

Maryland State Lottery Agency
New Game Financial Report: #986 Red White & Blue
Dec-12

Tentative Launch Date = 4/1/2013

Cost of Ticket	\$ 2.00
Prize Payout %	64.00%
Number of Tickets Printed	1,920,000

Percentage Sold Assumption	100%	85%		
Sales	\$ 3,840,000	\$ 3,264,000	\$ 3,840,000 SALES	\$ 3,264,000
Commission Expense	(192,000)	(163,200)	(192,000) COMM EXP	(163,200)
Prize Expense	(2,457,600)	(2,088,960)	(2,457,600) PRZEXP	(2,088,960)
Cashing Fee	(67,830)	(57,655)	(67,830) CASH FEE	(57,655)
Sci-Games Administrative Expense	(36,557)	(31,073)	\$ 1,122,570 GROSS MARGIN	\$ 954,185
Instant Ticket Printing	(55,100)	(46,835)	0.049084	0.049084
Instant Ticket Delivery	(12,251)	(12,251)	55100.23766	46835.20201
ITVM Expenses	(43,528)	(43,528)		
Licensing Fee	-	-		
Advertising Expense (estimated)	-	-		
Gross Margin	975,134	820,497		
Administrative Expense Allocation	(140,488)	(140,488)		
Profit	\$ 834,646	\$ 680,009		