\$858,290.00	\$912,810.00	\$933,885.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			38	65.79%	11,037	6,702	63,612	7	\$1,241,200.00	\$1,360,940.00	\$1 312,565.00	\$1,257 635.00
	1835	\$5	8,420,025	CASH FORTUNE	3/20/17			19	54.75%	3,953	2,465	39 937	1,373	\$346,900.00	\$459 140.00	\$486,260.00	\$532,980.00
	1821	\$5	8,302 125	CLASSY CASH	4/3/17			17	48.54%	4,992	2,867	44,256	1,630	\$392 415.00	\$521 350.00	\$537 635.00	\$587 890.00
	1755	\$5	7,217 775	EASY MONEY	3/8/17			20	54.91%	2 484	1 670	32,277	4 722	\$212 195.00	\$322,365.00	\$338,995.00	\$379,580.00
	1831	\$5	8 442 750	LUCKY 7 FLIP MULTIPLIER	2/20/17			23	82.97%	2,519	1 738	9 850	3 052	\$251 225.00	\$326,680.00	\$380,030 00	\$423,375.00
	1833	\$5	8 165 775	LUCKY NO 7	3/6/17			21	86.53%	2 758	1 795	6 906	1,285	\$397 760.00	\$509,330.00	\$577 840 00	\$665,050.00
	1773	\$5	7 150,050	RICH	4/17/17			15	61 12%	5,013	3 027	23,357	1 729	\$579,950.00	\$698,700 00	\$737 625.00	\$812,770.00
	1807	\$5	40,880 700	SUPER LOTERIA	12/5/16			34	55.51%	23,312	9 783	204,577	10	\$3,214,430.00	\$3,381 790.00	\$3,280,455.00	\$3,269,750.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			52	51 07%	5,684	2 951	269 012	31	\$1,033,230.00	\$1 158,860.00	\$1 167 080 00	\$1 128,140.00
	1827	\$10	15,280,500	50X THE CASH	1/3/17			30	72.33%	14,069	6 476	61,262	4	\$2,086,860.00	\$2 182,720 00	\$2,149,050 00	\$2 190,390.00
	1867	\$10	15,298 150	MEGA LOTERIA	2/6/17			25	72.24%	22,654	8,532	49 744	4	\$3,413,830.00	\$3,697 210.00	\$3,663,880 00	\$3,566,800.00
	1834	\$10	9,676,300	WILLY WONKA GOLDEN TICKET	3/20/17			19	81 74%	19,541	6,502	4,855	198	\$1 384 110.00	\$1 562,840 00	\$1 647 300 00	\$1 698,820 00
	1764	\$20	6 112 700	\$1,000,000 RICHES	8/15/16			50	69.00%	4 184	2 638	67,231	31	\$638,800.00	\$672,460 00	\$674 680 00	\$657 760 00
	1671	\$20	34 144,650	\$500,000 000 CASH	5/18/15			115	31 72%	4,787	2,673	923,276	23	\$866,280.00	\$947 420 00	\$870,260.00	\$875,280 00
	1829	\$20	9 107 450	100X THE CASH	1/16/17			28	66.64%	17 043	8 159	92,800	3	\$3,090,860.00	\$3,168,600.00	\$3,162,480.00	\$3,089 340 00
	1853	\$20	7,203,050	MONEY	3/8/17			20	51.47%	13,484	6,676	115,809	20	\$2,642,740.00	\$2,833,680 00	\$2,729,540.00	\$2,680,160.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			43	61.82%	5,727	1,554	142,678	1,355	\$361,580.00	\$439,160.00	\$492,520.00	\$534,040.00
	1822	\$20	5 139 100	WINNERS GALORE	12/5/16			34	37 51%	1 449	981	123 143	1 794	\$179,420.00	\$248,680.00	\$224 120.00	\$244 460 00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			41	54.55%	5,054	2,531	74,000	102	\$1 129,800.00	\$1 319 400.00	\$1,241,200.00	\$1 242,500 00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			67	57 01%	1 205	632	76 135	44	\$233,200 00	\$308,850.00	\$282,350.00	\$287 650.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			15	32.03%	13,161	6,054	100 143	13	\$3,353,850 00	\$3,893,450.00	\$3,741,600.00	\$3,401 100.00
Out of Wareh	1887	\$1	7 249,500	\$2,000 CASH	6/19/17			6 -	48.17%	14 375	9,611	23	27	\$555,336.00	\$643,687 00	\$704,530.00	\$712,912.00
Sold/Closing	1876	\$1	9,019,200	MAD MONEY	2/20/17	8/13/17	9/27/17	23	89.83%	730	634	0	3,204	\$50 597.00	\$66,627 00	\$73 725.00	\$82,572.00
	1767	\$1	11 189 400	WIN IT ALL	2/10/17	8/13/17	9/27/17	24	90.68%	1 122	926	66	2,682	\$75,555.00	\$101 190.00	\$119,528.00	\$136 106.00
	1802	\$2	29,893,250	BREAK THE BANK	8/1/16	8/13/17	9/27/17	52	97.07%	890	502	25	2,969	\$65 644.00	\$78 162.00	\$109,378.00	\$144 798.00

Liability for 1779 / for Life to Date

Product Status
ActiveSmartCash Enabled
N/A

Validation Range 09/14/2016 - 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	387005	\$7,740,100 00	582067	\$11,641,340 00	60 06%	4850990
2	2	N/A	\$40 00	96108	\$3,844,320 00	145984	\$5,839,360 00	60 30%	4870105
3	3	N/A	\$40 00	93333	\$3,733,320 00	149047	\$5,961,880 00	61 49%	4966380
4	4	N/A	\$40 00	93857	\$3,754,280 00	148583	\$5,943,320 00	61 29%	4949694
5	5	N/A	\$50 00	30992	\$1,549,600 00	49716	\$2,485,800 00	61 60%	4975000
6	6	N/A	\$50 00	31166	\$1,558,300 00	49594	\$2,479,700 00	61 41%	4959596
7	7	N/A	\$50 00	31134	\$1,556,700 00	49786	\$2,489,300 00	61 52%	4968952
8	8	N/A	\$50 00	31057	\$1,552,850 00	49695	\$2,484,750 00	61 54%	4970189
9	9	N/A	\$50 00	33193	\$1,659,650 00	47483	\$2,374,150 00	58 86%	4753432
10	0	N/A	\$100 00	6479	\$647,900 00	9619	\$961,900 00	59 75%	4825824
11	0	N/A	\$100 00	6298	\$629,800 00	9900	\$990,000 00	61 12%	4936138
12	0	N/A	\$100 00	6222	\$622,200 00	9960	\$996,000 00	61 55%	4970964
13	0	N/A	\$100 00	12581	\$1,258,100 00	19842	\$1,984,200 00	61 20%	4942489
14	0	N/A	\$100 00	12533	\$1,253,300 00	19636	\$1,963,600 00	61 04%	4929796
15	0	N/A	\$100 00	12543	\$1,254,300 00	19751	\$1,975,100 00	61 16%	4939474
16	0	N/A	\$100 00	12947	\$1,294,700 00	19323	\$1,932,300 00	59 88%	4836031
17	0	N/A	\$200 00	1599	\$319,800 00	2455	\$491,000 00	60 56%	4890815
18	0	N/A	\$200 00	1578	\$315,600 00	2449	\$489,800 00	60 81%	4911573
19	0	N/A	\$200 00	1560	\$312,000 00	2462	\$492,400 00	61 21%	4943784
20	0	N/A	\$200 00	4670	\$934,000 00	7453	\$1,490,600 00	61 48%	4965174
21	0	N/A	\$200 00	4697	\$939,400 00	7395	\$1,479,000 00	61 16%	4939165
22	0	N/A	\$200 00	4741	\$948,200 00	7429	\$1,485,800 00	61 04%	4930072
23	0	N/A	\$200 00	4706	\$941,200 00	7394	\$1,478,800 00	61 11%	4935232
24	0	N/A	\$200 00	4689	\$937,800 00	7468	\$1,493,600 00	61 43%	4961253
25	0	N/A	\$200 00	4836	\$967,200 00	7283	\$1,456,600 00	60 10%	4853522
26	0	N/A	\$500 00	400	\$200,000 00	608	\$304,000 00	60 32%	4871431
27	0	N/A	\$500 00	399	\$199,500 00	624	\$312,000 00	61 00%	4926318
28	0	N/A	\$500 00	390	\$195,000 00	644	\$322,000 00	62 28%	5030125
29	0	N/A	\$500 00	387	\$193,500 00	614	\$307,000 00	61 34%	4953906
30	0	N/A	\$500 00	901	\$450,500 00	1454	\$727,000 00	61 74%	4986398
31	0	N/A	\$500 00	898	\$449,000 00	1482	\$741,000 00	62 27%	5029036
32	0	N/A	\$500 00	884	\$442,000 00	1455	\$727,500 00	62 21%	5023961
33	0	N/A	\$500 00	930	\$465,000 00	1409	\$704,500 00	60 24%	4865128
34	0	N/A	\$5,000 00	54	\$270,000 00	81	\$405,000 00	60 00%	4845792
35	0	N/A	\$5,000 00	55	\$275,000 00	85	\$425,000 00	60 71%	4903480
36	0	N/A	\$5,000 00	128	\$640,000 00	216	\$1,080,000 00	62 79%	5071177
37	0	N/A	\$5,000 00	126	\$630,000 00	206	\$1,030,000 00	62 05%	5011210
38	0	N/A	\$50,000 00	4	\$200,000 00	9	\$450,000 00	69 23%	5591298
39	0	N/A	\$50,000 00	4	\$200,000 00	7	\$350,000 00	63 64%	5139476
40	0	N/A	\$1,000,000 00	2	\$2,000,000 00	3	\$3,000,000 00	60 00%	4845792
Totals.				936086	\$47,334,120 00	1,440,671	\$73,745,300 00		

No

10/11/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
Super Break the Bank	1779	101131	SGI	362-16-9019 RL017

Description/Tickets Delivered Qty
8,076,320

Units per 1000
8,076.32

Unit Price
\$312.80

Amount
\$2,526,272.90
\$2,526,272.90

Delivered	8,076,320
Ordered	7,920,000

2% under	7,761,600
2% over	8,078,400

Accetable Range	0
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Sub Total	\$2,526,272.90
Flat Charge	\$6,256.00
Total	\$2,532,528.90

Prize Structure
TEXAS LOTTERY
GAME NO 1779 "SUPER BREAK THE BANK"
1/7/2016 - VERSION C

Order Quantity: 8,076,320
Price Point: \$20.00
Revenue: \$161,526,400.00

Pack Size: 20
Packs/Game: 403,816
Packs/Pool: 6,000

Pool Size: 120,000
Number of Pools: 67.30

Winners: 2,376,757
Non-winners: 5,699,563
Overall Odds*: 3.3980

Total Payout
Prize Fund: \$121,079,420.00
Payout: 74.96%

Kind	Winn	Cost	Win	Value	Odds (1 in)	Pack	Pool	Total	Total Prize Cost	% Prize Fund
Low Tiers										
01	1	\$20	\$20	\$20.00	8.3341	2.40	14,400.00	969,072	\$19,381,440.00	16.01%
Total (Low Tiers)					8.3341	2.40	14,400.00	969,072	\$19,381,440.00	16.01%
Mid Tiers										
02	1	\$40	\$40	\$40.00	33.3605	0.60	3,600.00	242,092	\$9,683,680.00	8.00%
03	3	\$20 + (\$10 x 2)	\$40	\$40.00	33.3209	0.60	3,600.00	242,380	\$9,695,200.00	8.01%
04	1	\$20 (BILL)	\$40	\$40.00	33.3127	0.60	3,600.00	242,440	\$9,697,600.00	8.01%
Total (40.00)					11.1105	1.80	10,800.00	726,912	\$29,076,480.00	24.01%
05	3	(\$20 x 2) + \$10	\$50	\$50.00	100.0684	0.20	1,200.00	80,708	\$4,035,400.00	3.33%
06	2	\$40 + \$10	\$50	\$50.00	100.0040	0.20	1,200.00	80,760	\$4,038,000.00	3.34%
07	5	\$10 x 5	\$50	\$50.00	99.8062	0.20	1,200.00	80,920	\$4,046,000.00	3.34%
08	2	\$20 (BILL) + \$10	\$50	\$50.00	100.0139	0.20	1,200.00	80,752	\$4,037,600.00	3.33%
09	1	\$50 (DIAMOND)	\$50	\$50.00	100.1081	0.20	1,200.00	80,676	\$4,033,600.00	3.33%
Total (50.00)					20.0000	1.00	6,000.00	403,816	\$20,190,800.00	16.68%
10	1	\$100	\$100	\$100.00	501.6971	0.04	240.00	16,098	\$1,608,800.00	1.33%
11	2	\$50 x 2	\$100	\$100.00	496.5998	0.04	240.00	16,198	\$1,618,800.00	1.34%
12	4	\$50 + (\$20 x 2) + \$10	\$100	\$100.00	499.0928	0.04	240.00	16,182	\$1,618,200.00	1.34%
13	2	\$40 (BILL) + \$20	\$100	\$100.00	249.0923	0.08	480.00	32,423	\$3,242,300.00	2.68%
14	3	\$50 + \$20 (BILL) + \$10	\$100	\$100.00	251.0591	0.08	480.00	32,169	\$3,216,900.00	2.66%
15	4	\$50 (DIAMOND) + (\$20 x 2) + \$10	\$100	\$100.00	250.0873	0.08	480.00	32,294	\$3,229,400.00	2.67%
16	1	\$20 (SX)	\$100	\$100.00	250.2733	0.08	480.00	32,270	\$3,227,000.00	2.67%
Total (100.00)					45.4861	0.44	2,540.00	177,634	\$17,763,400.00	14.67%
17	1	\$200	\$200	\$200.00	1992.1855	0.01	60.00	4,054	\$810,800.00	0.67%
18	2	\$100 x 2	\$200	\$200.00	2005.5426	0.01	60.00	4,027	\$805,400.00	0.67%
19	7	(\$50 x 2) + (\$20 x 5)	\$200	\$200.00	2008.0358	0.01	60.00	4,022	\$804,400.00	0.66%
20	7	\$40 (BILL) + (\$20 x 6)	\$200	\$200.00	666.1981	0.03	180.00	12,123	\$2,424,600.00	2.00%
21	2	\$50 (BILL) + \$20 (SX)	\$200	\$200.00	667.9061	0.03	180.00	12,092	\$2,418,400.00	2.00%
22	5	\$100 \$50 (DIAMOND) + (\$20 x 2) + \$10	\$200	\$200.00	663.6253	0.03	180.00	12,170	\$2,434,000.00	2.01%
23	4	(\$40 x 2) + \$20 (SX) + \$20	\$200	\$200.00	667.4645	0.03	180.00	12,100	\$2,420,000.00	2.00%
24	1	\$100 (BILL)	\$200	\$200.00	664.3350	0.03	180.00	12,157	\$2,431,400.00	2.01%
25	1	\$40 (SX)	\$200	\$200.00	666.4180	0.03	180.00	12,119	\$2,423,600.00	2.00%
Total (200.00)					95.1678	0.21	1,260.00	84,864	\$16,972,800.00	14.02%
26	1	\$500	\$500	\$500.00	8012.2222	0.00	15.00	1,008	\$504,000.00	0.42%
27	5	\$100 x 5	\$500	\$500.00	7894.7410	0.00	15.00	1,023	\$511,500.00	0.42%
28	5	\$200 + (\$100 x 2) + (\$50 x 2)	\$500	\$500.00	7810.7544	0.00	15.00	1,034	\$517,000.00	0.43%
29	19	(\$50 x 4) + (\$20 x 15)	\$500	\$500.00	8068.2517	0.00	15.00	1,001	\$500,500.00	0.41%
30	6	(\$100 x 2) + (\$50 x 2) + \$50 (BILL) + \$20 (SX)	\$500	\$500.00	3429.4352	0.01	35.00	2,355	\$1,177,500.00	0.97%
31	11	\$100 + (\$50 x 4) + (\$20 x 5) \$20 (SX)	\$500	\$500.00	3393.4118	0.01	35.00	2,380	\$1,190,000.00	0.98%
32	3	\$200 (BILL) + \$50 (DIAMOND) + \$50	\$500	\$500.00	3452.8944	0.01	35.00	2,339	\$1,169,500.00	0.97%
33	1	\$100 (SX)	\$500	\$500.00	3452.8944	0.01	35.00	2,339	\$1,169,500.00	0.97%
Total (500.00)					590.1780	0.03	200.00	13,479	\$6,739,500.00	5.57%
High Tiers										
34	1	\$5,000	\$5,000	\$5,000.00	59824.5926	0.00	2.00	135	\$675,000.00	0.56%
35	21	(\$500 x 6) + (\$200 x 5) + (\$100 x 10)	\$5,000	\$5,000.00	57688.0000	0.00	2.00	140	\$700,000.00	0.58%
36	50	(\$500 x 5) + (\$100 x 14) + \$50 (DIAMOND) + (\$50 x 15) + (\$20 x 15)	\$5,000	\$5,000.00	23477.6744	0.00	5.00	344	\$1,720,000.00	1.42%
37	8	\$500 (SX) + (\$500 (BILL) x 2) + (\$100 x 5)	\$5,000	\$5,000.00	24326.2651	0.00	5.00	332	\$1,660,000.00	1.37%
Total (5,000.00)					8492.4501	0.00	14.00	951	\$4,755,000.00	3.93%
38	1	\$50,000	\$50,000	\$50,000.00	621255.3846	0.00	0.18	13	\$650,000.00	0.54%
39	10	\$5,000 x 10	\$50,000	\$50,000.00	734210.9091	0.00	0.18	11	\$550,000.00	0.45%
Total (50,000.00)					336513.3333	0.00	0.36	24	\$1,200,000.00	0.99%
* 40	1	\$1,000,000	\$1,000,000	\$1,000,000.00	1615264.0000	0.00	0.08	5	\$5,000,000.00	4.13%
Total (High Tiers)					8341.4429	0.00	14.44	980	\$10,955,000.00	9.05%
Total:					3.3980	6.39	35,314.44	2,376,767	\$121,079,420.00	100.00%

* Exact quantity to be delivered to the lottery

GLEPS

Description:		G1		G2		G3		G4		G5	
Packs/pool:		1,200		1,200		1,200		1,200		1,200	
Value	Get	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
20	\$20	0	\$0.00	2	\$40.00	2	\$40.00	4	\$80.00	4	\$80.00
	\$40	2	\$80.00	0	\$0.00	0	\$0.00	0	\$0.00	1	\$40.00
40	\$20 + (\$10 x 2)	1	\$40.00	0	\$0.00	1	\$40.00	1	\$40.00	0	\$0.00
	\$20 (BILL)	0	\$0.00	2	\$80.00	1	\$40.00	0	\$0.00	0	\$0.00
	(\$20 x 2) + \$10	1	\$50.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
	\$40 + \$10	0	\$0.00	1	\$50.00	0	\$0.00	0	\$0.00	0	\$0.00
50	\$10 x 5	0	\$0.00	0	\$0.00	1	\$50.00	0	\$0.00	0	\$0.00
	\$20 (BILL) + \$10	0	\$0.00	0	\$0.00	0	\$0.00	1	\$50.00	0	\$0.00
	\$50 (DIAMOND)	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	1	\$50.00
		4	\$170.00	5	\$170.00	5	\$170.00	6	\$170.00	6	\$170.00

Scratch Ticket Game Analysis
2/22/15-2/25/17

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 11	Week 21	Week 17	Week 19
10M-14.99M	Week 19	None	Week 26*	Week 26
15M-19.99M	None	Week 21*	None	Week 32
20M-24.99M	Week 35*	None	Week 26	Week 42*
25M-29.99M	Week 33*	Week 36*	Week 33*	None
30M-34.99M	None	None	None	Week 39*
>35M	None	None	Week 48*	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	Week 20	Week 47*	None
6M	Week 23*	None	None
7M	None	None	None
8M	Week 19	Week 34*	None
>9M	Week 30	Week 52*	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$677,452	\$691,115	\$1,048,153	\$1,846,165
10M-14.99M	\$529,420	None	\$995,703	\$2,330,999
15M-19.99M	None	\$1,273,552	None	\$2,177,203
20M-24.99M	\$551,431	None	\$2,048,240	\$2,091,160
25M-29.99M	\$665,806	\$1,198,731	\$2,010,942	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	None	\$1,875,795	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	\$2,437,509	\$2,150,202	None
6M	\$2,289,667	None	None
7M	None	None	None
8M	\$4,563,190	\$4,102,734	None
>9M	\$3,308,551	\$3,358,044	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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