

# Scratch Ticket Game Closing Analysis

## SUMMARY REPORT

### Scratch Ticket Information

		Date Completed	12/23/2025
Game #	2657	Confirmed Packs	1,644
Game Name	JAWS	Active Packs	917
Quantity Printed	7,318,950	Warehouse Packs	20,133
Price Point	\$5	Returned Packs	1,090
Start Date	6/2/2025	Printed Payout Percentage	68.11%
Top Prize	\$ 100,000	Percent Sold	74.84%
Number of Top Prizes Remaining	1	Number of Weeks Out	29

### Current Game Sales Analysis

#### TANGIBLE COSTS

##### **Expenditure Impact:**

Cost to print tickets	\$ 908,148	Actual ticket production costs
Second-chance prizes	\$ 80,000	From WP insert document
Licensing Fee	\$ 540,000	From WP insert document
Program Fee	\$ 1,083,500	From WP insert document
Prize payout expense	\$ 17,701,985	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 20,313,633</b>	

#### TANGIBLE BENEFITS

##### **Revenue Impact:**

Estimated sales	\$ 27,387,511	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 27,387,511</b>	
<b>Excess of Revenue over Expended</b>	<b>\$ 7,073,878</b>	

#### 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 Texas Lottery 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	\$ 110,485
Next week	\$ 132,275
Next week	\$ 161,605

Avg Weekly Sales Current Game	\$ 134,788
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Avg Weekly Sales \$5; 5M - 9.99M Qty	\$ 1,295,271
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Percentage Of Variance In Sales	90%
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**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2657	Printed Payout Percentage	68.11%
Game Name	JAWS	Actual Payout Percentage	64.93%
Percent Sold	74.84%	Number of Weeks Out	29
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			25

**Recommendation**

Based on the findings in this Summary Report, I am recommending closing the above game.

Products recommends closing the above game based on the below business reason(s):

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Scratch Ticket Strategy Coordinator

12/23/2025

Date



For Will Russ

Products Manager

12/23/2025

Date

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



Interim Lottery Operations Division Director

12/23/2025

Date



Chief Financial Officer

12/31/2025

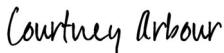
Date



Interim Lottery and Charitable Bingo Deputy Executive Director

1/5/2026

Date



Executive Director

12/23/2025

Date



Da Vinci Report

12/22/25

Week End Date:12/20/25

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														12/20/25	12/13/25	12/6/25	11/29/25
Mature	2619	\$5	16,884,975	\$200,000 BLITZ	1/6/25			50	44.30%	2,105	918	120,335	1,033	\$106,465.00	\$128,545.00	\$142,165.00	\$150,630.00
	2643	\$5	14,216,325	50X	5/5/25			33	64.91%	6,462	3,812	54,419	52	\$590,480.00	\$683,075.00	\$660,100.00	\$715,925.00
	2430	\$5	20,201,100	BONUS BREAK THE BANK	7/7/25			24	34.10%	7,073	5,075	163,815	29	\$689,770.00	\$743,685.00	\$736,485.00	\$769,840.00
	2663	\$5	9,910,275	COWBOYS	8/18/25			18	35.61%	7,123	4,260	70,819	400	\$512,050.00	\$522,515.00	\$595,870.00	\$657,225.00
	2683	\$5	11,330,950	EMERALD 7S	9/2/25			16	47.11%	9,307	6,569	62,376	34	\$974,510.00	\$1,004,710.00	\$1,046,050.00	\$1,089,470.00
	2664	\$5	5,483,750	HOUSTON TEXANS	8/18/25			18	53.97%	4,430	2,746	23,797	696	\$358,715.00	\$367,080.00	\$420,075.00	\$480,815.00
	2657	\$5	7,318,950	JAWS	6/2/25			29	74.84%	1,644	917	20,133	1,090	\$110,485.00	\$132,275.00	\$161,605.00	\$182,490.00
	2651	\$5	7,138,300	LADY LUCK MULTIPLIER	6/16/25			27	68.86%	2,251	1,181	23,124	2,250	\$159,765.00	\$168,750.00	\$217,010.00	\$213,345.00
	2670	\$5	7,320,675	MONEY MONEY MONEY	9/15/25			14	48.06%	8,512	5,535	34,684	78	\$729,965.00	\$798,780.00	\$809,745.00	\$859,805.00
	2581	\$5	30,271,200	SUPER CROSSWORD	12/16/24			53	56.80%	16,790	7,574	146,695	29	\$1,576,570.00	\$1,547,830.00	\$1,597,635.00	\$1,574,345.00
	2648	\$5	59,199,675	SUPER LOTERIA	4/21/25			35	45.57%	36,619	14,412	370,484	40	\$4,596,190.00	\$4,537,490.00	\$4,506,275.00	\$4,534,600.00
	2668	\$10	22,333,250	\$250,000 50X CASHWORD	9/15/25			14	15.83%	29,302	8,684	334,958	20	\$2,768,750.00	\$2,585,610.00	\$2,627,730.00	\$2,653,250.00
	2474	\$10	9,174,000	\$250 GRAND	6/2/25			29	54.63%	5,654	3,106	72,999	1,110	\$587,730.00	\$562,610.00	\$577,490.00	\$684,830.00
	2637	\$10	10,070,300	\$50, \$100 OR \$500!	7/7/25			24	45.87%	12,182	3,710	90,878	72	\$1,207,850.00	\$1,193,120.00	\$1,236,540.00	\$1,308,870.00
	2620	\$10	13,291,800	\$500,000 BLITZ	1/6/25			50	46.00%	3,410	1,473	136,648	678	\$247,380.00	\$258,240.00	\$285,040.00	\$300,290.00
	2644	\$10	11,033,650	100X	5/5/25			33	66.14%	10,608	4,534	57,798	51	\$1,094,650.00	\$1,117,380.00	\$1,185,230.00	\$1,260,630.00
	2600	\$10	7,984,750	CASINO NIGHT	8/18/25			18	47.32%	12,115	6,449	63,283	78	\$1,170,910.00	\$1,245,420.00	\$1,265,960.00	\$1,342,930.00
	2494	\$10	7,920,850	DAZZLING WINNINGS	4/21/25			35	52.61%	4,063	1,700	68,172	105	\$269,840.00	\$292,710.00	\$274,560.00	\$336,450.00
	2676	\$10	25,087,000	LIMITED EDITION MEGA LOTERIA	6/23/25			26	36.56%	30,830	8,657	273,211	79	\$3,398,410.00	\$3,172,090.00	\$3,152,080.00	\$3,281,500.00
	2669	\$10	34,459,550	MEGA LOTERIA	8/4/25			20	24.61%	38,587	10,525	464,112	46	\$4,692,630.00	\$4,459,620.00	\$4,260,500.00	\$4,375,060.00
	2684	\$10	8,197,800	RUBY 7S	9/2/25			16	44.19%	14,124	7,397	67,570	51	\$1,426,620.00	\$1,449,720.00	\$1,461,660.00	\$1,644,070.00
	2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24			57	60.09%	7,851	2,711	117,485	81	\$883,420.00	\$807,940.00	\$821,660.00	\$888,720.00
	2658	\$20	15,267,250	\$1,000,000 CROSSWORD	6/16/25			27	40.75%	42,590	9,997	302,409	44	\$5,007,860.00	\$4,761,180.00	\$4,801,880.00	\$4,923,400.00
	2645	\$20	6,606,600	200X	5/5/25			33	70.60%	14,611	5,869	54,335	69	\$5,570,640.00	\$5,126,740.00	\$1,630,320.00	\$1,742,740.00
	2630	\$20	5,946,300	COLOSSAL CASH	2/17/25			44	55.15%	6,541	3,115	95,298	71	\$515,220.00	\$487,300.00	\$522,300.00	\$558,940.00
	2685	\$20	9,157,950	DIAMOND 7S	9/2/25			16	27.41%	20,529	8,534	233,358	38	\$2,257,800.00	\$2,268,000.00	\$2,282,900.00	\$2,504,580.00
	2655	\$20	8,197,525	EXTREME MULTIPLIER	8/4/25			20	41.01%	20,077	7,469	162,535	38	\$2,557,460.00	\$2,440,360.00	\$2,485,120.00	\$2,670,040.00
	2638	\$20	5,985,950	MEGA JUMBO BUCKS	3/3/25			42	65.45%	8,462	3,781	68,253	83	\$600,380.00	\$807,580.00	\$767,200.00	\$923,400.00
	2653	\$20	24,210,225	MILLION DOLLAR LOTERIA	7/21/25			22	28.92%	55,128	11,219	613,101	54	\$7,059,580.00	\$6,702,020.00	\$6,501,780.00	\$6,759,580.00
	2633	\$30	7,210,250	\$3 MILLION CASH	4/7/25			37	43.34%	11,437	5,845	143,992	46	\$1,800,390.00	\$1,756,320.00	\$1,689,840.00	\$1,718,730.00
	2616	\$30	7,216,125	30X SUPREME	12/16/24			53	48.60%	6,932	3,559	136,323	59	\$921,780.00	\$879,540.00	\$875,100.00	\$894,060.00
	2661	\$30	6,107,225	PREMIER PLAY	8/4/25			20	27.87%	15,422	7,301	150,595	88	\$2,048,550.00	\$1,972,500.00	\$2,030,700.00	\$2,021,790.00
	2624	\$50	6,039,620	\$5 MILLION ROYALE	4/21/25			35	44.47%	13,293	4,514	147,916	46	\$2,619,350.00	\$2,474,050.00	\$2,489,550.00	\$2,475,200.00

## Liability for 2657 / JAWS

Tier	Reference	Tier Value	Outstanding Tier Count	Outstanding Tier Amount	Tickets Paid	Amount Paid	Estimated Tickets Sold	Percent Paid	Last Date Cashed
1	1	\$5.00	252,581	\$1,262,905.00	566965	\$2,834,825.00	5,063,277.091	6,918%	12/21/2025
2	2	\$10.00	29,095	\$290,950.00	68491	\$664,910.00	5,136,825	7,019%	12/21/2025
3	3	\$10.00	50,781	\$507,810.00	124702	\$1,247,020.00	5,201,003.533	7,106%	12/21/2025
4	4	\$15.00	32,567	\$488,505.00	84619	\$1,269,285.00	5,284,950.677	7,221%	12/21/2025
5	5	\$15.00	34,483	\$517,245.00	82703	\$1,240,545.00	5,165,285.289	7,057%	12/21/2025
6	6	\$20.00	55,046	\$1,100,920.00	140126	\$2,802,520.00	5,254,725	7,180%	12/21/2025
7	7	\$20.00	45,277	\$905,540.00	110844	\$2,216,880.00	5,196,364.959	7,100%	12/21/2025
8	0	\$50.00	4,893	\$244,650.00	13378	\$668,900.00	5,358,924.695	7,322%	12/21/2025
9	0	\$50.00	3,855	\$192,750.00	10343	\$517,150.00	5,331,729.81	7,285%	12/21/2025
10	0	\$50.00	2,948	\$147,400.00	7246	\$362,300.00	5,202,384.903	7,108%	12/21/2025
11	0	\$100.00	1,113	\$111,300.00	2949	\$294,900.00	5,313,536.078	7,260%	12/21/2025
12	0	\$100.00	2,740	\$274,000.00	7420	\$742,000.00	5,345,138.681	7,303%	12/21/2025
13	0	\$100.00	583	\$58,300.00	1455	\$145,500.00	5,225,256.256	7,139%	12/21/2025
14	0	\$250.00	1,421	\$355,250.00	3740	\$935,000.00	5,303,792.482	7,247%	12/21/2025
15	0	\$250.00	412	\$103,000.00	1121	\$280,250.00	5,351,952.347	7,312%	12/21/2025
16	0	\$250.00	449	\$112,250.00	1078	\$269,500.00	5,166,881.533	7,060%	12/21/2025
			<b>Totals</b>	<b>518,959</b>	<b>\$7,141,275.00</b>	<b>1228915</b>	<b>\$17,701,985.00</b>		

17	0	\$500.00	422	\$211,000.00	1011	\$505,500.00	5,163,613.712	7,055%
18	0	\$500.00	149	\$74,500.00	374	\$187,000.00	5,233,818.929	7,151%
19	0	\$500.00	120	\$60,000.00	298	\$149,000.00	5,217,816.032	7,129%
20	0	\$1,000.00	5	\$5,000.00	13	\$13,000.00	5,285,908.273	7,222%
21	0	\$1,000.00	14	\$14,000.00	30	\$30,000.00	4,990,193.189	6,818%
22	0	\$1,000.00	4	\$4,000.00	6	\$6,000.00	4,391,370.021	6,000%
23	0	\$100,000.00	1	\$100,000.00	3	\$300,000.00	5,489,212.325	7,500%
<b>Totals</b>		<b>518,959</b>		<b>\$7,141,275.00</b>	<b>1228915</b>		<b>\$17,701,985.00</b>	

NUMBER OF TICKETS (+/-2%):	7,318,950	Minimum Quantity:	7,056,000	TEXAS LOTTERY COMMISSION
POOLS:	20,33	Maximum Quantity:	7,344,000	"JAWS" - GAME NO. 2657
CK'S SIZE:	75			END OF PRODUCTION PRIZE STRUCTURE
				30-APR-25
CK'S POOL:				

**DBBL** = Win DOUBLE the prize by revealing one (1) "Shark" Play Symbol.

DRAWINGS	0.0005	4,1878 Odds: Max
Trip Prizes	\$2,000.00	40
Subtotal: Drawings	\$2,000.00	40
		TOTAL: 1,747,914
		\$ 80,000.00
		\$ 80,000.00
		0.32%
		0.32%
		0.32%
		100.00%
		\$ 24,923,260



# INTEROFFICE MEMO

*Sergio Rey, Acting Deputy Executive Director LaDonna Castañuela, Charitable Bingo Operations Director*

## Payment Approval

May 19, 2025

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

<b>Vendor Name</b>	<b>Pollard Banknote Limited</b>
<b>P.O. Number (if applicable)</b>	362-25-9010 RL012
<b>Tx Game #/Name</b>	Game #2657 Jaws
<b>Draw #</b>	
<b>Invoice Number</b>	8545883
<b>Invoice Amount</b>	<u><b>\$908,148.17</b></u>

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

*JB* 5/20/2025

*Dale Bowersock*

Dale Bowersock (Scratch Ticket Strategy Coordinator)

5/20/2025

Date



*Dale Bowersock* For Will Russ

Will Russ (Products Manager)

5/21/2025

Date

*Robert Tirloni*

Robert Tirloni (Lottery Operations Division Director)

5/21/2025

Date

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

**May 29, 2025**



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

## INVOICE NO.: 8545883

<b>Sold To:</b> Texas Lottery Commission Charitable Bingo Operations Division P.O. Box 16630 Austin, TX 78761-6630 United States	<b>Ship To:</b> Texas Lottery Commission Charitable Bingo Operations Division P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	Due Date: June 12, 2025
Invoice Date May 13, 2025	Order No. 1240214

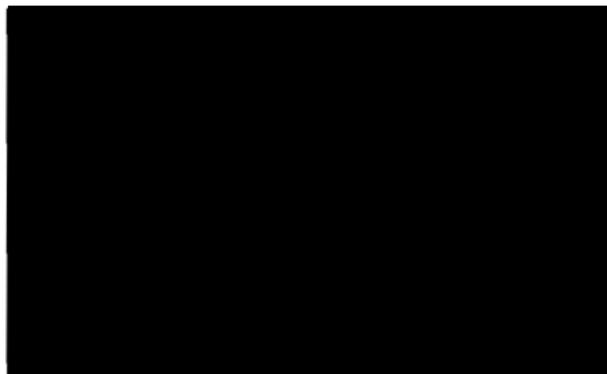
Order name: JAWS #2657

PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	7,318,950	50.26 /M	367,850.43
Spectrum process applied to Scratch FX®	7,318,950	56.00 /M	409,861.20
Four colour process / Spectrum overprints	7,318,950	8.00 /M	58,551.60
Flood UV varnish on ticket front	7,318,950	1.92 /M	14,052.38
Integrated Overprints / Continuous Image	7,318,950	4.80 /M	35,130.96
Spectrum process applied to Scratch FX®	1	5,940.00 Ea	5,940.00
Inserts	1	16,761.60 Ea	16,761.60

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

Before Taxes:	908,148.17 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	908,148.17 USD



## 6.2 JAWS LICENSE AND PROMOTION DETAILED REQUIREMENTS

### \$1,000,000 JAWS CHALLENGE PROMOTION

These detailed requirements apply to the \$1,000,000 JAWS CHALLENGE Promotion (the “Promotion”), a second-chance drawing promotion for the JAWS scratch ticket game identified in Section 1 below (the “Game” or “Eligible Game”). These requirements shall be part of the working papers for the Game.

#### 1. PROMOTION DESCRIPTION

The Texas Lottery Commission (“TLC”) shall produce a JAWS scratch ticket game, which will feature the JAWS licensed property, to be printed by Pollard Banknote Limited (“PBL”), with the following name and price point, in the designated ticket quantity on or about the launch dates shown below:

- (a) \$5.00 “JAWS” (Game Number 2657) seven million two hundred thousand (7,200,000) tickets launching June 2, 2025;

PBL has agreed to grant the TLC the use of the JAWS licensed property as defined in Section 2.

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, 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 Game in one (1) of four (4) promotional drawings described in Section 4 below (the “Trip Prize Drawings”) for a chance to win one (1) of forty (40) trip prizes (the “Trip Prizes”) for a trip to Austin, Texas to participate in the Promotion.

#### 2. LICENSED PROPERTY

##### DEFINITIONS:

- a) The term “Property” shall include the use of the classic 1975 live-action feature-length motion picture entitled “JAWS”
- b) “Game” means the scratch ticket game issued by the TLC bearing the Property described above, also referred to as the Texas Lottery JAWS scratch ticket game.

##### TRADEMARK and OTHER REQUIREMENTS:

- a) PBL reserves the right to modify trademark elements prior to final approval of all creative elements.
- b) PBL hereby grants to the TLC the limited, non-transferable and non-sublicensable right and license to promote, advertise and sell scratch ticket games bearing the Property within the state of Texas, subject to terms herein. Upon termination of the license (unless terminated for breach by TLC), the TLC shall have the right to continue to market and sell the scratch tickets which are on hand or in process at the time of such expiration or termination for a period of one hundred and eighty (180) days from the announced end of the Game; provided that, the TLC may continue to reproduce, use, and make copies

EXECUTED FEBRUARY 13, 2025

of this Property solely for historical, archival, or illustrative purposes, including but not limited to agency reports, open records responses, legislative document requests, and other similar uses that document the existence and performance of the Game as a business initiative of the TLC.

- c) The TLC shall indicate that licensing rights for scratch ticket games that include Pollard Banknote Licensed Properties have been obtained from PBL in any press releases relating to any such games issued by the TLC.
- d) The TLC shall submit to PBL all advertising and promotional materials for approval, not to be unreasonably withheld.
- e) Copyright notices shall be included on all tickets, advertising and promotional materials as appropriate.
- f) The following legal line and seal shall be included on the back of all tickets and on all advertising and promotional materials, space permitting:

© Universal City Studios LLC. All Rights Reserved.

### 3. ALLOCATION FOR PRIZE FULFILLMENT, PROMOTION SERVICES AND PROMOTIONAL SUPPORT

The TLC shall allocate a total of one million seven hundred three thousand five hundred dollars (\$1,703,500), as indicated below, for PBL/Atlas to fulfill all Trip Prizes and to provide other Promotion-related services, manufacturing, and marketing support. This amount reflects an allocation as follows:

- a) A license fee based upon actual game sales in an amount not to exceed five hundred and forty thousand dollars (\$540,000.00) to be invoiced and paid as provided in Section 9 below.
- b) A program fee amount of one million eighty-three thousand five hundred dollars (\$1,083,500) to be invoiced and paid as provided in Section 9 below.
- c) Trip prize amounts detailed in the table below totalling eighty thousand dollars (\$80,000) to be invoiced and paid as provided in Section 9 below.

Game Name	Game Price Point	Trip Prize	# Second-Chance Drawings	Winners Per Drawings
JAWS	(\$5.00)	Forty (40) @ \$2,000.00 each	4	10

PBL and/or Atlas shall provide the following items:

- a) Production and promotional marketing, and advertising as described further herein;
- b) Fulfillment and hosting of forty (40) Trip Prizes valued at two thousand (\$2,000) each. The total value for all forty (40) Trip Prizes plus fulfillment is eighty thousand dollars (\$80,000).

- c) Fulfillment of Trip Prize amenities and events, including the \$1,000,000 JAWS Game Show (see section 5 below) with an overall guaranteed total of one hundred ten thousand dollars (\$110,000) in Cash Giveaways, and a one million dollar (\$1,000,000) insured cash prize.
- d) 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.

#### 4. TRIP PRIZE DRAWINGS

- a) TLC shall conduct four (4) Trip Prize Drawings to award a total of ten (10) Trip Prizes in each of the four (4) Trip Prize Drawings, for a total of forty (40) Trip Prizes. After all related validation procedures by the TLC are complete for each of the Trip Prize Winners, the TLC will notify PBL and title to the awarded Trip Prize shall immediately pass to the winner. PBL/Atlas shall fulfill the Trip Prizes as provided in Section 7 below.
- b) Each Trip Prize is valued at two thousand dollars (\$2,000). PBL shall provide an IRS Tax Form W-2G or 1042S to the Trip Prize Winners for the value of the Trip Prize.
- c) PBL/Atlas will withhold and pay the taxes associated with any Cash Giveaway prizes awarded during the Trip Prize events to the IRS on behalf of each event cash prize winner. The TLC shall have no liability related to any Trip Prize or event cash prizes won, including any financial or tax liability.
- d) A player may win only one (1) Trip Prize per Drawing, but a player is eligible to win a Trip Prize in each of the four (4) Drawings.
  - i. Any person who wins more than one Trip Prize may either claim one (1) or more of such Trip Prizes won (and thereby be responsible for all taxes on all such prizes claimed) or decline to claim any of the additional Trip Prizes. Each Trip Prize that goes unclaimed by a Trip Prize Winner shall be awarded to an alternate, and the alternate shall be responsible for all taxes on that Trip Prize.

If a Trip Prize Winner claims more than one Trip Prize, the Trip Prize Winner may personally participate in the Cash Giveaway event contest in one (1) Finalist position only and shall assign a Proxy to play on his/her behalf, and a Guest, for each additional Trip Prize claimed. A Proxy must be eighteen (18) years of age or older. All Cash Giveaway prizes won by the Proxy shall be awarded to the Trip Prize Winner (less applicable tax withholdings). If the Trip Prize Winner does not timely assign a Proxy for each additional Trip Prize, or Cash Giveaway prize, PBL/Atlas shall assign a Proxy as applicable.

#### 5. TRIP PRIZE SPECIFICATIONS

The Trip Prize event shall take place approximately eighteen (18) months after the scratch ticket launch at the South Lamar Alamo Drafthouse in Austin, Texas. If the Trip Prize event cannot take place on these dates, the event shall be rescheduled to take place on alternative dates, to be approved by the TLC. Should the date change for any reason outside of PBL/Atlas's control, PBL/Atlas shall work with the Trip Prize

**Scratch Ticket Game Closing Analysis**  
**02/26/23 Thru 02/22/25**

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

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

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

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

**From:** [Russ, Will](#)  
**To:** [Products](#); [ManagersLO](#); [Leeper, Andrew](#)  
**Cc:** [Rey, Sergio](#)  
**Subject:** Will Russ - Out of Office Until Monday, 1/5/26; Signature Authority to Dale Bowersock  
**Date:** Friday, December 19, 2025 6:07:59 PM

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Afternoon,

I will be out of the office until Monday, 1/5/2026.

Dale Bowersock will have full Signature Authority for Products. Please email him if you need something approved.

Thanks,

**Will Russ | Products Manager | Texas Lottery®**  
1801 Congress Ave. | Austin, Texas | 78701  
Office 512.344.5386 [www.texaslottery.com](http://www.texaslottery.com)

**From:** Gough, Riley  
**To:** Bowersock, Dale  
**Cc:** Russ, Will; Stuckey, Kelly  
**Subject:** RE: January Game Pre-calls  
**Date:** Monday, December 22, 2025 2:38:58 PM  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png, image008.png, image009.png, image010.png

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Hi Dale,

I reviewed the games below, and I don't see issues.

I'm glad that we have the strategy to pre-call \$2 Break the Bank (#2614) until this month, so that's good. I understand why there are two of the Blitz games on the list this month. I anticipate that the remaining Blitz games will probably be on the list for next month.

Thanks,  
Riley

**From:** Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>  
**Sent:** Monday, December 22, 2025 9:12 AM  
**To:** Gough, Riley <Riley.Gough@brightstarlottery.com>  
**Cc:** Russ, Will <Will.Russ@lottery.state.tx.us>; Stuckey, Kelly <Kelly.Stuckey@lottery.state.tx.us>  
**Subject:** January Game Pre-calls

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Riley,

The game closures are piling up since we didn't pre-call the entire list in December. This month we would have had 14 to pre-call but I've removed a few and got us down to 8. All of these are extremely underperforming.

Here are the Pre-calls I recommend for January:

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
													12/20/25	12/13/25	12/6/25
2617	\$1	25,187,700	\$5,000 BLITZ	1/6/25			50	67.12%	2,677	1,654	49,675	79	\$69,107.00	\$80,834.00	\$87,481.00
2657	\$5	7,318,950	JAWS	6/2/25			29	74.84%	1,644	917	20,133	1,090	\$110,485.00	\$132,275.00	\$161,605.00
2651	\$5	7,158,300	LADY LUCK MULTIPLIER	6/16/25			27	68.86%	2,251	1,181	23,124	2,250	\$159,765.00	\$168,750.00	\$217,010.00
2474	\$10	9,174,000	\$250 GRAND	6/2/25			29	54.63%	5,654	3,106	72,099	1,110	\$587,730.00	\$562,610.00	\$577,490.00
2620	\$10	13,291,800	\$500,000 BLITZ	1/6/25			50	46.00%	3,410	1,473	136,648	678	\$247,380.00	\$258,240.00	\$285,040.00
2494	\$10	7,920,850	DAZZLING Winnings	4/21/25			35	52.61%	4,063	1,700	68,172	105	\$269,840.00	\$292,710.00	\$274,560.00
2630	\$20	5,946,300	COLOSSAL CASH	2/17/25			44	55.15%	6,541	3,115	95,298	71	\$515,220.00	\$487,300.00	\$522,300.00
2614	\$2	24,053,500	BREAK THE BANK	12/2/24			55	92.18%	3,092	1,631	8,697	227	\$130,786.00	\$140,530.00	\$144,066.00

Close Dates would be:

Pre-Call Date	Call Date	EOG Date	EOV Date
Friday, January 9, 2026	Sunday, February 8, 2026	Wednesday, March 25, 2026	Monday, September 21, 2026

Please let me know if you have any concerns to pre-calling these in January.



**Dale Bowersock**

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

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