

TEXAS DEPARTMENT OF LICENSING AND REGULATION

Scratch Ticket Game Closing Analysis

SUMMARY REPORT

Scratch Ticket Information

Date Completed

9/21/2026

Game #	2658	Confirmed Packs	10,706
Game Name	\$1,000,000 Crossword	Active Packs	2,725
Quantity Printed	15,267,250	Warehouse Packs	-
Price Point	\$20	Returned Packs	1,969
Start Date	6/16/2025	Printed Payout Percentage	75.00%
Top Prize	\$ 1,000,000	Percent Sold	96.89%
Number of Top Prizes Remaining	1	Number of Weeks Out	66

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 2,839,895	Actual Ticket Production Costs
Prize payout expense	\$ 219,737,270	Data from Instant Ticket Tier Liability Screen in ES

Estimated Direct Costs \$ 222,577,165

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 295,848,771	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 295,848,771</u></u>	

Excess of Revenue over Expended \$ 73,271,606

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	\$	1,152,580
Next week	\$	1,219,460
Next week	\$	1,530,220
Avg Weekly Sales Current Game	\$	1,300,753
Avg Weekly Sales \$20; 15M-19.99M Qty*	\$	4,503,279
Percentage Of Variance In Sales		71%

TEXAS DEPARTMENT OF LICENSING AND REGULATION

Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2658	Printed Payout Percentage	75.00%
Game Name	\$1,000,000 Crossword	Actual Payout Percentage	74.27%
Percent Sold	96.89%	Number of Weeks Out	66
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			58

* 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.

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



Scratch Ticket Strategy Coordinator

9/21/2026

Date





For Will Russ

Products Manager

9/23/2026

Date

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

Not Required - Over 85% Sell Through

Lottery Operations Division Director

Date

Not Required - Over 85% Sell Through

Chief Financial Officer

Date

Not Required - Over 85% Sell Through

Executive Director*

Date

*Executive Director Order No. 01-26 delegates authority to the Lottery & Charitable Bingo Deputy Executive Director.



Play the Games of Texas!

Da Vinci Report

Week End Date:9/19/26

9/21/26

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/19/26	9/12/26	9/5/26	8/29/26
Sold/Closing	2727	\$5	5,124,375	ALL ABOUT THE 8S	6/1/26			16	93.70%	1,535	1,401	292	381	\$255,455.00	\$330,015.00	\$443,095.00	\$611,800.00
	2751	\$5	7,319,250	AZULEJOS	2/2/26	10/4/26	11/18/26	33	90.03%	1,866	1,528	2,139	2,376	\$251,935.00	\$243,615.00	\$296,170.00	\$299,040.00
	2660	\$5	7,183,425	IN THE GREEN	3/2/26	8/30/26	10/14/26	29	70.78%	216	209	23,030	3,102	\$29,570.00	\$58,845.00	\$92,050.00	\$188,270.00
	2648	\$5	59,199,675	SUPER LOTERIA	4/21/25			74	94.26%	9,534	3,449	28,461	376	\$914,235.00	\$1,012,815.00	\$1,148,355.00	\$1,253,870.00
	2728	\$5	7,341,750	YELLOWSTONE	3/30/26	10/4/26	11/18/26	25	78.93%	1,782	2,015	13,536	1,411	\$282,590.00	\$308,170.00	\$362,390.00	\$422,520.00
	2658	\$20	15,267,250	\$1,000,000 CROSSWORD	6/16/25			66	96.89%	10,706	2,725	0	1,969	\$1,152,580.00	\$1,219,460.00	\$1,530,220.00	\$1,767,020.00
	2655	\$20	8,197,525	EXTREME MULTIPLIER	8/4/25	10/4/26	11/18/26	59	74.79%	3,857	2,071	72,965	353	\$529,440.00	\$574,580.00	\$658,960.00	\$677,280.00
	2671	\$20	6,086,825	INSTANT MILLIONS	10/20/25	10/4/26	11/18/26	48	81.22%	4,359	2,321	35,049	324	\$535,840.00	\$595,100.00	\$626,680.00	\$690,960.00
	2653	\$20	24,210,225	MILLION DOLLAR LOTERIA	7/21/25			61	90.81%	31,941	6,716	40,878	1,544	\$3,602,360.00	\$3,743,860.00	\$4,352,120.00	\$4,723,760.00
	2590	\$50	6,119,700	X	1/21/25	8/16/26	9/30/26	87	64.23%	160	71	102,911	4,402	\$37,700.00	\$70,100.00	\$143,350.00	\$315,050.00

Liability for 2658 / \$1,000,000 CROSSWORD

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	76,062	\$1,521,240.00	1348674	\$26,973,480.00	14,452,181.405	9,466%	09/20/2026
2	2	\$20.00	22,207	\$444,140.00	588465	\$11,769,300.00	14,712,058.636	9,636%	09/20/2026
3	3	\$40.00	7,653	\$306,120.00	195901	\$7,836,040.00	14,693,248.682	9,624%	09/20/2026
4	4	\$40.00	6,885	\$275,400.00	196730	\$7,869,200.00	14,751,006.029	9,662%	09/20/2026
5	5	\$40.00	10,171	\$406,840.00	295145	\$11,805,800.00	14,758,651.696	9,667%	09/20/2026
6	6	\$50.00	10,270	\$513,500.00	295162	\$14,758,100.00	14,753,896.267	9,664%	09/20/2026
7	7	\$50.00	17,649	\$882,450.00	491141	\$24,557,050.00	14,737,656.857	9,653%	09/20/2026
8	8	\$100.00	25,253	\$2,525,300.00	687279	\$68,727,900.00	14,726,160.106	9,646%	09/20/2026
9	0	\$150.00	1,463	\$219,450.00	39923	\$5,988,450.00	14,727,550.905	9,646%	09/20/2026
10	0	\$150.00	446	\$66,900.00	12292	\$1,843,800.00	14,732,692.495	9,650%	09/20/2026
11	0	\$150.00	417	\$62,550.00	12335	\$1,850,250.00	14,767,999.432	9,673%	09/20/2026
12	0	\$200.00	1,122	\$224,400.00	31895	\$6,379,000.00	14,748,430.771	9,660%	09/20/2026
13	0	\$200.00	578	\$115,600.00	15994	\$3,198,800.00	14,734,757.211	9,651%	09/20/2026
		Totals	183,142	\$9,274,490.00	4296800	\$219,737,270.00			

[illegible]

NO. OF TICKETS:	15,267,250	TEXAS LOTTERY COMMISSION			
NO. POOLS:	127.23	"\$1,000,000 CROSSWORD" - GAME NO. 2658			
PACK SIZE:	25	END OF PRODUCTION PRIZE STRUCTURE			
PACKS/POOL:	4,800	22-May-25			75.00%
PACKS/GAME:	610,690				
	15,267,250	\$20 TICKETS	\$305,345,000	REVENUE	PRIZE FUND
				\$229,011,760	PAYOUT %

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 127.23 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	2 WORDS	1	\$20	10.72	1,424,736	2.333	11,200,000	\$28,494,720	12.44%	
2	2	L	\$20 BONUS WORD	1	\$20	25.00	610,672	1.000	4,800,000	\$12,213,440	5.33%	
3	3	G	3 WORDS	1	\$40	75.00	203,554	0.333	1,600,000	\$8,142,160	3.56%	
4	4	G	\$40 BONUS WORD	1	\$40	74.98	203,615	0.333	1,600,000	\$8,144,600	3.56%	
5	5	G	2 WORDS + \$20 BONUS WORD	2	\$40	50.00	305,316	0.500	2,400,000	\$12,212,640	5.33%	
6	6	G	\$50 BONUS WORD	1	\$50	49.99	305,432	0.500	2,400,000	\$15,271,600	6.67%	
7	7	G	4 WORDS	1	\$50	30.01	508,790	0.833	4,000,000	\$25,439,500	11.11%	LOW-TIER
8	8	G	\$100 BONUS WORD	1	\$100	21.43	712,532	1.167	5,600,000	\$71,253,200	31.11%	79.11%
9	0	M	5 WORDS	1	\$150	368.90	41,386	0.068	325,000	\$6,207,900	2.71%	
10	0	M	\$150 BONUS WORD	1	\$150	1,198.56	12,738	0.021	100,000	\$1,910,700	0.83%	
11	0	M	\$50 BONUS WORD + \$100 BONUS WORD	2	\$150	1,197.24	12,752	0.021	100,000	\$1,912,800	0.84%	
12	0	M	6 WORDS	1	\$200	462.41	33,017	0.054	260,000	\$6,603,400	2.88%	
13	0	M	\$200 BONUS WORD	1	\$200	921.27	16,572	0.027	130,000	\$3,314,400	1.45%	
14	0	M	4 WORDS + \$50 BONUS WORD + \$100 BONUS WORD	3	\$200	196.58	77,666	0.127	610,000	\$15,533,200	6.78%	
15	0	M	7 WORDS	1	\$500	2,023.76	7,544	0.012	59,0000	\$3,772,000	1.65%	MID-TIER
16	0	M	\$500 BONUS WORD	1	\$500	4,577.89	3,335	0.005	26,0000	\$1,667,500	0.73%	17.87%
17	0	H	8 WORDS	1	\$2,000	112,259.19	136	0.000	1,0690	\$272,000	0.12%	
18	0	H	7 WORDS + \$500 BONUS WORD + \$1,000 BONUS WORD	3	\$2,000	124,123.98	123	0.000	0.9668	\$246,000	0.11%	
19	0	H	9 WORDS	1	\$20,000	763,362.50	20	0.000	0.1572	\$400,000	0.17%	HIGH-TIER
20	0	H	10 WORDS	1	\$1,000,000	2,544,541.67	6 ***	0.000	0.0472	\$6,000,000	2.62%	3.02%
						3.41	4,479,942	7.336	35,212,240	\$ 229,011,760	100.00%	100.00%



INTEROFFICE MEMO

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

Payment Approval

June 10, 2025

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

Vendor Name	Pollard
P.O. Number (if applicable)	362-25-9010 RL015
Tx Game #/ Name	#2658 \$1,000,000 Crossword
Draw	

Invoice Number:

8546051

Invoice Amount:

\$2,841,094.99

sanction letter dated 6/6/25

-\$1,200.00

Total Amount

\$2,839,894.99

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

Dale Bowersock (Scratch Ticket Strategy Coordinator)

6/11/2025

Date

JB
6/11/2025

Will Russ (Products Manager)

6/18/2025

Date



Kelly Stuckey (Acting Lottery Operations Division Director)

6/19/2025

Date

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

June 20, 2025



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

INVOICE NO.: 8546051

Sold To: Texas Lottery Commission Charitable Bingo Operations Division P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: 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 30, 2025

Invoice Date	Order No.	Your Order	Customer No.
May 31, 2025	1237169		5008

Order name: \$1,000,000 CROSSWORD #2658
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 12 x 4	15,267,250	73.72 /M	1,125,501.67
Spectrum process applied to Scratch FX®	15,267,250	84.00 /M	1,282,449.00
Four colour process / Spectrum overprints	15,267,250	12.00 /M	183,207.00
Translucent marking system	15,267,250	3.36 /M	51,297.96
Flood UV varnish on ticket front	15,267,250	2.88 /M	43,969.68
Multiple Play Area	15,267,250	2.88 /M	43,969.68
Spectrum process applied to Scratch FX®	1	5,940.00 Ea	5,940.00
Inserts	1	104,760.00 Ea	104,760.00

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

Before Taxes:	2,841,094.99 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	2,841,094.99 USD

Scratch Ticket Game Closing Analysis

02/25/24 Thru 02/28/26

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

		Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100	
< 5M	None	None	None	Week 17*	None	None	None	Week 57*	None	
5M-9.99M	Week 17	Week 27	Week 22*	Week 18	Week 25	Week 37*	None	Week 74*	None	
10M-14.99M	Week 22	None	None	Week 31*	None	None	None	None	None	
15M-19.99M	None	None	None	None	None	Week 58*	None	None	None	
20M-24.99M	None	Week 41*	None	None	Week 70*	None	None	None	None	
25M-29.99M	None	None	None	None	Week 43*	Week 69*	None	None	None	
30M-34.99M	None	None	None	None	None	None	None	None	None	
>=35M	None	None	Week 102*	Week 45*	None	None	None	None	None	

Average Weekly Dollar Sales at 85% Average Sell Through

		Price Point					Price Point				
Print Quantities	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100		
< 5M	None	None	None	\$1,271,429	None	None	None	\$3,109,504	None		
5M-9.99M	\$489,333	\$430,424	\$702,708	\$1,650,766	\$2,831,019	\$2,351,123	None	\$4,557,105	None		
10M-14.99M	\$460,807	None	None	\$1,548,488	None	None	None	None	None		
15M-19.99M	None	None	None	None	None	\$4,503,279	None	None	None		
20M-24.99M	None	\$1,001,893	None	None	\$2,694,222	None	None	None	None		
25M-29.99M	None	None	None	None	\$5,056,047	\$6,320,244	None	None	None		
30M-34.99M	None	None	None	None	None	None	None	None	None		
>=35M	None	None	\$886,639	\$4,773,034	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: [Meier, Derek](#)
To: [Bowersock, Dale](#); [Gough, Riley](#) <BS>
Cc: [ProductsScratchTeam](#)
Subject: RE: October Pre-call Recommendations
Date: Monday, September 21, 2026 3:15:06 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.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.

Good afternoon, Dale

I checked with Riley and we're good with the other game recommendations.

Thank you.

Derek Meier
Order Fulfillment Senior Manager



8520 Tuscany Way
Austin, Texas
Mobile: +1 806 239 7281

BrightstarLottery.com

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, September 21, 2026 2:10 PM
To: Gough, Riley <Riley.Gough@brightstarlottery.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>; Meier, Derek <Derek.Meier@brightstarlottery.com>
Subject: RE: October Pre-call Recommendations

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.

I would like to remove 2711, 30S the Cash Word Search. It's only at 38% sell through. We do need a strategy to get more inventory out for this game though if we are ever going to sell through this game timely.

From: Bowersock, Dale
Sent: Monday, September 21, 2026 8:58 AM
To: Gough, Riley <BS> <Riley.Gough@brightstarlottery.com>
Cc: ProductsScratchTeam <ProductsScratchTeam@lottery.state.tx.us>
Subject: October Pre-call Recommendations
Importance: High

Riley,
Below are the game which qualify for Pre-call in October.

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
													9/19/26	9/12/26	9/5/26
Under 85% Sold (variance attached):															
2711	\$3	17,205,625	30X THE CASH WORD SEARCH	1/5/26			37	38.08%	2,992	2,094	79,045	105	\$216,837.00	\$211,578.00	\$227,211.00
2577	\$5	7,330,275	\$100,000 CASH	4/13/26			23	61.98%	3,560	2,337	29,353	914	\$295,685.00	\$314,710.00	\$377,535.00
2636	\$10	8,177,500	\$1,000,000 RICHES	2/2/26			33	70.70%	6,376	3,833	36,103	93	\$750,420.00	\$780,600.00	\$859,170.00
2744	\$20	6,105,050	\$1,000,000 CASH!	12/1/25			42	57.02%	7,071	2,791	93,099	273	\$553,880.00	\$514,120.00	\$588,760.00
Over 85% Sold:															
2727	\$5	5,124,375	ALL ABOUT THE 8S	6/1/26			16	93.70%	1,535	1,401	292	381	\$255,455.00	\$330,015.00	\$443,095.00
2648	\$5	59,199,675	SUPER LOTERIA	4/21/25			74	94.26%	9,534	3,449	28,461	376	\$914,235.00	\$1,012,815.00	\$1,148,355.00
2658	\$20	15,267,250	\$1,000,000 CROSSWORD	6/16/25			66	96.89%	10,706	2,725	0	1,969	\$1,152,580.00	\$1,219,460.00	\$1,530,220.00

The Game Close dates would be:

Pre-call: 10/2/26

Call: 11/1/26

End of Game: 12/16/26

End of Validations: 6/14/27

Please let me know if you have any concerns with pre-calling any of these games.

Dale Bowersock

Scratch Ticket Strategy Coordinator

Lottery Operations Division

Texas Department of Licensing and Regulation

dale.bowersock@lottery.state.tx.us

(512) 344-5166



CONFIDENTIALITY NOTICE: This message is the property of Brightstar Lottery and/or its subsidiaries and may contain proprietary, confidential or trade secret information. This message is intended solely for the use of the addressee. If you are not the intended recipient and have received this message in error, please delete this message from your system. Any unauthorized reading, distribution, copying, or other use of this message or its attachments is strictly prohibited.

From: [Russ, Will](#)
To: [Products; ManagersLO; Helm, Steve; Perez, Maria; Youngblood, Colin](#)
Subject: Will Russ: Signature Authority to Dale Bowersock (9/23/2026)
Date: Tuesday, September 22, 2026 8:39:42 PM

I am out of the office 9/23/2026. Dale Bowersock will have full Signature Authority for Products 9/23/2026. Please email him if you have something that needs to be approved.

Will Russ

Products Manager

Lottery Operations Division

Texas Department of Licensing and Regulation

will.russ@lottery.state.tx.us

512.344.5386