

TEXAS DEPARTMENT OF LICENSING AND REGULATION

Scratch Ticket Game Closing Analysis

SUMMARY REPORT

Scratch Ticket Information

Date Completed

1/26/2026

Game #	2645	Confirmed Packs	12,043
Game Name	200X	Active Packs	4,944
Quantity Printed	6,606,600	Warehouse Packs	44,455
Price Point	\$20	Returned Packs	15
Start Date	5/5/2025	Printed Payout Percentage	75.02%
Top Prize	\$1,000,000	Percent Sold	75.75%
Number of Top Prizes Remaining	1	Number of Weeks Out	38

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 1,040,336	Actual ticket production costs
2nd Chance Prizes	\$ 3,001,500	Data from EOPPS
Prize payout expense	\$ 71,864,080	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 75,905,916

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 100,089,990	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 100,089,990	

Excess of Revenue over Expended \$ 24,184,074

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	\$	1,109,880
Next week	\$	1,128,180
Next week	\$	1,347,140
Avg Weekly Sales Current Game	\$	1,195,067
Avg Weekly Sales \$20; 10M-14.99M Qty*	\$	4,652,039
Percentage Of Variance In Sales		74%

TEXAS DEPARTMENT OF LICENSING AND REGULATION

Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2645	Printed Payout Percentage	75.02%
Game Name	200X	Actual Payout Percentage	74.80%
Percent Sold	75.75%	Number of Weeks Out	38
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			37

*No data at the \$20, 5M-9.99M level so the \$20, 10M-14.99M level was used. Only one game at this level with 85% sell through.

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 Bowersock

1/26/2026

Scratch Ticket Strategy Coordinator

Date

Will Russ

1/26/2026

Products Manager

Date

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

Kelly Stuckey

1/27/2026

Interim Lottery Operations Division Director

Date

AA Brandy M. Myer

1/27/2026

Chief Financial Officer

Date

Agnes

1/30/2026

Interim Lottery and Charitable Bingo Deputy Executive Director

Date

Courtney Arbour

1/30/2026

Executive Director

Date



Da Vinci Report

1/26/26

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/24/26	1/17/26	1/10/26	1/3/26
Mature	2631	\$5	7,102,050	\$100,000 RICHER	7/21/25			27	68.84%	2,511	1,729	20,179	3,685	\$190,275.00	\$212,350.00	\$232,470.00	\$277,365.00
	2619	\$5	16,884,975	\$200,000 BLITZ	1/6/25			55	44.84%	1,285	790	120,244	882	\$77,985.00	\$88,450.00	\$93,520.00	\$102,710.00
	2643	\$5	14,216,325	50X	5/5/25			38	68.62%	4,289	2,965	50,529	130	\$392,810.00	\$460,910.00	\$553,795.00	\$622,975.00
	2430	\$5	20,201,100	BONUS BREAK THE BANK	7/7/25			29	37.62%	5,997	5,041	155,632	4	\$610,530.00	\$644,530.00	\$709,840.00	\$783,470.00
	2663	\$5	9,910,275	COWBOYS	8/18/25			23	39.74%	3,874	2,983	69,985	182	\$288,635.00	\$352,225.00	\$376,440.00	\$457,275.00
	2683	\$5	11,380,950	EMERALD 75	9/2/25			21	55.05%	6,506	5,854	53,986	7	\$700,060.00	\$815,575.00	\$876,260.00	\$1,069,595.00
	2664	\$5	5,463,750	HOUSTON TEXANS	8/18/25			23	59.36%	2,413	1,970	23,211	178	\$222,015.00	\$248,565.00	\$301,850.00	\$326,505.00
	2690	\$5	7,217,700	JURASSIC PARK	10/6/25			16	59.18%	5,625	5,647	25,187	284	\$639,420.00	\$691,095.00	\$806,950.00	\$962,590.00
	2670	\$5	7,320,675	MONEY MONEY MONEY	9/15/25			19	56.83%	5,244	4,617	30,231	229	\$519,660.00	\$548,465.00	\$626,830.00	\$738,705.00
	2581	\$5	30,271,200	SUPER CROSSWORD	12/16/24			58	62.37%	15,161	8,465	125,096	16	\$1,612,205.00	\$1,657,470.00	\$1,695,745.00	\$1,770,495.00
	2648	\$5	59,199,675	SUPER LOTERIA	4/21/25			40	53.99%	37,483	15,751	302,827	24	\$4,647,110.00	\$4,743,225.00	\$5,032,095.00	\$5,435,840.00
	2693	\$5	4,995,975	WILD CASH	10/20/25			14	78.03%	5,766	6,732	769	71	\$781,040.00	\$890,210.00	\$1,020,640.00	\$1,203,200.00
	2668	\$10	22,393,250	\$250,000 50X CASHWORD	9/15/25			19	22.45%	26,575	9,966	306,594	10	\$2,894,980.00	\$2,887,130.00	\$2,881,230.00	\$3,163,780.00
	2637	\$10	10,070,300	\$50, \$100 OR \$500!	7/7/25			29	51.69%	10,374	3,584	81,207	18	\$1,007,520.00	\$1,049,280.00	\$1,137,360.00	\$1,331,740.00
	2644	\$10	11,083,650	100X	5/5/25			38	70.55%	8,186	3,997	51,037	19	\$767,350.00	\$853,490.00	\$961,540.00	\$1,171,800.00
	2691	\$10	8,071,350	100X SONIC BLAST	10/6/25			16	43.38%	15,012	7,556	66,425	7	\$1,261,570.00	\$1,372,250.00	\$1,568,060.00	\$1,913,880.00
	2600	\$10	7,994,750	CASINO NIGHT	8/18/25			23	54.12%	9,034	5,488	56,382	66	\$935,690.00	\$944,740.00	\$1,053,060.00	\$1,264,250.00
	2676	\$10	25,087,000	LIMITED EDITION MEGA LOTERIA	6/23/25			31	43.87%	31,835	9,096	235,733	22	\$3,409,740.00	\$3,415,920.00	\$3,577,110.00	\$3,945,500.00
	2669	\$10	34,459,550	MEGA LOTERIA	8/4/25			25	31.84%	40,637	11,139	412,279	15	\$4,690,310.00	\$4,685,620.00	\$4,852,130.00	\$5,434,830.00
	2684	\$10	8,197,800	RUBY 75	9/2/25			21	52.34%	10,930	6,728	57,962	14	\$1,051,540.00	\$1,155,800.00	\$1,314,730.00	\$1,559,550.00
	2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24			62	62.52%	7,249	2,612	110,367	26	\$691,540.00	\$757,820.00	\$749,520.00	\$893,680.00
	2658	\$20	15,267,250	\$1,000,000 CROSSWORD	6/16/25			32	48.86%	41,431	10,369	254,928	19	\$4,619,180.00	\$4,641,920.00	\$4,839,500.00	\$5,335,300.00
	2645	\$20	6,606,600	200X	5/5/25			38	75.75%	12,043	4,944	44,455	15	\$1,109,880.00	\$1,128,180.00	\$1,347,140.00	\$1,583,300.00
	2685	\$20	9,157,950	DIAMOND 75	9/2/25			21	33.16%	17,087	7,708	216,659	17	\$1,697,160.00	\$1,806,980.00	\$2,057,980.00	\$2,477,220.00
	2655	\$20	8,197,525	EXTREME MULTIPLIER	8/4/25			25	48.04%	18,015	7,041	142,156	17	\$1,933,200.00	\$2,066,480.00	\$2,170,400.00	\$2,715,340.00
	2671	\$20	6,086,825	INSTANT MILLIONS	10/20/25			14	40.57%	23,805	8,992	108,885	11	\$2,252,100.00	\$2,395,360.00	\$2,861,180.00	\$3,436,800.00
	2638	\$20	5,965,950	MEGA JUMBO BUCKS	3/3/25			47	68.47%	7,440	3,524	62,491	16	\$569,880.00	\$650,180.00	\$673,720.00	\$794,420.00
	2653	\$20	24,210,225	MILLION DOLLAR LOTERIA	7/21/25			27	36.35%	55,164	12,400	541,218	20	\$6,906,720.00	\$6,792,580.00	\$6,845,540.00	\$7,680,000.00
	2633	\$30	7,210,250	\$3 MILLION CASH	4/7/25			42	47.42%	11,097	5,799	132,682	12	\$1,507,950.00	\$1,692,600.00	\$1,728,570.00	\$1,942,950.00
	2616	\$30	7,216,125	30X SUPREME	12/16/24			58	50.60%	6,317	3,448	131,303	28	\$754,590.00	\$802,440.00	\$847,710.00	\$937,200.00
	2661	\$30	6,107,225	PREMIER PLAY	8/4/25			25	33.31%	13,590	7,134	139,600	9	\$1,819,740.00	\$1,831,110.00	\$1,900,380.00	\$2,194,620.00
	2624	\$50	6,039,620	\$5 MILLION ROYALE	4/21/25			40	48.25%	11,750	3,991	138,640	7	\$1,900,550.00	\$2,147,250.00	\$2,263,150.00	\$2,492,000.00
	2589	\$50	6,082,060	500X	9/16/24			71	78.36%	7,195	2,705	54,360	26	\$1,329,450.00	\$1,571,900.00	\$1,647,200.00	\$1,757,250.00

Liability for 2645 / 200X

Tier ↕	Reference ↕	Tier Value ↕	Outstanding Tier Count ↕	Outstanding Tier Amount ↕	Tickets Paid ↕	Amount Paid ↕	Estimated Tickets Sold ↕	Percent Paid ↕	Last Date Cashed ↕
1	1	\$20.00	200,735	\$4,014,700.00	592212	\$11,844,240.00	4,934,135.32	7,468%	01/25/2026
2	2	\$40.00	158,736	\$6,349,440.00	475151	\$19,006,040.00	4,952,195.891	7,496%	01/25/2026
3	3	\$50.00	52,682	\$2,634,100.00	158410	\$7,920,500.00	4,957,798.05	7,504%	01/25/2026
4	4	\$100.00	26,501	\$2,650,100.00	79410	\$7,941,000.00	4,953,499.693	7,498%	01/25/2026
5	5	\$100.00	26,022	\$2,602,200.00	79782	\$7,978,200.00	4,981,737.564	7,541%	01/25/2026
6	6	\$100.00	12,757	\$1,275,700.00	40047	\$4,004,700.00	5,010,501.292	7,584%	01/25/2026
7	0	\$200.00	2,784	\$556,800.00	8273	\$1,654,600.00	4,943,149.299	7,482%	01/25/2026
8	0	\$200.00	3,413	\$682,600.00	10213	\$2,042,600.00	4,951,798.459	7,495%	01/25/2026
9	0	\$200.00	2,015	\$403,000.00	6268	\$1,253,600.00	4,999,416.733	7,567%	01/25/2026
10	0	\$200.00	2,048	\$409,600.00	6213	\$1,242,600.00	4,968,745.406	7,521%	01/25/2026
11	0	\$500.00	631	\$315,500.00	1866	\$933,000.00	4,937,090.748	7,473%	01/24/2026
12	0	\$500.00	705	\$352,500.00	2084	\$1,042,000.00	4,936,591.753	7,472%	01/25/2026
13	0	\$500.00	293	\$146,500.00	814	\$407,000.00	4,857,969.648	7,353%	01/25/2026
14	0	\$2,000.00	64	\$128,000.00	141	\$282,000.00	4,544,051.705	6,878%	01/23/2026
15	0	\$2,000.00	54	\$108,000.00	156	\$312,000.00	4,907,760.004	7,429%	01/22/2026
16	0	\$10,000.00	1	\$10,000.00	3	\$30,000.00	4,954,949.598	7,500%	11/24/2025
		Totals	489,468	\$24,258,740.00	1461107	\$71,864,080.00			

[illegible]

NO. OF TICKETS:
NO. POOLS:
PACK SIZE:
PACKS/POOL:
PACKS/GAME:

6,606,600
55.06
25
4,800
264,264

Minimum:
Maximum:

6,350,400
6,609,600

TEXAS LOTTERY COMMISSION
"200X" GAME NO. 2645
END OF PRODUCTION PRIZE STRUCTURE
19-Mar-25

PRIZE LEVEL		PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 55.06 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	INSTANT PAYOUT %
1	1	\$20	L	\$20	1	\$20	8.33	792,947	3,000	14,400,000	\$15,858,940	16.00%	72.75%
2	2	\$40	G	\$40	1	\$40	10.42	633,887	2,400	11,520,000	\$25,355,480	25.58%	75.02%
3	3	\$50	G	\$50	1	\$50	31.30	211,092	0.800	3,840,000	\$10,554,600	10.65%	
4	4	\$100	G	\$100	1	\$100	62.38	105,911	0.400	1,920,000	\$10,591,100	10.68%	
5	5	\$20"5X"	G	\$20"5X"	1	\$100	62.44	105,804	0.400	1,920,000	\$10,580,400	10.67%	
6	6	\$50 x 2	G	\$50 x 2	2	\$100	125.12	52,804	0.200	960,000	\$5,280,400	5.33%	
7	7	\$200	M	\$200	1	\$200	597.50	11,057	0.042	200,000	\$2,211,400	2.23%	
8	0	\$20"10X"	M	\$20"10X"	1	\$200	484.85	13,626	0.051	246,000	\$2,725,200	2.75%	
9	0	\$20"5X" + \$50 x 2	M	\$20"5X" + \$50 x 2	3	\$200	797.61	8,283	0.031	150,000	\$1,656,600	1.67%	
10	0	\$20 x 10	M	\$20 x 10	10	\$200	799.73	8,261	0.031	150,000	\$1,652,200	1.67%	
11	0	\$500	M	\$500	1	\$500	2,645.81	2,497	0.009	45,000	\$1,248,500	1.26%	
12	0	\$20"20X" + \$20"5X"	M	\$20"20X" + \$20"5X"	2	\$500	2,368.81	2,789	0.010	50,000	\$1,394,500	1.41%	
13	0	\$50"10X"	M	\$50"10X"	1	\$500	5,968.02	1,107	0.004	20,000	\$553,500	0.56%	
14	0	\$2,000	H	\$2,000	1	\$2,000	32,227.32	205	0.001	3,7235	\$410,000	0.41%	
15	0	\$50 x 20 + \$100 x10	H	\$50 x 20 + \$100 x10	30	\$2,000	31,460.00	210	0.001	3,8144	\$420,000	0.42%	
16	0	\$10,000	H	\$10,000	1	\$10,000	1,651,650.00	4	0.000	0.0727	\$40,000	0.04%	
17	0	\$50"200X"	H	\$50"200X"	1	\$10,000	83,627.85	79	0.000	1.4349	\$790,000	0.80%	
18	0	\$100,000	H	\$100,000	1	\$100,000	1,651,650.00	4	0.000	0.0727	\$400,000	0.40%	
19	0	\$500"200X"	H	\$500"200X"	1	\$100,000	1,651,650.00	4	0.000	0.0727	\$400,000	0.40%	
20	0	\$1,000,000	H	\$1,000,000	1	\$1,000,000	1,651,650.00	4 ***	0.000	0.0727	\$4,000,000	4.04%	
							3.39	1,950,575	7.381	35,430.263	\$ 96,122,820	96.97%	96.97%

"5X" = Win 5 TIMES the prize by revealing one (1) "5X" Play Symbol.

"10X" = Win 10 TIMES the prize by revealing one (1) "10X" Play Symbol.

"20X" = Win 20 TIMES the prize by revealing one (1) "20X" Play Symbol.

"200X" = Win 200 TIMES the prize by revealing one (1) "200X" Play Symbol.

DRAWINGS	\$100 Plus Entry	\$435.00	6,900	\$ 3,001,500.00	3.03%
Subtotal: Drawings			6,900	\$ 3,001,500.00	3.03%

TOTAL: 1,957,475 \$ 99,124,320 100.00%



INTEROFFICE MEMO

Ryan Mindell, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

Payment Approval

April 17, 2025

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

Vendor Name	Pollard Banknote Limited
P.O. Number (if applicable)	362-25-9010 RL011
Tx Game #/Name	Game #2645 200X
Draw #	
Invoice Number	8544981
Invoice Amount	\$1,040,336.47

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

JB 4/17/2025

Dale Bowersock

Dale Bowersock (Scratch Ticket Strategy Coordinator)

4/17/2025

Date



Will Russ

Will Russ (Products Manager)

4/20/2025

Date

Robert Tirloni

Robert Tirloni (Lottery Operations Division Director)

4/20/2025

Date

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

April 27, 2025



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

INVOICE NO.: 8544981

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	
Due Date: May 11, 2025	

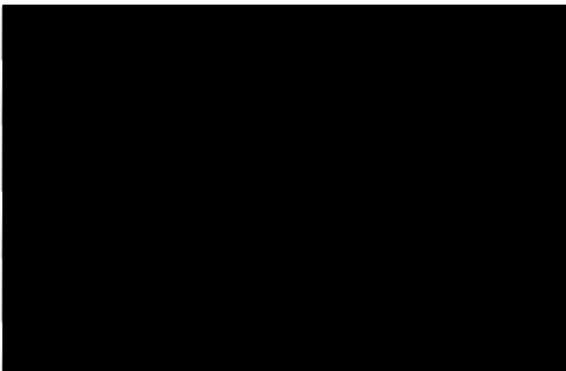
Invoice Date	Order No.	Your Order	Customer No.
April 11, 2025	1237119		5008

Order name: 200X #2645
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 10 x 4	6,606,600	65.72 /M	434,185.75
Holographic Scratch FX®	6,606,600	66.00 /M	436,035.60
Four colour process / Spectrum overprints	6,606,600	10.00 /M	66,066.00
Fluorescent / Neon Ink Base	6,606,600	5.60 /M	36,996.96
Flood UV varnish on ticket front	6,606,600	2.40 /M	15,855.84
Holographic Scratch FX®	1	5,940.00 Ea	5,940.00
Inserts	1	45,256.32 Ea	45,256.32

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

Before Taxes:	1,040,336.47 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	1,040,336.47 USD



Scratch Ticket Game Closing Analysis

02/26/23 Thru 02/22/25

Average Number of Weeks for 85% Average Sell Through (2 Years)

Price Point									
Print Quantities	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	Week 27*	None	None	None	None
5M-9.99M	Week 19	Week 24	Week 13*	Week 25	Week 22	None	None	Week 58*	None
10M-14.99M	Week 24*	None	None	Week 48*	None	Week 37*	None	None	None
15M-19.99M	Week 42	None	None	Week 64*	None	None	None	None	None
20M-24.99M	None	Week 50*	None	None	Week 72*	None	None	None	None
25M-29.99M	None	None	None	None	None	Week 63*	None	None	None
30M-34.99M	None	None	None	Week 54	None	None	None	None	None
>=35M	None	None	None	None	None	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through (2 Years)

Price Point									
Print Quantities	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	\$1,295,512	None	None	None	None
5M-9.99M	\$434,607	\$484,912	\$1,163,923	\$1,295,271	\$2,729,088	None	None	\$3,038,356	None
10M-14.99M	\$465,971	None	None	\$1,077,365	None	\$4,652,039	None	None	None
15M-19.99M	\$357,603	None	None	\$1,120,927	None	None	None	None	None
20M-24.99M	None	\$831,376	None	None	\$2,865,487	None	None	None	None
25M-29.99M	None	None	None	None	None	\$6,794,150	None	None	None
30M-34.99M	None	None	None	\$3,182,680	None	None	None	None	None
>=35M	None	None	None	None	None	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

6.2 \$1,000,000 PRIVATE ISLAND ESCAPE PROMOTION DETAILED REQUIREMENTS

These detailed requirements apply to the \$1,000,000 Private Island Escape 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 **"Game"** or **"Games"**). These requirements shall be part of the working papers for each Game.

1. PROMOTION DESCRIPTION

The Texas Lottery Commission (**"TLC"**) shall produce a family of scratch ticket games, which will feature the patented Scratch FX™ holographic material application and Neon Inks, to be printed by Pollard Banknote Limited (**"PBL"**), with the following names and prize points, in the designated ticket quantities on or about the launch dates shown below:

- (a) \$1.00 "20X" (Game Number 2642) twenty-two million three hundred twenty thousand (22,320,000) tickets launching May 5, 2025;
- (b) \$5.00 "50X" (Game Number 2643) with fourteen million forty thousand (14,040,000) tickets launching May 5, 2025;
- (c) \$10.00 "100X" (Game Number 2644) eleven million forty thousand (11,040,000) tickets launching May 5, 2025; and
- (d) \$20.00 "200X" (Game Number 2645) six million four hundred eighty thousand (6,480,000) tickets launching May 5, 2025.

PBL has contracted with Atlas Experiences, LLC (**"Atlas"**) to perform certain tasks associated with the Promotion. For avoidance of doubt, PBL shall be ultimately responsible to ensure fulfillment.

PBL/Atlas shall use their best efforts to coordinate with Necker Island to secure appropriate rights for approval of callouts and references to the elements of the Promotion related to this Property that will be featured on the microsite and social media related to the Game and Trip Prize described in these Detailed Requirements.

Atlas has agreed to grant PBL such rights as are necessary for TLC to use the Necker Island name, creative assets and any marks (**"Property"**) for the production, advertisement, promotion, and sale of the Games and has agreed to fulfill the trip prize package portions of the Promotion, subject to the terms and conditions contained herein.

PBL, through Atlas, will host the 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 Games in one (1) of five (5) promotional second-chance drawings described in Section 3 below (the **"\$100 + Entry Prize Drawings"**) for a chance to win one (1) of sixteen thousand two hundred (16,200), one hundred dollar (\$100) second-chance cash prizes plus entry (each a **"\$100 + Entry Prize"**) into an additional drawing, as follows:

Following each \$100 + Entry Prize Drawing, the name of each \$100 + Entry Prize winner will be entered automatically in one (1) of five (5) additional drawings described in Section 4 below (the **"Trip Prize Drawings"**) for a chance to win one (1) of twenty (20) trip prizes (the **"Trip Prizes"**) for a trip to the private Necker Island, British Virgin Islands (BVI) to participate in the **Promotion**.

2. ALLOCATION TO \$100 + ENTRY PRIZES FOR PRIZE FULFILLMENT, PROMOTION SERVICES AND PROMOTIONAL SUPPORT

The TLC shall allocate a total of seven million forty-seven thousand dollars (\$7,047,000), as indicated below, for PBL/Atlas to fulfill all \$100 + Entry Prizes and Trip Prizes and to provide other Promotion-related services, manufacturing, and marketing support. This amount reflects an allocation of four hundred thirty-five dollars (\$435) to

each \$100 + Entry Prize, to be invoiced and paid as provided in Section 9 below. The \$100 + Entry Prizes and allocated amounts shall be distributed across the Games as follows:

Game Price Point	Allocation for Each "\$100" Portion of Prize	Allocation for Each "Entry" Portion of Prize (\$335)	Total Allocation for \$100 + Entry Prizes (\$435)	Total \$100 + Entry Prizes Awarded	# Second-Chance Drawings	\$100 + Entry Prize Winners Per Drawing
\$1.00	\$90,000	\$301,500	\$391,500	900	5	180
\$5.00	\$330,000	\$1,105,500	\$1,435,500	3,300	5	660
\$10.00	\$510,000	\$1,708,500	\$2,218,500	5,100	5	1,020
\$20.00	\$690,000	\$2,311,500	\$3,001,500	6,900	5	1,380
TOTALS	\$1,620,000	\$5,427,000	\$7,047,000	16,200	5	3,240

PBL and/or Atlas shall provide the following items:

- a) Up to a maximum of one million (\$1,000,000) dollars in production, promotional marketing, and advertising as described further herein;

Fulfillment of sixteen thousand two hundred (16,200), one hundred dollar (\$100) payments to Winners valued at one million six hundred twenty thousand dollars (\$1,620,000);

- b) Drawing Services for the Trip Prize drawings.
- c) Fulfillment and hosting of twenty (20) Trip Prizes valued at thirty-two thousand dollars (\$32,000) each including federal taxes. The grand total value for all twenty (20) Trip Prizes plus fulfillment is six hundred forty thousand dollars (\$640,000), including federal taxes. PBL will be responsible for issuing and remitting payment for the tax portion of the Trip Prizes on behalf of each winner to the appropriate tax authority.
- d) Fulfillment of Trip Prize amenities and events, including the Game Show with an overall guaranteed total of one million one hundred eighty thousand dollars (\$1,180,000) in Cash Giveaways, including a one million dollar (\$1,000,000) guaranteed cash prize; and
- *The TLC shall have no liability related to any Trip Prize, or any cash prizes won in any cash prize giveaway, including any financial or tax liability.

3. \$100 + ENTRY PRIZE DRAWINGS

- a) The TLC shall conduct a total of five (5) promotional second-chance \$100 + Entry Prize Drawings. The number of \$100 + Entry Prize winners for each Drawing by game price point is shown in the chart in Section 2 above. The TLC shall determine the dates and times for each \$100 + Entry Prize Drawing and PBL/Atlas shall publicize the dates and times on the Promotion microsite.
- b) The Texas Lottery website/Luck Zone and the Luck Zone feature of the Texas Lottery App are the only permissible methods of entry into the \$100 + Entry Prize Drawings. Entries sent via any other method will not be eligible to enter any such Drawings. The number of entries the player receives per non-winning Game ticket entered is determined by the price point. A \$1 non-winning Game ticket receives one (1) entry, a \$5 non-winning Game ticket receives five (5) entries, a \$10 non-winning Game ticket receives ten (10) entries, and a \$20 non-winning Game ticket receives twenty (20) entries. All entries must be submitted from a location within the state of Texas. Entrants must provide a valid Texas address. Entrants must be eighteen (18) years of age or older to enter the \$100 + Entry Prize Drawings. Entries received after the deadline for the final \$100 + Entry Prize Drawing will not be eligible for any \$100 + Entry Prize.

From: [Gough, Riley](#)
To: [Bowersock, Dale](#)
Cc: [Russ, Will](#)
Subject: RE: February Pre-calls
Date: Wednesday, January 21, 2026 11:50:02 AM
Attachments: [image001.png](#)

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,

No concerns with this list. We talked about \$50 Loteria in our call last week, and for the other games, it's their time.

Thanks,
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Wednesday, January 21, 2026 9:56 AM
To: Gough, Riley <Riley.Gough@brightstarlottery.com>
Cc: Russ, Will <Will.Russ@lottery.state.tx.us>
Subject: February Pre-calls

CAUTION: This email originated outside of Brightstar. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Riley,
Currently the games I plan to pre-call in February are:

\$1, #2642, 20X
\$3, #2618, \$60,000 Word Blitz Search
\$5, #2619, \$200,000 Blitz
\$5, #2631, \$100,000 Richer (81% sales variance)
\$5, #2643, 50X
\$10, #2644, 100X
\$20, #2638, Mega Jumbo Bucks (85% sales variance)
\$20, #2645, 200X
\$50, #2518, 500X Loteria Spectacular (91.32% sold)

The highlighted BLITZ and the X games need to be closed to process winners for the events.

Do you have any concerns with closing the other 3?



Dale Bowersock

Scratch Ticket Strategy Coordinator / Lottery Operations Division
Texas Department of Licensing and Regulation
(512) 344-5166

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