

Maryland State Lottery Agency
New Game Financial Report: #988 Platinum Crossword
Dec-12

Tentative Launch Date = 5/6/2013

Cost of Ticket	\$ 5.00
Prize Payout %	72.01%
Number of Tickets Printed	3,360,000

Percentage Sold Assumption	100%	85%			
Sales	\$ 16,800,000	\$ 14,280,000	\$ 16,800,000	SALES	\$ 14,280,000
Commission Expense	(840,000)	(714,000)	(840,000)	COMM EXP	(714,000)
Prize Expense	(12,097,680)	(10,283,028)	(12,097,680)	PRZEXP	(10,283,028)
Cashing Fee	(333,896)	(283,812)	(333,896)	CASH FEE	(283,812)
Sci-Games Administrative Expense	(159,936)	(135,946)	\$ 3,528,424	GROSS MARGIN	\$ 2,999,160
Instant Ticket Printing	(204,387)	(173,729)	0.057926		0.057926
Instant Ticket Delivery	(12,251)	(12,251)	204387.4905		173729.3669
ITVM Expenses	(43,528)	(43,528)			
Licensing Fee	-	-			
Advertising Expense (estimated)	-	-			
Gross Margin	3,108,322	2,633,706			
Administrative Expense Allocation	(140,488)	(140,488)			
Profit	\$ 2,967,834	\$ 2,493,218			