

**Scratch Ticket Game Closing Analysis
SUMMARY REPORT**

Scratch Ticket Information

Date Completed 2/24/2026

Game #	2696	Confirmed Packs	909
Game Name	White Elephant	Active Packs	478
Quantity Printed	9,096,900	Warehouse Packs	39
Price Point	\$1	Returned Packs	720
Start Date	11/3/2025	Printed Payout Percentage	60.08%
Top Prize	\$ 500	Percent Sold	93.99%
Number of Top Prizes Remaining	9	Number of Weeks Out	16

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 377,381	Actual Ticket Production Costs
Prize payout expense	\$ 4,230,182	Data from Instant Ticket Tier Liability Screen in ES

Estimated Direct Costs \$ 4,607,563

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 8,550,176	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 8,550,176</u></u>	

Excess of Revenue over Expended \$ 3,942,613

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

	<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	50,632
Next week	\$	116,269
Next week	\$	872,917
Avg Weekly Sales Current Game	\$	346,606
Avg Weekly Sales \$1; 5M - 9.99M Qty	\$	434,607
Percentage Of Variance In Sales		20%

Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2696	Printed Payout Percentage	60.08%
Game Name	White Elephant	Actual Payout Percentage	49.47%
Percent Sold	93.99%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

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):

Dale Bowersack

2/24/2026

Scratch Ticket Strategy Coordinator

Date

Will Russ

2/24/2026

Products Manager

Date

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

Not Required - Over 85% Sold

Interim Lottery Operations Division Director

Date

Not Required - Over 85% Sold

Chief Financial Officer

Date

Not Required - Over 85% Sold

Interim Lottery and Charitable Bingo Deputy Executive Director

Date

Not Required - Over 85% Sold

Executive Director

Date



Product Line	Game	Game \$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales						
														2/21/26	2/14/26	2/7/26	1/31/26			
	Sold/Closing																			
	2617	\$1	25,187,700	\$5,000 BLITZ	1/6/25	2/8/26	3/25/26	59	69.62%	391	311	47,622	437	\$36,150,000	\$60,700,000	\$114,331,000	\$73,571,000			
	2642	\$1	22,739,100	20X	5/5/25	3/8/26	4/22/26	42	77.56%	2,711	3,151	25,087	95	\$198,904,000	\$230,462,000	\$458,958,000	\$312,761,000			
	2696	\$1	9,098,900	WHITE ELEPHANT	11/3/25			16	93.99%	909	478	39	720	\$50,632,000	\$116,269,000	\$872,917,000	\$695,162,000			
	2614	\$2	24,053,500	BREAK THE BANK	12/2/24	2/8/26	3/25/26	64	94.26%	431	270	7,141	420	\$54,394,000	\$77,072,000	\$136,106,000	\$105,220,000			
	2618	\$3	20,211,750	\$60,000 BLITZ WORD SEARCH	1/6/25	3/8/26	4/22/26	59	46.66%	757	442	83,420	189	\$68,652,000	\$76,728,000	\$85,056,000	\$74,943,000			
	2631	\$5	7,102,050	\$100,000 RICHER	7/21/25	3/8/26	4/22/26	31	70.99%	1,074	911	19,797	4,018	\$154,060,000	\$216,365,000	\$206,665,000	\$186,105,000			
	2619	\$5	16,884,975	\$200,000 BLITZ	1/6/25	3/8/26	4/22/26	59	45.18%	643	446	120,240	948	\$54,860,000	\$78,020,000	\$79,905,000	\$69,905,000			
	2643	\$5	14,216,325	50X	5/5/25	3/8/26	4/22/26	42	70.74%	1,926	1,749	49,145	132	\$320,450,000	\$381,860,000	\$421,055,000	\$383,065,000			
	2657	\$5	7,318,950	JAWS	6/2/25	2/8/26	3/25/26	38	76.41%	207	154	20,070	1,249	-\$3,480,000	\$41,725,000	\$67,360,000	\$59,030,000			
	2651	\$5	7,158,300	LADY LUCK MULTIPLIER	6/16/25	2/8/26	3/25/26	36	71.29%	213	185	23,088	2,345	\$23,720,000	\$72,635,000	\$105,750,000	\$89,240,000			
	2698	\$5	6,104,100	WINTER WINNINGS	11/3/25			16	91.11%	1,669	1,318	421	744	\$303,695,000	\$483,595,000	\$1,470,810,000	\$981,665,000			
	2474	\$10	9,174,000	\$250 GRAND	6/2/25	2/8/26	3/25/26	38	58.54%	598	531	69,987	623	\$151,760,000	\$300,470,000	\$370,620,000	\$361,040,000			
	2620	\$10	13,291,800	\$500,000 BLITZ	1/6/25	2/8/26	3/25/26	59	47.12%	434	313	136,319	662	\$41,700,000	\$124,360,000	\$167,100,000	\$149,070,000			
	2644	\$10	11,083,650	100X	5/5/25	3/8/26	4/22/26	42	73.20%	3,769	2,661	48,401	152	\$658,530,000	\$727,620,000	\$812,790,000	\$744,850,000			
	2494	\$10	7,920,850	DAZZLING WINNINGS	4/21/25	2/8/26	3/25/26	44	54.86%	453	298	67,055	553	\$48,240,000	\$147,240,000	\$177,860,000	\$194,460,000			
	2645	\$20	6,608,600	200X	5/5/25	3/8/26	4/22/26	42	78.86%	5,633	3,505	40,221	56	\$906,140,000	\$1,058,980,000	\$1,130,520,000	\$1,017,520,000			
	2630	\$20	5,946,300	COLOSSAL CASH	2/17/25	2/8/26	3/25/26	53	58.15%	815	594	91,670	650	\$119,460,000	\$269,740,000	\$388,900,000	\$383,060,000			
	2638	\$20	5,965,950	MEGA JUMBO BUCKS	3/3/25	3/8/26	4/22/26	51	70.54%	3,816	2,578	59,528	86	\$66,180,000	\$630,420,000	\$661,240,000	\$615,220,000			
	2586	\$20	25,615,950	MILLION DOLLAR LOTERIA	4/15/24	1/14/26	2/28/26	97	97.11%	1,643	58	7,993	3,035	\$20,920,000	\$92,020,000	\$279,740,000	\$627,460,000			
	2616	\$30	7,216,125	30X SUPREME	12/16/24	3/8/26	4/22/26	62	52.07%	3,442	2,600	128,466	59	\$753,240,000	\$816,690,000	\$880,950,000	\$737,820,000			
	2518	\$50	7,928,240	500X LOTERIA SPECTACULAR	5/20/24	2/4/26	3/21/26	92	92.48%	2,650	554	15,715	1,120	\$368,200,000	\$625,500,000	\$1,129,350,000	\$1,233,800,000			
	2599	\$50	4,161,240	COLOSSAL CASHWORD	11/18/24			66	94.09%	6,584	2,898	223	236	\$1,666,550,000	\$1,899,250,000	\$2,076,950,000	\$1,927,150,000			
	2588	\$100	5,243,580	\$400 MILLION MEGA BUCKS	2/5/24	2/12/26	3/29/26	107	87.04%	2,513	1,198	30,312	567	\$906,300,000	\$1,397,100,000	\$1,813,200,000	\$2,001,800,000			

Liability for 2696 / WHITE ELEPHANT

Tier	Reference	Tier Value	Outstanding Tier Count	Outstanding Tier Amount	Tickets Paid	Amount Paid	Estimated Tickets Sold	Percent Paid	Last Date Cashed
1	1	\$1.00	289,758	\$289,758.00	741378	\$741,378.00	6,540,593.606	7,190%	02/22/2026
2	2	\$2.00	65,230	\$130,460.00	187587	\$375,174.00	6,749,784.153	7,420%	02/22/2026
3	3	\$2.00	74,607	\$149,214.00	218107	\$436,214.00	6,778,280.398	7,451%	02/22/2026
4	4	\$4.00	29,209	\$116,836.00	92057	\$368,228.00	6,905,755.309	7,591%	02/22/2026
5	5	\$4.00	30,466	\$121,864.00	100937	\$403,748.00	6,987,768.889	7,681%	02/22/2026
6	6	\$5.00	17,519	\$87,595.00	63352	\$316,760.00	7,126,248.084	7,834%	02/22/2026
7	7	\$10.00	5,831	\$58,310.00	24496	\$244,960.00	7,347,830.725	8,077%	02/22/2026
8	8	\$10.00	8,010	\$80,100.00	32428	\$324,280.00	7,294,976.834	8,019%	02/22/2026
9	9	\$20.00	3,423	\$68,460.00	16870	\$337,400.00	7,562,445.326	8,313%	02/22/2026
10	10	\$20.00	3,605	\$72,100.00	16590	\$331,800.00	7,473,016.638	8,215%	02/22/2026
11	0	\$40.00	121	\$4,840.00	644	\$25,760.00	7,658,043.919	8,418%	02/20/2026
12	0	\$40.00	294	\$11,760.00	1772	\$70,880.00	7,802,375.024	8,577%	02/22/2026
13	0	\$50.00	131	\$6,550.00	642	\$32,100.00	7,555,252.008	8,305%	02/22/2026
14	0	\$100.00	211	\$21,100.00	1328	\$132,800.00	7,849,696.684	8,629%	02/22/2026
15	0	\$100.00	122	\$12,200.00	642	\$64,200.00	7,644,253.666	8,403%	02/22/2026
16	0	\$500.00	9	\$4,500.00	49	\$24,500.00	7,685,312.128	8,448%	01/31/2026
		Totals	528,546	\$1,235,647.00	1498879	\$4,230,182.00			

NO. OF TICKETS: 8,820,000
 NO. POOLS: 918,000
 PACK SIZE: 150
 PACKS/POOL: 2,400
 PACKS/GAME: 60,646

TEXAS LOTTERY COMMISSION
 "WHITE ELEPHANT" - GAME NO. 2696
 END OF PRODUCTION PRIZE STRUCTURE
 25-Sep-25

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 25.27 POOLS	WINNERS IN 150 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$1	1	\$1	8.82	1,031,136	17.00	40,806.094	\$1,031,136	18.87%	60.08%
2	2	L	\$2	1	\$2	35.98	252,817	4.17	10,004.960	\$505,634	9.25%	
3	3	L	\$1 "DBL"	1	\$2	31.08	292,714	4.83	11,583.841	\$585,428	10.71%	
4	4	L	\$4	1	\$4	75.02	121,266	2.00	4,798.971	\$485,064	8.87%	
5	5	L	\$2 "DBL"	1	\$4	69.23	131,403	2.17	5,200.132	\$525,612	9.62%	
6	6	L	\$5	1	\$5	112.49	80,871	1.33	3,200.383	\$404,355	7.40%	
7	7	L	\$5 "DBL"	1	\$10	299.96	30,327	0.50	1,200.158	\$303,270	5.55%	
8	8	L	\$10	1	\$10	224.96	40,438	0.67	1,600.290	\$404,380	7.40%	
9	9	L	\$10 "DBL"	1	\$20	448.28	20,293	0.33	803.074	\$405,860	7.43%	
10	10	L	\$20	1	\$20	450.45	20,195	0.33	799.195	\$403,900	7.39%	92.48% LOW-TIER
11	0	M	\$40	1	\$40	11,891.37	765	0.01	30.000	\$30,600	0.56%	
12	0	M	\$20 "DBL"	1	\$40	4,403.15	2,066	0.03	80.000	\$82,640	1.51%	
13	0	M	\$50	1	\$50	11,768.31	773	0.01	30.000	\$38,650	0.71%	
14	0	M	\$50 "DBL"	1	\$100	5,910.92	1,539	0.03	60.000	\$153,900	2.82%	
15	0	M	\$100	1	\$100	11,906.94	764	0.01	30.000	\$76,400	1.40%	
16	0	M	\$500	1	\$500	156,843.10	58	-	2.295	\$29,000	0.53%	7.52% MID-TIER
							2,027,425	33.43	80,229	\$5,465,829	100.00%	100.00%

Odds Tolerance
0.0005

"DBL" = Win DOUBLE the prize by revealing one (1) "ELEPHANT" Play Symbol with two (2) matching prize amounts.

Consolidated odds are 1 in:

\$1	8.82	1,031,136
\$2	16.68	545,531
\$4	36.00	252,669
\$5	112.49	80,871
\$10	128.55	70,765
\$20	224.68	40,488
\$40	3,213.32	2,831
\$50	11,768.31	773
\$100	3,950.02	2,303
\$500	156,843.10	58
		2,027,425

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 150 tickets.
 ** Numbers are rounded.

CALLOUT: Not Applicable for this game.

TEXAS LOTTERY COMMISSION
 "WHITE ELEPHANT" - GAME NO. 2696
 END OF PRODUCTION PRIZE STRUCTURE
 25-Sep-25

GET	WIN	A	B	C	D	E	F
\$1	\$1	18 = \$ 18	15 = \$ 15	18 = \$ 18	17 = \$ 17	20 = \$ 20	14 = \$ 14
\$2	\$2	2 = \$ 4	2 = \$ 4	7 = \$ 14	2 = \$ 4	5 = \$ 10	7 = \$ 14
\$1"DBL"	\$2	8 = \$ 16	6 = \$ 12	2 = \$ 4	6 = \$ 12	2 = \$ 4	5 = \$ 10
\$4	\$4	2 = \$ 8	3 = \$ 12	1 = \$ 4	2 = \$ 8	2 = \$ 8	2 = \$ 8
\$2"DBL"	\$4	3 = \$ 12	2 = \$ 8	2 = \$ 8	2 = \$ 8	3 = \$ 12	1 = \$ 4
\$5	\$5	1 = \$ 5	2 = \$ 10	1 = \$ 5	3 = \$ 15	0 = \$ -	1 = \$ 5
\$5"DBL"	\$10	0 = \$ -	0 = \$ -	0 = \$ -	1 = \$ 10	1 = \$ 10	1 = \$ 10
\$10	\$10	1 = \$ 10	1 = \$ 10	1 = \$ 10	1 = \$ 10	0 = \$ -	0 = \$ -
\$20	\$20	0 = \$ -	0 = \$ -	1 = \$ 20	0 = \$ -	1 = \$ 20	0 = \$ -
\$20	\$20	0 = \$ -	1 = \$ 20	0 = \$ -	0 = \$ -	0 = \$ -	1 = \$ 20
		35 \$ 73	32 \$ 91	33 \$ 83	34 \$ 84	34 \$ 84	32 \$ 85

*



TEXAS DEPARTMENT OF LICENSING & REGULATION

LOTTERY & CHARITABLE BINGO DIVISION
P.O. Box 16630 • Austin, Texas 78761-6630
Phone (512) 344-5000 • FAX (512) 478-3682 • Bingo FAX (512) 344-5142
texaslottery.com • txbingo.org



Payment Approval

October 16, 2025

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

Table with 2 columns: Vendor Name, P.O. Number, Tx Game #/Name, Draw #, Invoice Number, Invoice Amount. Values include Pollard Banknote Limited, 362-25-9010 RL026, Game #2696 WHITE ELEPHANT, 8549907, and \$377,380.99.

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

Approval signatures and dates: Dale Bowersock (10/16/2025), Will Russ (10/19/2025), Kelly Stuckey (10/20/2025). Includes initials JB and a paperclip icon.

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

October 26, 2025



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

INVOICE NO.: 8549907

Sold To: Texas Lottery Texas Department of Licensing and Regulation P.O. Box 16630 Austin, TX 78761-6630 United States	Ship To: Texas Lottery Texas Department of Licensing and Regulation P.O. Box 16630 Austin, TX 78761-6630 United States
Terms: Net 30 days after date of invoice	Due Date: November 13, 2025

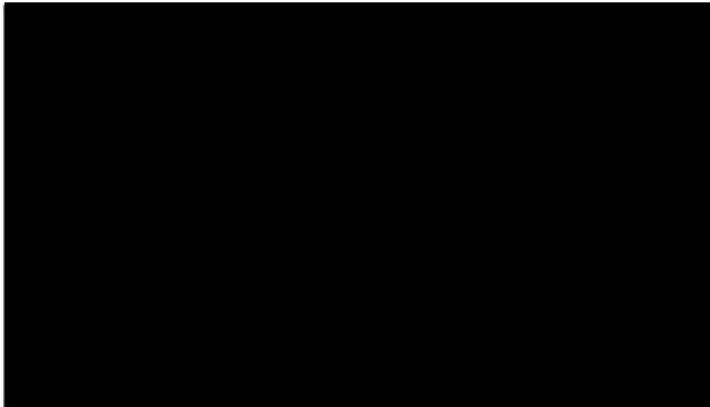
Invoice Date	Order No.	Your Order	Customer No.
October 14, 2025	1269422		5008

Order name: WHITE ELEPHANT #2696
PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 2.4 x 4	9,096,900	18.29 /M	166,382.30
Spectrum process applied to Scratch FX®	9,096,900	16.80 /M	152,827.92
Four colour process / Spectrum base graphics	9,096,900	2.40 /M	21,832.56
Flood UV varnish on ticket front	9,096,900	0.58 /M	5,276.20
Integrated Overprints / Continuous Image	9,096,900	1.44 /M	13,099.54
Additional scene within a book	9,096,900	0.17 /M	1,546.47
Spectrum process applied to Scratch FX®	1	5,940.00 Ea	5,940.00
Inserts	1	10,476.00 Ea	10,476.00

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

Before Taxes:	377,380.99 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	377,380.99 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

From: [Gough, Riley](#)
To: [Bowersock, Dale](#)
Cc: [Russ, Will](#)
Subject: RE: March Pre-Call Recommendations
Date: Tuesday, February 24, 2026 11:16:27 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)

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Hi Dale,

We'd like to hold on the \$20 game #2609. For the \$100 game 2400, pending further discussion.

Otherwise the list looks good

Thanks Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, February 23, 2026 10:29 AM
To: Gough, Riley <Riley.Gough@brightstarlottery.com>
Cc: Russ, Will <Will.Russ@lottery.state.tx.us>
Subject: March Pre-Call Recommendations
Importance: High

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,

Below are the games I would recommend pre-calling in March.

Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
													2/21/26	2/14/26	2/7/26

Slow Moving – Under 85%

2663	\$5	9,910,275	COWBOYS	8/18/25			27	41.99%	2,159	1,444	69,833	1,084	\$222,250.00	\$302,815.00	\$320,180.00
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2664	\$5	5,463,750	HOUSTON TEXANS	8/18/25		27	62.06%	1,389	1,072	23,129	587	\$155,685.00	\$173,815.00	\$213,130.00
2609	\$20	8,139,175	\$100, \$200, \$500 OR \$1,000!	11/18/24		66	64.34%	5,932	2,349	105,822	51	\$739,980.00	\$754,940.00	\$767,400.00

2400	\$100	10,379,010	\$20 MILLION SUPREME	5/16/22		197	82.08%	3,723	1,228	116,398	90	\$878,400.00	\$796,700.00	\$883,300.00
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Mature – Over 85%

2693	\$5	4,995,975	WILD CASH	10/20/25		18	88.41%	2,868	2,778	422	178	\$470,405.00	\$628,010.00	\$811,640.00
2696	\$1	9,096,900	WHITE ELEPHANT	11/3/25		16	93.99%	909	478	39	720	\$50,632.00	\$116,269.00	\$872,917.00
2698	\$5	6,104,100	WINTER WINNINGS	11/3/25		16	91.11%	1,669	1,318	421	744	\$303,695.00	\$483,595.00	\$1,470,810.00

Close dates would be:

Pre-call: 3/6

Call: 4/5

CLOSE: 5/20

EOV: 11/16

Please let me know what you think.



Dale Bowersock

Scratch Ticket Strategy Coordinator / Lottery Operations Division
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