

# Product Development – New Game Financials – November 2013

New Game Financial: \$1 Blast of Cash

Maryland Lottery and Gaming Control Agency  
 New Game Financial Report: #141 Blast of Cash  
 Nov-13

Tentative Launch Date = 2/24/2014

Cost of Ticket	\$ 1.00
Prize Payout %	59.02%
Number of Tickets Printed	3,600,000

Percentage Sold Assumption	100%	85%
Sales	\$ 3,600,000	\$ 3,060,000
Commission Expense	(198,000)	(168,300)
Prize Expense	(2,124,720)	(1,806,012)
Cashing Fee	(58,642)	(49,846)
Sci-Games Administrative Expense	(34,308)	(29,162)
Instant Ticket Printing	(42,495)	(42,495)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Licensing Fee	-	-
Advertising Expense (estimated)	-	-
Gross Margin	<u>1,086,056</u>	<u>908,406</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u>\$ 945,568</u>	<u>\$ 767,918</u>



New Game Financial: \$3 Bonus Crossword
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Maryland Lottery and Gaming Control Agency  
 New Game Financial Report: #137 Bonus Crossword  
 Nov-13

Tentative Launch Date = 2/24/2014

Cost of Ticket	\$ 3.00
	67.78%
Number of Tickets Printed	4,320,000

Percentage Sold Assumption	100%	85%
Sales	\$ 12,960,000	\$ 11,016,000
Commission Expense	(712,800)	(605,880)
Prize Expense	(8,784,288)	(7,466,645)
Cashing Fee	(242,446)	(206,079)
Sci-Games Administrative Expense	(123,509)	(104,982)
Instant Ticket Printing	(173,175)	(173,175)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Estimated Development Costs*	(151,296)	(151,296)
Advertising Expense (estimated)	(140,000)	(140,000)
Gross Margin	<u>2,576,707</u>	<u>2,112,163</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u><u>\$ 2,436,219</u></u>	<u><u>\$ 1,971,675</u></u>

\*Estimated Development Costs: interactive mobile application offering play for fun & play for prizes functionality.

Artwork: \$3 Bonus Crossword

**\$3**  **PLAY THE CROSSWORD APP ON YOUR SMARTPHONE FOR MORE PRIZES!** 

# BONUS CROSSWORD

**TOP PRIZE \$30,000!**

WORDS	PRIZE
10 WORDS	\$50,000
9 WORDS	\$5,000
8 WORDS	\$1,000
7 WORDS	\$100
6 WORDS	\$25
5 WORDS	\$10
4 WORDS	\$5
3 WORDS	\$3

SEE BACK FOR PLAY INSTRUCTIONS.

T	O	S	T	A	R			
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**YOUR LETTERS**

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\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

**PLAY BONUS CROSSWORD ON YOUR SMARTPHONE!**  
Scratch & Scan HERE!

**PRIZE** *BONUS WORD* OLIVE

D01  \*SEE BACK FOR QR CODE AND INSTRUCTIONS.

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C	O	R	N	L	O	P		
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**YOUR LETTERS**

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C	O	R	N	L	O	P		
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\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

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**PRIZE** *BONUS WORD* OLIVE

D01  \*SEE BACK FOR QR CODE AND INSTRUCTIONS.

New Game Financial: \$5 Red Hot Riches

Maryland Lottery and Gaming Control Agency  
 New Game Financial Report: #143 Red Hot Riches  
 Nov-13

Tentative Launch Date = 2/24/2014

Cost of Ticket	\$	5.00
Prize Payout %		72.01%
Number of Tickets Printed		3,120,000

Percentage Sold Assumption	100%	85%
Sales	\$ 15,600,000	\$ 13,260,000
Commission Expense	(858,000)	(729,300)
Prize Expense	(11,233,560)	(9,548,526)
Cashing Fee	(310,046)	(263,539)
Sci-Games Administrative Expense	(148,668)	(126,368)
Instant Ticket Printing	(119,434)	(119,434)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Licensing Fee	-	-
Advertising Expense (estimated)	-	-
Gross Margin	<u>2,874,513</u>	<u>2,417,054</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u>\$ 2,734,025</u>	<u>\$ 2,276,566</u>

Artwork: \$5 Red Hot Riches

**\$5** MARYLAND  LOTTERY®

**TOP PRIZE \$50,000!**

# red hot riches

**LOADED WITH OVER \$8 MILLION  
IN RED HOT CASH PRIZES!**

**RED HOT NUMBERS**

★ ★ ★ ★

**YOUR NUMBERS**

\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$

 Match any of YOUR NUMBERS to any 1 or more of the 4 RED HOT NUMBERS, win PRIZE shown for that NUMBER. Reveal a BLACK "My" symbol, win PRIZE shown for that SYMBOL. Reveal a RED "My" symbol, WIN ALL 15 PRIZES AUTOMATICALLY!

New Game Financial: \$20 Lucky Millionaire
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Maryland Lottery and Gaming Control Agency  
 New Game Financial Report: #138 Lucky Millionaire  
 Nov-13

Tentative Launch Date = 2/24/2014

Cost of Ticket	\$ 20.00
Prize Payout %	78.00%
Number of Tickets Printed	1,440,000

Percentage Sold Assumption	100%	85%
Sales	\$ 28,800,000	\$ 24,480,000
Commission Expense	(1,584,000)	(1,346,400)
Prize Expense	(22,464,000)	(19,094,400)
Cashing Fee	(620,006)	(527,005)
Sci-Games Administrative Expense	(274,464)	(233,294)
Instant Ticket Printing	(144,605)	(144,605)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Licensing Fee	-	-
Advertising Expense (estimated)	-	-
Gross Margin	<u>3,657,146</u>	<u>3,078,516</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u>\$ 3,516,658</u>	<u>\$ 2,938,028</u>

