

Product Development – New Game Financials – October 2013

New Game Financial: \$1 Lucky Roll

Maryland Lottery and Gaming Control Agency
 New Game Financial Report: #132 Lucky Roll
 Oct-13

Tentative Launch Date = 1/27/2014

Cost of Ticket	\$ 1.00
Prize Payout %	59.02%
Number of Tickets Printed	3,840,000

Percentage Sold Assumption	100%	85%
Sales	\$ 3,840,000	\$ 3,264,000
Commission Expense	(211,200)	(179,520)
Prize Expense	(2,266,368)	(1,926,413)
Cashing Fee	(62,552)	(53,169)
Sci-Games Administrative Expense	(36,595)	(31,106)
Instant Ticket Printing	(58,743)	(58,743)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Licensing Fee	-	-
Advertising Expense (estimated)	-	-
Gross Margin	<u>1,148,763</u>	<u>959,270</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u>\$ 1,008,275</u>	<u>\$ 818,782</u>

Artwork: \$1 Lucky Roll



New Game Financial: \$2 Sweethearts

Maryland Lottery and Gaming Control Agency
 New Game Financial Report: #134 Sweethearts®
 Oct-13

Tentative Launch Date = 1/27/2014

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
Commission Expense		(211,200)		(179,520)
Prize Expense		(2,457,600)		(2,088,960)
Cashing Fee		(67,830)		(57,655)
Sci-Games Administrative Expense		(36,595)		(31,106)
Instant Ticket Printing		(51,610)		(51,610)
Instant Ticket Delivery		(12,251)		(12,251)
ITVM Expenses		(43,528)		(43,528)
Licensing Fee		-		-
Advertising Expense (estimated)		-		-
Gross Margin		<u>959,386</u>		<u>799,370</u>
Administrative Expense Allocation		(140,488)		(140,488)
Profit	\$	<u>818,898</u>	\$	<u>658,882</u>

Artwork: \$2 Sweethearts



New Game Financial: \$5 Monopoly

Maryland Lottery and Gaming Control Agency
 New Game Financial Report: #135 Monopoly™
 Oct-13

Tentative Launch Date = 1/27/2014

Cost of Ticket	\$ 5.00
Prize Payout %	72.00%
Number of Tickets Printed	3,360,000

Percentage Sold Assumption	100%	85%
Sales	\$ 16,800,000	\$ 14,280,000
Commission Expense	(924,000)	(785,400)
Prize Expense	(12,096,000)	(10,281,600)
Cashing Fee	(333,850)	(283,772)
Sci-Games Administrative Expense	(160,104)	(136,088)
Instant Ticket Printing	(126,874)	(126,874)
Instant Ticket Delivery	(12,251)	(12,251)
ITVM Expenses	(43,528)	(43,528)
Licensing Fee	-	-
Advertising Expense (estimated)	(650,000)	(650,000)
Gross Margin	<u>2,453,393</u>	<u>1,960,486</u>
Administrative Expense Allocation	(140,488)	(140,488)
Profit	<u><u>\$ 2,312,905</u></u>	<u><u>\$ 1,819,998</u></u>

Artwork: \$5 Monopoly

\$5

MARYLAND LOTTERY

MONOPOLY

LOTTERY My REWARDS

See back

\$250,000 MORE in CASH Prizes!
as available

Match any of YOUR NUMBERS to any 1 or more of the 4 WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "🎰" symbol, win that prize automatically. Reveal a "🎲" symbol, win 10 TIMES the PRIZE shown! Reveal a "👑" symbol, win \$200 automatically!

TOP PRIZE \$50,000!

WINNING NUMBERS

?	?	?	?
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YOUR NUMBERS

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

15 CHANCES TO WIN! 001 ■

New Game Financial: \$10 Classic Cash

Maryland Lottery and Gaming Control Agency
 New Game Financial Report: #133 Classic Cash
 Oct-13

Tentative Launch Date = 1/27/2014

Cost of Ticket	\$	10.00
Prize Payout %		75.00%
Number of Tickets Printed		1,680,000

Percentage Sold Assumption		100%		85%
Sales	\$	16,800,000	\$	14,280,000
Commission Expense		(924,000)		(785,400)
Prize Expense		(12,600,000)		(10,710,000)
Cashing Fee		(347,760)		(295,596)
Sci-Games Administrative Expense		(160,104)		(136,088)
Instant Ticket Printing		(92,305)		(92,305)
Instant Ticket Delivery		(12,251)		(12,251)
ITVM Expenses		(43,528)		(43,528)
Licensing Fee		-		-
Advertising Expense (estimated)		-		-
Gross Margin		<u>2,620,052</u>		<u>2,204,832</u>
Administrative Expense Allocation		(140,488)		(140,488)
Profit	\$	<u>2,479,564</u>	\$	<u>2,064,344</u>

Artwork: \$10 Classic Cash

