

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

5/7/2018

Game #	2010	Confirmed Packs	3,304
Game Name	\$500 Frenzy	Active Packs	2,319
Quantity Printed	7,326,675	Warehouse Packs	43
Price Point	\$5	Returned Packs	287
Start Date	12/4/2017	Printed Payout Percentage	68.02%
Top Prize	\$ 500	Percent Sold	92.72%
Number of Top Prizes Remaining	713	Number of Weeks Out	21

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 235,333	Actual ticket production costs
Prize payout expense	\$ 22,485,855	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 22,721,188</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 33,966,465	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 33,966,465</b>	

**Excess of Revenue over Expended \$ 11,245,278**

**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	\$	386,270
Next week	\$	477,725
Next week	\$	562,860
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>475,618</b>
<b>Avg Weekly Sales \$5; 5M-9.99M Qty</b>	<b>\$</b>	<b>1,865,496</b>
<b>Percentage Of Variance In Sales</b>		<b>75%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2010	Printed Payout Percentage	68.02%
Game Name	\$500 Frenzy	Actual Payout Percentage	66.20%
Percent Sold	92.72%	Number of Weeks Out	21
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

**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):

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*Dale Bowersock*      4/30/18  
Instant Product Coordinator      Date

*PLM*      5/16/18  
Products Manager      Date

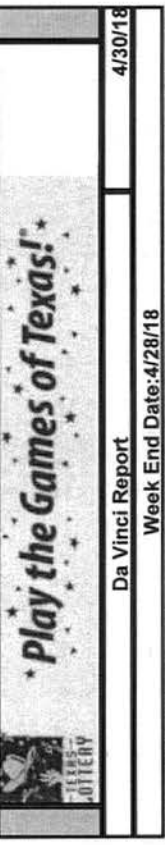
By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

\_\_\_\_\_  
Lottery Operations Division Director

\_\_\_\_\_  
Control

\_\_\_\_\_  
Executive      Date

**Not Required  
>85% Sold**



**Da Vinci Report**  
**Week End Date: 4/28/18**

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													4/29/18	4/21/18	4/14/18	4/7/18
Mature	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17		30	56.14%	12,935	7,679	65,465	10	\$1,087,475.00	\$1,166,525.00	\$1,189,235.00	\$1,222,460.00
	1794	\$5	25,315,700	\$5 SET FOR LIFE	3/21/16		110	66.25%	5,010	2,864	104,692	4	\$540,265.00	\$645,930.00	\$609,165.00	\$572,620.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17		21	46.60%	16,556	8,520	100,527	3	\$1,815,010.00	\$1,846,330.00	\$1,909,395.00	\$1,909,650.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17		43	57.61%	12,480	6,614	105,384	13	\$1,470,595.00	\$1,406,720.00	\$1,460,725.00	\$1,406,275.00
	2023	\$5	7,120,425	DAZZLING DOLLARS X9	1/15/18		15	88.02%	6,322	3,501	0	152	\$793,955.00	\$979,875.00	\$1,144,920.00	\$1,258,040.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17		19	53.90%	17,890	6,881	104,299	4	\$2,142,330.00	\$2,246,145.00	\$2,319,430.00	\$2,418,670.00
	2020	\$5	9,179,325	MONEY	1/2/18		17	53.91%	9,560	4,819	40,427	18	\$661,925.00	\$678,460.00	\$805,515.00	\$830,350.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17		23	49.31%	3,073	1,584	48,340	2,657	\$186,480.00	\$229,465.00	\$244,440.00	\$278,470.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17		20	29.38%	27,093	10,649	338,881	2	\$3,849,660.00	\$3,845,430.00	\$3,903,840.00	\$3,700,275.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16		91	65.52%	8,424	3,817	182,656	21	\$1,226,560.00	\$1,245,150.00	\$1,243,280.00	\$1,240,370.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17		41	58.93%	13,407	6,423	87,203	3	\$1,677,450.00	\$1,710,150.00	\$1,686,530.00	\$1,745,420.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17		32	49.42%	25,241	9,263	229,173	2	\$4,747,550.00	\$4,812,460.00	\$4,730,500.00	\$4,719,410.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18		17	45.99%	19,559	7,207	127,969	5	\$3,295,900.00	\$3,285,060.00	\$3,228,760.00	\$3,279,010.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17		34	86.90%	8,634	4,369	8,844	16	\$1,256,240.00	\$1,305,700.00	\$1,319,810.00	\$1,401,480.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18		17	28.42%	18,880	6,694	234,840	13	\$1,663,460.00	\$1,796,760.00	\$1,824,100.00	\$1,940,060.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17		38	56.59%	9,158	3,514	110,397	30	\$838,700.00	\$872,900.00	\$862,720.00	\$956,380.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		154	36.79%	5,793	2,033	853,746	30	\$860,960.00	\$795,640.00	\$824,440.00	\$797,240.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		50	21.58%	17,315	5,749	1,063,207	15	\$1,760,800.00	\$1,815,980.00	\$1,830,100.00	\$1,913,860.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17		21	49.67%	23,726	6,155	151,866	3	\$3,326,500.00	\$3,257,720.00	\$3,221,760.00	\$3,402,600.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17		34	85.96%	11,424	4,051	10,600	27	\$1,122,700.00	\$1,148,520.00	\$1,124,800.00	\$1,247,420.00
2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17		30	58.20%	13,852	4,627	78,556	22	\$1,681,900.00	\$1,724,480.00	\$1,735,360.00	\$1,724,120.00	
1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17		28	47.58%	11,087	3,719	78,197	38	\$1,839,500.00	\$1,888,300.00	\$1,822,050.00	\$1,939,500.00	
1870	\$50	3,579,720	ULTIMATE MILLIONS	4/7/17		54	86.09%	6,289	2,332	14,692	32	\$1,304,650.00	\$1,283,900.00	\$1,202,250.00	\$1,307,450.00	
Out of Wareh	2024	\$1	9,211,950	WILD 9'S	3/5/18		8	72.65%	8,809	7,036	4	36	\$603,608.00	\$683,015.00	\$739,432.00	\$885,477.00
Sold/Closing	2019	\$1	9,298,950	FAST \$50S	12/4/17		21	93.97%	597	523	0	1,294	\$36,362.00	\$39,331.00	\$58,023.00	\$65,203.00
	1894	\$1	20,558,550	TEXAS LOTTERY RED	9/5/17		34	67.03%	1,774	2,077	36,314	1,438	\$131,117.00	\$166,841.00	\$188,647.00	\$198,219.00
	2007	\$1	26,926,720	\$5 POUCH - HOLIDAY	11/6/17		25	39.85%	1,469	299	174,587	23,341	\$14,943.75	\$18,037.50	\$18,646.25	\$24,546.25
	2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17		23	90.43%	55	5	15	2,902	-\$12,404.00	-\$42,438.00	-\$51,102.00	\$9,896.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17		28	93.58%	2,878	1,097	419	841	\$27,334.00	\$164,478.00	\$165,450.00	\$1,110,529.00
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17		60	97.49%	1,065	305	0	646	\$155,565.00	\$408,561.00	\$770,646.00	\$1,110,529.00
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17		34	69.05%	135	164	16,113	3,419	-\$6,360.00	\$4,059.00	\$80,319.00	\$213,444.00
	2010	\$5	7,326,675	\$500 FRENZY	12/4/17		21	92.72%	3,304	2,319	43	287	\$386,270.00	\$477,725.00	\$562,860.00	\$654,535.00

TEXAS LOTTERY COMMISSION  
 "\$500 FRENZY" - GAME NO. 2010  
 END OF PRODUCTION PRIZE STRUCTURE  
 24-004-17  
 VERSION A

Minimum Quantity: 7,056,000  
 Maximum Quantity: 7,344,000

NO. OF TICKETS (+/-2%): 7,326,675  
 NO. POOLS: 20,35  
 PACK SIZE: 75  
 PACKS/POOL: 4,800  
 PACKS/GAME: 97,689

7,326,675

PRIZE TIER	PRIZE CODE	TIER CODE	WAYS TO WIN	ODDS OF 1 IN:	WINNERS IN 20,35 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF FUND**	VALIDATION TIER LEVELS
1	\$5	L	1	10:00	732,644	7,498	35,998,843	\$3,663,220	14.70%	68.02%
2	\$10	L	1	37:51	195,334	1,995	9,597,838	\$1,953,340	7.84%	
3	\$20	L	2	34:61	211,668	2,168	10,400,417	\$2,116,680	8.49%	
4	\$50	L	1	28:13	260,488	2,665	12,799,218	\$2,604,880	10.45%	
5	\$100	L	2	44:98	162,900	1,675	8,094,176	\$2,441,500	9.81%	
6	\$250	L	1	90:02	81,386	0,831	3,998,943	\$1,220,790	4.90%	
7	\$500	L	4	450:15	16,276	0,166	799,729	\$325,520	1.31%	
8	\$1,000	L	2	150:12	48,805	0,496	2,398,059	\$976,100	3.92%	
9	\$2,500	L	1	224:97	32,567	0,334	1,600,196	\$651,340	2.61%	
10	\$5,000	L	1	224:83	32,588	0,336	1,601,284	\$651,760	2.62%	
11	\$25	M	1	235:52	31,108	0.32	1,525	\$777,700	3.12%	LOW TIER
12	\$50	M	7	1,205:24	6,079	0.06	300	\$303,950	1.22%	
13	\$100	M	6	602:13	12,168	0.13	600	\$608,400	2.44%	
14	\$200	M	2	1,197:95	6,116	0.06	300	\$305,800	1.23%	
15	\$500	M	5	1,026:86	7,135	0.07	350	\$356,750	1.43%	
16	\$1,000	M	1	277:23	26,428	0.27	1,300	\$1,321,400	5.30%	
17	\$2,500	M	1	7,211:29	1,016	0.01	50	\$101,600	0.41%	
18	\$5,000	M	2	1,200:90	6,011	0.06	300	\$610,100	2.45%	
19	\$10,000	M	20	2,413:27	3,036	0.03	150	\$303,600	1.22%	
20	\$25,000	M	7	18,001:66	407	0.00	20	\$203,500	0.82%	
21	\$50,000	M	22	8,891:60	824	0.01	40	\$412,000	1.65%	MID TIER
22	\$100,000	M	1	1,219:08	6,010	0.06	295	\$3,005,000	12.06%	
					1,881,084	19.26	92,428.65	\$ 24,916,930	100.00%	100.00%

REVENUE: \$5,633,375  
 PRIZE FUND: \$24,916,930  
 PAYOUT%: 68.02%

Consolidated odds are 1 in: \$5 10:00  
 \$10 10:98  
 \$15 29:99  
 \$20 56:26  
 \$25 235:52  
 \$50 126:48  
 \$100 721:63  
 \$500 1,011:83

1,881,084

Note: SF = win DOUBLE the prize by revealing one (1) Safe Play Symbol

\* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.  
 \*\* Numbers are rounded.

No.

04/30/18  
Game Name  
\$500 Frenzy

Game No  
2010

Inv No.  
8505845

Vendor  
PBL

TLC PO #  
362-18-9010 RL008

Units per 1000  
7,326.68

Unit Price  
\$32.12

Description/Tickets Delivered Qty  
7,326,675

Amount  
\$235,332.80  
\$235,332.80

Delivered  
7,326,675

Ordered  
7,200,000

2% under  
7,056,000

2% over  
7,344,000

Acceptable  
Range  
0

Sub Total  
\$235,332.80

Total  
**\$235,332.80**

**Liability for 2010 / for Life to Date**

Product Status: Active      SmartCash Enabled: N/A      Validation Range: 10/31/2017 - 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	\$5.00	89143	\$445,715.00	643501	\$3,217,505.00	87.83%	6435216
2	2	N/A	\$10.00	21877	\$218,770.00	173457	\$1,734,570.00	88.80%	6506102
3	3	N/A	\$10.00	18837	\$188,370.00	192831	\$1,928,310.00	91.10%	6674651
4	4	N/A	\$10.00	23783	\$237,830.00	236705	\$2,367,050.00	90.87%	6657737
5	5	N/A	\$15.00	13838	\$207,570.00	149062	\$2,235,930.00	91.51%	6704289
6	6	N/A	\$15.00	8766	\$131,490.00	72620	\$1,089,300.00	89.23%	6537526
7	7	N/A	\$20.00	1265	\$25,300.00	15011	\$300,220.00	92.23%	6757232
8	8	N/A	\$20.00	3993	\$79,860.00	44812	\$896,240.00	91.82%	6727240
9	9	N/A	\$20.00	2676	\$53,520.00	29891	\$597,820.00	91.78%	6724648
10	10	N/A	\$20.00	3445	\$68,900.00	29143	\$582,860.00	89.43%	6552144
11	0	N/A	\$25.00	3160	\$79,000.00	27948	\$698,700.00	89.84%	6582419
12	0	N/A	\$50.00	437	\$21,850.00	5642	\$282,100.00	92.81%	6799983
13	0	N/A	\$50.00	914	\$45,700.00	11254	\$562,700.00	92.49%	6776331
14	0	N/A	\$50.00	474	\$23,700.00	5642	\$282,100.00	92.25%	6758845
15	0	N/A	\$50.00	556	\$27,800.00	6579	\$328,950.00	92.21%	6755738
16	0	N/A	\$50.00	2690	\$134,500.00	23738	\$1,186,900.00	89.82%	6580922
17	0	N/A	\$100.00	122	\$12,200.00	894	\$89,400.00	87.99%	6446897
18	0	N/A	\$100.00	469	\$46,900.00	5632	\$563,200.00	92.31%	6763454
19	0	N/A	\$100.00	256	\$25,600.00	2780	\$278,000.00	91.57%	6708878
20	0	N/A	\$500.00	28	\$14,000.00	379	\$189,500.00	93.12%	6822628
21	0	N/A	\$500.00	69	\$34,500.00	755	\$377,500.00	91.63%	6713154
22	0	N/A	\$500.00	616	\$308,000.00	5394	\$2,697,000.00	89.75%	6575721
				Totals:	197414	\$2,431,075.00	1,683,670	\$22,485,855.00	

28 \* 0000 +  
 69 \* 0000 +  
 616 \* 0000 +  
 713 \* 0000 \*

**Instant Ticket Game Analysis**  
2/28/16-2/24/18

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

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	Week 12*	None	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None	None
10M-14.99M	Week 19	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*	None

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

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	\$714,918	None	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	None	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	\$2,537,188	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	\$3,483,559	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	None	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	\$3,614,099	>9M	\$3,614,099	\$3,781,160	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