

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 4/6/2012

Game #	1388	Confirmed Packs	2,852
Game Name	3 Times Lucky	Active Packs	2,656
Quantity Printed	5,159,875	Warehouse Packs	8
Price Point	\$3	Returned Packs	84
Start Date	2/6/2012	Printed Payout Percentage	65.99%
Top Prize	\$ 30,000	Percent Sold	83.54%
Number of Top Prizes Remaining	0	Number of Weeks Out	8

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 86,222	Actual ticket production costs
Prize payout expense	\$ 8,730,783	Data from Instant Ticket Tier Liability screen in ProSys

Estimated Direct Costs \$ 8,817,005

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 12,931,679	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 12,931,679

Excess of Revenue over Expended \$ 4,114,674

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

	<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	709,602
Next week	\$	972,930
Next week	\$	1,213,635
Avg Weekly Sales Current Game	\$	965,389
Avg Weekly Sales \$3; 5M-9.99M Qty	\$	957,603
Percentage Of Variance In Sales		-1%

**Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS**

Instant Ticket Information

Game #	1388	Printed Payout Percentage	65.99%
Game Name	3 Times Lucky	Actual Payout Percentage	67.51%
Percent Sold	83.54%	Number of Weeks Out	8
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

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):

Instant Product

Products

Date

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

Lottery Operations Division Director


Controller

Executive Director

Date

Zero Top Prize. Not Required.

Zero Top Prize. Not Required.


Play the Games of Texas!

Da Vinci Report 4/6/12

Week End Date: 3/31/12

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/31/12	3/24/12	3/17/12	3/10/12
Mature	1389	\$1	30,697,950	FIND THE 9'S	12/6/11			17	46.89%	22,422	8,628	71,369	15	\$831,758.00	\$831,363.00	\$884,084.00	\$925,669.00
	1379	\$1	11,359,500	GOLD CLASS	12/19/11			15	88.00%	4,822	2,687	19	449	\$220,464.00	\$269,479.00	\$347,313.00	\$422,657.00
	1376	\$2	8,105,375	ELVIS	11/14/11			20	79.32%	7,129	3,199	1,064	798	\$276,182.00	\$302,740.00	\$327,082.00	\$338,646.00
	1310	\$2	8,276,375	TRIPLE YOUR MONEY	8/29/11			31	85.35%	3,138	1,395	4,099	305	\$141,630.00	\$153,214.00	\$150,716.00	\$157,554.00
	1317	\$2	8,249,000	YELLOW ROSE OF TEXAS	12/19/11			15	87.57%	4,107	2,654	2	306	\$364,480.00	\$455,748.00	\$556,848.00	\$670,066.00
	1377	\$5	7,242,075	\$100,000 EXTREME CAS	10/31/11			22	76.97%	5,834	2,275	12,959	10	\$393,090.00	\$428,195.00	\$474,830.00	\$527,160.00
	1372	\$5	6,167,925	CASH BLAST	11/21/11			19	81.72%	7,250	2,907	3,156	206	\$533,410.00	\$583,090.00	\$659,995.00	\$740,260.00
	1363	\$5	9,758,400	COWBOYS	9/12/11			29	68.65%	9,718	3,224	24,050	1,908	\$469,980.00	\$513,950.00	\$513,650.00	\$561,835.00
	1322	\$5	6,173,475	FUNKY 5'S	12/5/11			17	83.48%	7,936	3,634	351	108	\$629,640.00	\$706,845.00	\$782,445.00	\$859,435.00
	1380	\$5	6,157,725	GROOVY CASH	12/19/11			15	87.97%	5,212	3,060	17	176	\$713,700.00	\$949,065.00	\$1,105,125.00	\$1,299,780.00
	1364	\$5	5,681,175	HOUSTON TEXANS	9/12/11			29	78.20%	8,608	2,298	2,005	2,123	\$261,345.00	\$300,645.00	\$328,785.00	\$365,965.00
	1358	\$5	7,208,775	MEGA MONEY	11/14/11			20	77.56%	7,168	2,829	10,021	43	\$527,455.00	\$591,240.00	\$667,010.00	\$721,605.00
	1114	\$20	34,606,800	\$500,000,000 BLOCKBU	5/18/09			150	84.07%	16,476	5,767	191,947	23	\$1,811,140.00	\$1,752,800.00	\$1,811,680.00	\$1,849,420.00
	1354	\$20	34,606,625	\$500 MILLION FRENZY	3/7/11			56	33.88%	19,930	7,279	881,495	25	\$2,648,600.00	\$2,596,200.00	\$2,719,720.00	\$2,858,800.00
	1214	\$50	3,707,340	ULTIMATE CASINO JPOT	3/29/10			105	87.02%	5,629	1,994	14,944	38	\$763,600.00	\$681,900.00	\$729,650.00	\$811,050.00
Out of Warehouse	1384	\$1	11,370,300	MARDI GRAS	1/16/12			11	74.59%	10,074	6,518	26	300	\$507,696.00	\$559,916.00	\$615,061.00	\$711,435.00
	1393	\$1	10,373,850	SPADES	2/27/12			5	52.35%	18,950	9,651	67	59	\$880,819.00	\$1,021,311.00	\$1,266,404.00	\$1,454,410.00
	1382	\$2	5,066,750	HAPPY HEARTS CASH	1/9/12			12	85.90%	2,966	1,513	8	545	\$201,774.00	\$225,494.00	\$286,264.00	\$388,674.00
	1388	\$3	5,159,875	3 TIMES LUCKY	2/6/12			8	83.54%	2,852	2,656	8	84	\$709,602.00	\$972,930.00	\$1,213,635.00	\$1,654,278.00
	1385	\$5	6,162,300	CHOCOLATE	1/16/12			11	83.54%	7,399	4,050	12	358	\$867,330.00	\$1,072,315.00	\$1,333,820.00	\$1,693,915.00
	1381	\$5	6,165,975	MONEY MULTIPLIER	1/3/12			13	80.71%	9,408	4,175	64	192	\$983,925.00	\$1,070,670.00	\$1,171,170.00	\$1,377,860.00
	1232	\$10	4,198,750	BIG MONEY	1/9/12			12	84.08%	7,304	3,878	10	56	\$1,561,310.00	\$1,954,410.00	\$2,290,290.00	\$2,607,500.00
Sold/Closing	1353	\$1	20,757,600	9'S IN A LINE	5/9/11	2/19/12	4/5/12	47	97.21%	0	0	0	3,317	\$2,176.00	\$3,199.00	\$7,036.00	\$11,257.00
	1374	\$1	10,377,450	ARMADILLO CASH	11/7/11	3/18/12	5/3/12	21	95.82%	103	119	10	2,256	\$15,926.00	\$32,607.00	\$62,665.00	\$66,756.00
	1369	\$1	12,186,450	HAPPY HOLIDAYS!	10/17/11	2/19/12	4/5/12	24	97.43%	0	0	19	1,726	-\$206.00	-\$584.00	\$1,160.00	\$514.00
	1378	\$1	10,373,700	INSTANT CASH FIVE	12/5/11	4/15/12	5/31/12	17	92.38%	1,447	1,043	10	1,634	\$92,244.00	\$126,526.00	\$156,190.00	\$212,420.00
	1366	\$1	11,362,500	QUICK 6'S	9/26/11	3/18/12	5/3/12	27	95.89%	137	128	16	2,249	\$19,454.00	\$35,854.00	\$52,078.00	\$61,053.00
	1297	\$1	11,362,500	RED HOT CHERRIES	9/12/11	2/19/12	4/5/12	29	96.96%	0	0	0	1,922	-\$621.00	\$1,934.00	\$2,721.00	\$6,573.00
	1333	\$2	15,392,500	BREAK THE BANK	10/17/11			24	91.02%	5,788	1,727	369	152	\$323,502.00	\$354,704.00	\$429,028.00	\$508,682.00
	1293	\$2	8,212,375	DOUBLE BLACKJACK	8/1/11	4/15/12	5/31/12	35	85.48%	1,416	1,215	4,503	1,260	\$119,234.00	\$129,028.00	\$136,194.00	\$147,582.00
	1365	\$2	5,162,375	HAUNTED HALLOWEEN	9/19/11	2/19/12	4/5/12	28	88.95%	0	0	2	3,987	-\$4,404.00	-\$4,398.00	-\$5,370.00	-\$6,394.00
	1371	\$2	7,189,625	HOLIDAY GOLD	10/24/11	3/18/12	5/3/12	23	96.02%	59	35	8	1,812	-\$7,036.00	\$7,056.00	\$16,852.00	\$24,630.00

Liability for 1388 / 3 TIMES LUCKY for Life to Date

Product Status: SmartCash Enabled: Validation Range: 11/04/2011 - 11/18/2012
 Active N/A

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	\$3.00	53850	\$161,550.00	276418	\$829,254.00	83.70%	4318560
2	2	N/A	\$6.00	6323	\$37,938.00	34956	\$209,736.00	84.68%	4369500
3	3	N/A	\$6.00	24253	\$145,518.00	140870	\$845,220.00	85.31%	4402000
4	4	N/A	\$6.00	41184	\$247,104.00	206447	\$1,238,682.00	83.37%	4301725
5	5	N/A	\$9.00	12884	\$115,956.00	69674	\$627,066.00	84.39%	4354625
6	6	N/A	\$9.00	2970	\$26,730.00	17669	\$159,021.00	85.61%	4417360
7	7	N/A	\$9.00	2971	\$26,739.00	17668	\$159,012.00	85.60%	4417110
8	8	N/A	\$9.00	1534	\$13,806.00	8772	\$78,948.00	85.12%	4391841
9	9	N/A	\$15.00	1361	\$20,415.00	8973	\$134,595.00	86.83%	4480317
10	10	N/A	\$15.00	1368	\$20,520.00	8966	\$134,490.00	86.76%	4476821
11	11	N/A	\$15.00	1514	\$22,710.00	8827	\$132,405.00	85.36%	4404426
12	12	N/A	\$18.00	1513	\$27,234.00	8821	\$158,778.00	85.36%	4404421
13	13	N/A	\$18.00	1471	\$26,478.00	8835	\$159,030.00	85.73%	4423383
14	14	N/A	\$18.00	1428	\$25,704.00	8913	\$160,434.00	86.19%	4447338
15	15	N/A	\$18.00	1634	\$29,412.00	8672	\$156,096.00	84.15%	4341774
16	16	N/A	\$18.00	1509	\$27,162.00	8832	\$158,976.00	85.41%	4406921
17	17	N/A	\$24.00	1426	\$34,224.00	8872	\$212,928.00	86.15%	4445379
18	18	N/A	\$24.00	1466	\$35,184.00	8832	\$211,968.00	85.76%	4425337
19	19	N/A	\$24.00	1322	\$31,728.00	9012	\$216,288.00	87.21%	4499790
20	20	N/A	\$24.00	1472	\$35,328.00	8834	\$212,016.00	85.72%	4422882
21	0	N/A	\$30.00	1258	\$37,740.00	7334	\$220,020.00	85.36%	4404390
22	0	N/A	\$30.00	1669	\$50,070.00	11264	\$337,920.00	87.10%	4493994
23	0	N/A	\$30.00	2331	\$69,930.00	14837	\$445,110.00	86.42%	4459288
24	0	N/A	\$30.00	404	\$12,120.00	2182	\$65,460.00	84.38%	4353769
25	0	N/A	\$60.00	424	\$25,440.00	2816	\$168,960.00	86.91%	4484632
26	0	N/A	\$60.00	567	\$34,020.00	3723	\$223,380.00	86.78%	4477905
27	0	N/A	\$60.00	451	\$27,060.00	2990	\$179,400.00	86.89%	4483588
28	0	N/A	\$60.00	263	\$15,780.00	1709	\$102,540.00	86.66%	4471717
29	0	N/A	\$90.00	203	\$18,270.00	1529	\$137,610.00	88.28%	4555109
30	0	N/A	\$90.00	167	\$15,030.00	1119	\$100,710.00	87.01%	4489814
31	0	N/A	\$90.00	235	\$21,150.00	1483	\$133,470.00	86.32%	4454071
32	0	N/A	\$90.00	124	\$11,160.00	734	\$66,060.00	85.55%	4414158
33	0	N/A	\$300.00	15	\$4,500.00	70	\$21,000.00	82.35%	4249300
34	0	N/A	\$300.00	27	\$8,100.00	100	\$30,000.00	78.74%	4062893
35	0	N/A	\$300.00	43	\$12,900.00	309	\$92,700.00	87.78%	4529549
36	0	N/A	\$300.00	10	\$3,000.00	75	\$22,500.00	88.24%	4552821
37	0	N/A	\$3,000.00	1	\$3,000.00	3	\$9,000.00	75.00%	3869969
38	0	N/A	\$3,000.00	0	\$0.00	8	\$24,000.00	100.00%	5159958
39	0	N/A	\$3,000.00	1	\$3,000.00	2	\$6,000.00	66.67%	3439972
40	0	N/A	\$30,000.00	0	\$0.00	3	\$90,000.00	100.00%	5159958
41	0	N/A	\$30,000.00	0	\$0.00	2	\$60,000.00	100.00%	5159958
Totals:				171646	\$1,483,710.00	931,155	\$8,730,783.00		

NO. OF TICKETS: 5,159,875
 NO. POOLS: 53.00
 PACK SIZE: 125.00
 PACKS/POOL: 960.00
 PACKS/GAME: 41,279

MIN: 5,005,079
 MAX: 5,314,671

5,040,000

\$3 TICKETS

\$15,479,625

REVENUE

TEXAS LOTTERY COMMISSION
 "3 TIMES LUCKY" - INSTANT GAME NO. 1388
 PRIZE STRUCTURE
 PRIZE FUND - \$10,214,493
 September 2, 2011 - VERSION 1

PAYOUT % -

PRIZE TIER	# WINS	TIER CODE	GET:	WIN:	ODDS OF 1 IN:	WINNERS IN 53.00 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST
1	1	L	\$3	\$3	15.62	330,268	8.00	7,680	\$ 990,804
2	1	L	\$6	\$6	125.00	41,279	1.00	960	\$ 247,674
3	2	L	\$3 x 2	\$6	31.25	165,123	4.00	3,840	\$ 990,738
4	1	L	\$3 (DBL)	\$6	20.84	247,631	6.00	5,760	\$ 1,485,786
5	1	L	\$3 (TRPL)	\$9	62.50	82,558	2.00	1,920	\$ 743,022
6	3	L	\$3 x 3	\$9	250.01	20,639	0.50	480	\$ 185,751
7	2	L	\$3 (DBL) + \$3	\$9	250.01	20,639	0.50	480	\$ 185,751
8	1	L	\$9	\$9	500.67	10,306	0.25	240	\$ 92,754
9	5	L	\$3 x 5	\$15	499.31	10,334	0.25	240	\$ 155,010
10	2	L	\$6 (DBL) + \$3	\$15	499.31	10,334	0.25	240	\$ 155,010
11	1	L	\$15	\$15	498.97	10,341	0.25	240	\$ 155,115
12	1	L	\$6 (TRPL)	\$18	499.31	10,334	0.25	240	\$ 186,012
13	2	L	\$3 (DBL) + \$6 (DBL)	\$18	500.67	10,306	0.25	240	\$ 185,508
14	3	L	(\$3 (DBL) x 3)	\$18	498.97	10,341	0.25	240	\$ 186,138
15	1	L	\$9 (DBL)	\$18	500.67	10,306	0.25	240	\$ 185,508
16	1	L	\$18	\$18	498.97	10,341	0.25	240	\$ 186,138
17	3	L	\$6 (TRPL) + (\$3 x 2)	\$24	501.06	10,298	0.25	240	\$ 247,152
18	2	L	(\$6 (DBL) x 2)	\$24	501.06	10,298	0.25	240	\$ 247,152
19	5	L	\$3 (TRPL) + \$3 (DBL) + (\$3 x 3)	\$24	499.31	10,334	0.25	240	\$ 248,016
20	1	L	\$24	\$24	500.67	10,306	0.25	240	\$ 247,344
21	1	M	\$10 (TRPL)	\$30	600.54	8,592	-	200	\$ 257,760
22	10	M	\$3 x 10	\$30	398.97	12,933	-	300	\$ 387,990
23	5	M	\$6 (DBL) + \$3 (TRPL) + (\$3 x 3)	\$30	300.55	17,168	-	400	\$ 515,040
24	1	M	\$30	\$30	1,995.31	2,586	-	60	\$ 77,580
25	3	M	(\$10 (DBL) x 3)	\$60	1,592.55	3,240	-	75	\$ 194,400
26	3	M	\$9 (TRPL) + \$15 (DBL) + \$3	\$60	1,202.77	4,290	-	100	\$ 257,400
27	10	M	(\$3 x 5) + (\$9 x 5)	\$60	1,499.53	3,441	-	80	\$ 206,460
28	1	M	\$60	\$60	2,616.57	1,972	-	46	\$ 118,320
29	5	M	(\$15 (DBL) x 2) + (\$3 (TRPL) x 2) + \$6 (DBL)	\$90	2,979.14	1,732	-	40	\$ 155,880
30	2	M	\$30 + \$60	\$90	4,012.34	1,286	-	30	\$ 115,740
31	1	M	\$30 (TRPL)	\$90	3,003.42	1,718	-	40	\$ 154,620
32	1	M	\$90	\$90	6,013.84	858	-	20	\$ 77,220
33	1	M	\$100 (TRPL)	\$300	60,704.41	85	-	2	\$ 25,500
34	10	M	\$30 x 10	\$300	40,628.94	127	-	3	\$ 38,100
35	7	M	(\$30 (DBL) x 3) + (\$15 (TRPL) x 2) + (\$15 x 2)	\$300	14,658.74	352	-	8	\$ 105,600
36	1	M	\$300	\$300	60,704.41	85	-	-	\$ 25,500
37	10	H	\$300 x 10	\$3,000	1,289,968.75	4	-	-	\$ 12,000
38	1	H	\$1000 (TRPL)	\$3,000	644,984.38	8	-	-	\$ 24,000
39	1	H	\$3,000	\$3,000	1,719,958.33	3	-	-	\$ 9,000
40	4	H	(\$3,000 (DBL) x 2) + (\$3,000 (TRPL) x 2)	\$30,000	1,719,958.33	3	-	-	\$ 90,000
41	1	H	\$30,000	\$30,000	2,579,937.50	2	-	-	\$ 60,000
					4.68	1,102,801	25.25	25,644	\$ 10,214,493

Consolidated odds are 1 in:

\$3	15.62	330,268	\$60	398.66	12,943
\$6	11.36	454,033	\$90	922.39	5,594
\$9	38.47	134,142	\$300	7,950.50	649

There will be no more than 28 winners per pack for this game.

65.9866954%

PERCENT
OF PRIZE
FUND**

9.70%
2.42%
9.70%
14.55%
7.27%
1.82%
1.82%
0.91%
1.52%
1.52%
1.52%
1.82%
1.82%
1.82%
1.82%
1.82%
2.42%
2.42%
2.43%
2.42%
2.52%
3.80%
5.04%
0.76%
1.90%
2.52%
2.02%
1.16%
1.53%
1.13%
1.51%
0.76%
0.25%
0.37%
1.03%
0.25%
0.12%
0.23%
0.09%
0.88%
0.59%

100.00%

No.	04/06/12				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	3 Times Lucky	1388	5505	GTECH	362-12-9001 RL012

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount	
1		5,159,875	5,159.88	\$16.71	\$86,221.51
					\$86,221.51
	Delivered	5,159,875			
	Ordered	5,040,000			
	3% under	4,888,800			
	3% over	5,191,200			
	Accetable Range	0			
				Total	\$86,221.51

Instant Ticket Games
08/30/09 - 08/27/11

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7
< 5M	None	None	None	Week 11	Week 23
5M-9.99M	Week 12	Week 28	Week 16	Week 18	75% Week 40
10M-14.99M	Week 15	41% Week 15*	Week 24	None	None
15M-19.99M	None	None	Week 27*	Week 50	None
20M-24.99M	Week 28	None	None	73% Week 67*	None
25M-29.99M	None	Week 56*	None	None	None
30M-34.99M	None	78% Week 67	Week 56	None	None
>35M	None	80% - Week 63*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7
< 5M	None	None	None	\$1,648,454	\$1,079,855
5M-9.99M	\$632,717	\$490,435	\$957,603	\$2,304,664	\$739,364
10M-14.99M	\$620,716	\$560,741	\$1,224,468	None	None
15M-19.99M	None	None	\$1,468,546	\$1,313,658	None
20M-24.99M	\$476,313	None	None	\$1,127,250	None
25M-29.99M	None	\$902,326	None	None	None
30M-34.99M	None	\$772,733	\$935,301	None	None
>35M	None	\$1,323,100	None	None	None

None = no games at this level
* only one game at this level