

# Product Development – New Game Financials – December 2013

New Game Financial: \$2 20 Grand Fortune

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #136 20 Grand Fortune  
Dec-13

Tentative Launch Date = 3/24/2014

|                           |           |
|---------------------------|-----------|
| Cost of Ticket            | \$ 2.00   |
| Prize Payout %            | 64.01%    |
| Number of Tickets Printed | 2,640,000 |

|                                   |                     |                     |
|-----------------------------------|---------------------|---------------------|
| Percentage Sold Assumption        | 100%                | 85%                 |
| Sales                             | \$ 5,280,000        | \$ 4,488,000        |
| Commission Expense                | (290,400)           | (246,840)           |
| Prize Expense                     | (3,379,728)         | (2,872,769)         |
| Cashing Fee                       | (93,280)            | (79,288)            |
| Sci-Games Administrative Expense  | (50,318)            | (42,771)            |
| Instant Ticket Printing           | (47,684)            | (47,684)            |
| Instant Ticket Delivery           | (12,251)            | (12,251)            |
| ITVM Expenses                     | (43,528)            | (43,528)            |
| Licensing Fee                     | -                   | -                   |
| Advertising Expense (estimated)   | -                   | -                   |
| Gross Margin                      | <u>1,362,810</u>    | <u>1,142,869</u>    |
| Administrative Expense Allocation | (140,488)           | (140,488)           |
| Profit                            | <u>\$ 1,222,322</u> | <u>\$ 1,002,381</u> |

Artwork: \$2 20 Grand Fortune



|                                        |
|----------------------------------------|
| New Game Financial: \$5 <i>Orioles</i> |
|----------------------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #140 Orioles  
Oct-13

Tentative Launch Date = 3/24/2014

|                           |           |
|---------------------------|-----------|
| Cost of Ticket            | \$ 5.00   |
| Prize Payout %            | 72.02%    |
| 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                     | (12,099,360)        | (10,284,456)        |
| Cashing Fee                       | (333,942)           | (283,851)           |
| Sci-Games Administrative Expense  | (160,104)           | (136,088)           |
| Instant Ticket Printing           | (99,994)            | (99,994)            |
| Instant Ticket Delivery           | (12,251)            | (12,251)            |
| ITVM Expenses                     | (43,528)            | (43,528)            |
| Licensing Fee                     | (420,000)           | (420,000)           |
| Advertising Expense (estimated)   | (700,000)           | (700,000)           |
| Gross Margin                      | <u>2,006,821</u>    | <u>1,514,432</u>    |
| Administrative Expense Allocation | (140,488)           | (140,488)           |
| Profit                            | <u>\$ 1,866,333</u> | <u>\$ 1,373,944</u> |

**\*Estimated Unclaimed Prize Fund usage for 2nd chance prizes = \$35,660**

T1: World Series X1 = \$9,500

T2: Wrigley Field Trips @ \$6,540 X4 = \$26,160



Artwork: \$5 Orioles

**\$5**

**WIN up to \$60,000!**

MARYLAND  LOTTERY®

 **WIN**  
a trip to the  
**2014 WORLD SERIES™**  
or a trip to watch the  
**Orioles™**  
at **Wrigley Field™**

 **TM**

---

**WINNING NUMBERS**

 **TM**

 **TM**

 **TM**

 **TM**

**YOUR NUMBERS**

---

**OVER \$X MILLION in CASH PRIZES!**  
**WIN up to 15 TIMES!**



Match any of YOUR NUMBERS to any WINNING NUMBER, win PRIZE shown. Get a “ ” symbol, win that PRIZE automatically.  
Get a “\$” symbol, win DOUBLE the PRIZE shown.

|                                              |
|----------------------------------------------|
| New Game Financial: \$10 <i>Sparkling 7s</i> |
|----------------------------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #142 *Sparkling 7s*  
Dec-13

Tentative Launch Date = 3/24/2014

|                           |    |           |
|---------------------------|----|-----------|
| 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           | (168,106)           | (168,106)           |
| Instant Ticket Delivery           | (12,251)            | (12,251)            |
| ITVM Expenses                     | (43,528)            | (43,528)            |
| Licensing Fee                     | -                   | -                   |
| Advertising Expense (estimated)   | -                   | -                   |
| Gross Margin                      | <u>2,544,251</u>    | <u>2,129,031</u>    |
| Administrative Expense Allocation | (140,488)           | (140,488)           |
| Profit                            | <u>\$ 2,403,763</u> | <u>\$ 1,988,543</u> |

Artwork: \$10 Sparkling 7s



|                             |
|-----------------------------|
| New Game Financial: \$1 777 |
|-----------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #144 777  
Dec-13

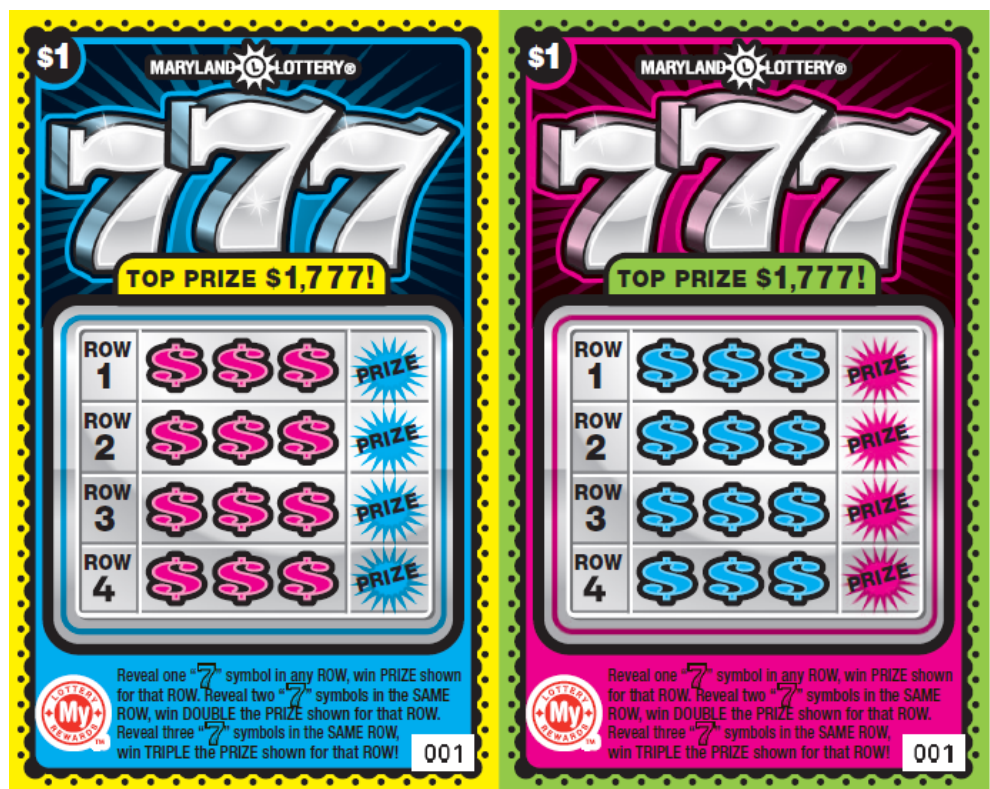
Tentative Launch Date = 3/24/2014

|                           |    |           |
|---------------------------|----|-----------|
| Cost of Ticket            | \$ | 1.00      |
| Prize Payout %            |    | 59.12%    |
| 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                     | (2,270,208)  | (1,929,677)  |
| Cashing Fee                       | (62,658)     | (53,259)     |
| Sci-Games Administrative Expense  | (36,595)     | (31,106)     |
| Instant Ticket Printing           | (62,583)     | (62,583)     |
| Instant Ticket Delivery           | (12,251)     | (12,251)     |
| ITVM Expenses                     | (43,528)     | (43,528)     |
| Licensing Fee                     | -            | -            |
| Advertising Expense (estimated)   | -            | -            |
| Gross Margin                      | 1,140,977    | 952,076      |
| Administrative Expense Allocation | (140,488)    | (140,488)    |
| Profit                            | \$ 1,000,489 | \$ 811,588   |



Artwork: \$1 777





|                                      |
|--------------------------------------|
| New Game Financial: \$5 5x Cash Club |
|--------------------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #145 5X Cash Club  
Dec-13

Tentative Launch Date = 3/24/2014

|                           |           |
|---------------------------|-----------|
| Cost of Ticket            | \$ 5.00   |
| Prize Payout %            | 72.02%    |
| Number of Tickets Printed | 3,600,000 |

|                                   |                     |                     |
|-----------------------------------|---------------------|---------------------|
| Percentage Sold Assumption        | 100%                | 85%                 |
| Sales                             | \$ 18,000,000       | \$ 15,300,000       |
| Commission Expense                | (990,000)           | (841,500)           |
| Prize Expense                     | (12,963,600)        | (11,019,060)        |
| Cashing Fee                       | (357,795)           | (304,126)           |
| Sci-Games Administrative Expense  | (171,540)           | (145,809)           |
| Instant Ticket Printing           | (118,743)           | (118,743)           |
| Instant Ticket Delivery           | (12,251)            | (12,251)            |
| ITVM Expenses                     | (43,528)            | (43,528)            |
| Licensing Fee                     | -                   | -                   |
| Advertising Expense (estimated)   | -                   | -                   |
| Gross Margin                      | <u>3,342,543</u>    | <u>2,814,983</u>    |
| Administrative Expense Allocation | (140,488)           | (140,488)           |
| Profit                            | <u>\$ 3,202,055</u> | <u>\$ 2,674,495</u> |

Artwork: \$5 5x Cash Club



|                                                      |
|------------------------------------------------------|
| New Game Financial: \$5 <i>Deluxe Cash Crossword</i> |
|------------------------------------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #147 *Deluxe Cash Crossword*  
Dec-13

Tentative Launch Date = 4/28/2014

|                           |    |           |
|---------------------------|----|-----------|
| Cost of Ticket            | \$ | 5.00      |
| Prize Payout %            |    | 72.00%    |
| Number of Tickets Printed |    | 3,840,000 |

|                                   |                     |                     |
|-----------------------------------|---------------------|---------------------|
| Percentage Sold Assumption        | 100%                | 85%                 |
| Sales                             | \$ 19,200,000       | \$ 16,320,000       |
| Commission Expense                | (1,056,000)         | (897,600)           |
| Prize Expense                     | (13,824,000)        | (11,750,400)        |
| Cashing Fee                       | (381,542)           | (324,311)           |
| Sci-Games Administrative Expense  | (182,976)           | (155,530)           |
| Instant Ticket Printing           | (271,940)           | (271,940)           |
| Instant Ticket Delivery           | (12,251)            | (12,251)            |
| ITVM Expenses                     | (43,528)            | (43,528)            |
| Licensing Fee                     | -                   | -                   |
| Advertising Expense (estimated)   | -                   | -                   |
| Gross Margin                      | <u>3,427,763</u>    | <u>2,864,440</u>    |
| Administrative Expense Allocation | (140,488)           | (140,488)           |
| Profit                            | <u>\$ 3,287,275</u> | <u>\$ 2,723,952</u> |



Artwork: \$5 Deluxe Cash Crossword

**\$5 DELUXE CASH CROSSWORD**  
TOP PRIZE \$50,000!

**YOUR LETTERS**

PRIZE LEGEND

| FIND                             | WIN      |
|----------------------------------|----------|
| 4 BLACK NUMBERS                  | \$5      |
| 2 BLACK NUMBERS + 2 BLUE NUMBERS | \$10     |
| 1 BLUE NUMBER                    | \$20     |
| 5 BLACK NUMBERS                  | \$30     |
| 3 BLACK NUMBERS + 2 BLUE NUMBERS | \$50     |
| 2 BLACK NUMBERS + 3 BLUE NUMBERS | \$75     |
| 1 BLACK NUMBER + 4 BLUE NUMBERS  | \$100    |
| 4 BLACK NUMBERS + 1 BLUE NUMBER  | \$1,000  |
| 3 BLACK NUMBERS + 3 BLUE NUMBERS | \$10,000 |
| 1 BLACK NUMBER + 5 BLUE NUMBERS  | \$50,000 |

**PUZZLE 1**

**PUZZLE 2**

**BONUS WORD**

**PRIZE**

SEE BACK FOR PLAY INSTRUCTIONS. MARYLAND LOTTERY

**\$5 DELUXE CASH CROSSWORD**  
TOP PRIZE \$50,000!

**YOUR LETTERS**

PRIZE LEGEND

| FIND                             | WIN      |
|----------------------------------|----------|
| 4 BLACK NUMBERS                  | \$5      |
| 2 BLACK NUMBERS + 2 BLUE NUMBERS | \$10     |
| 1 BLUE NUMBER                    | \$20     |
| 5 BLACK NUMBERS                  | \$30     |
| 3 BLACK NUMBERS + 2 BLUE NUMBERS | \$50     |
| 2 BLACK NUMBERS + 3 BLUE NUMBERS | \$75     |
| 1 BLACK NUMBER + 4 BLUE NUMBERS  | \$100    |
| 4 BLACK NUMBERS + 1 BLUE NUMBER  | \$1,000  |
| 3 BLACK NUMBERS + 3 BLUE NUMBERS | \$10,000 |
| 1 BLACK NUMBER + 5 BLUE NUMBERS  | \$50,000 |

**PUZZLE 1**

**PUZZLE 2**

**BONUS WORD**

**PRIZE**

SEE BACK FOR PLAY INSTRUCTIONS. MARYLAND LOTTERY

**\$5 DELUXE CASH CROSSWORD**  
TOP PRIZE \$50,000!

**YOUR LETTERS**

PRIZE LEGEND

| FIND                             | WIN      |
|----------------------------------|----------|
| 4 BLACK NUMBERS                  | \$5      |
| 2 BLACK NUMBERS + 2 BLUE NUMBERS | \$10     |
| 1 BLUE NUMBER                    | \$20     |
| 5 BLACK NUMBERS                  | \$30     |
| 3 BLACK NUMBERS + 2 BLUE NUMBERS | \$50     |
| 2 BLACK NUMBERS + 3 BLUE NUMBERS | \$75     |
| 1 BLACK NUMBER + 4 BLUE NUMBERS  | \$100    |
| 4 BLACK NUMBERS + 1 BLUE NUMBER  | \$1,000  |
| 3 BLACK NUMBERS + 3 BLUE NUMBERS | \$10,000 |
| 1 BLACK NUMBER + 5 BLUE NUMBERS  | \$50,000 |

**PUZZLE 1**

**PUZZLE 2**

**BONUS WORD**

**PRIZE**

SEE BACK FOR PLAY INSTRUCTIONS. MARYLAND LOTTERY

**\$5 DELUXE CASH CROSSWORD**  
TOP PRIZE \$50,000!

**YOUR LETTERS**

PRIZE LEGEND

| FIND                             | WIN      |
|----------------------------------|----------|
| 4 BLACK NUMBERS                  | \$5      |
| 2 BLACK NUMBERS + 2 BLUE NUMBERS | \$10     |
| 1 BLUE NUMBER                    | \$20     |
| 5 BLACK NUMBERS                  | \$30     |
| 3 BLACK NUMBERS + 2 BLUE NUMBERS | \$50     |
| 2 BLACK NUMBERS + 3 BLUE NUMBERS | \$75     |
| 1 BLACK NUMBER + 4 BLUE NUMBERS  | \$100    |
| 4 BLACK NUMBERS + 1 BLUE NUMBER  | \$1,000  |
| 3 BLACK NUMBERS + 3 BLUE NUMBERS | \$10,000 |
| 1 BLACK NUMBER + 5 BLUE NUMBERS  | \$50,000 |

**PUZZLE 1**

**PUZZLE 2**

**BONUS WORD**

**PRIZE**

SEE BACK FOR PLAY INSTRUCTIONS. MARYLAND LOTTERY

|                                                  |
|--------------------------------------------------|
| New Game Financial: \$3 <i>I Heart Crossword</i> |
|--------------------------------------------------|

Maryland Lottery and Gaming Control Agency  
New Game Financial Report: #153 *I Heart Crossword*  
Dec-13

Tentative Launch Date = 2/24/2014

|                           |    |           |
|---------------------------|----|-----------|
| Cost of Ticket            | \$ | 3.00      |
| Prize Payout %            |    | 67.94%    |
| Number of Tickets Printed |    | 1,440,000 |

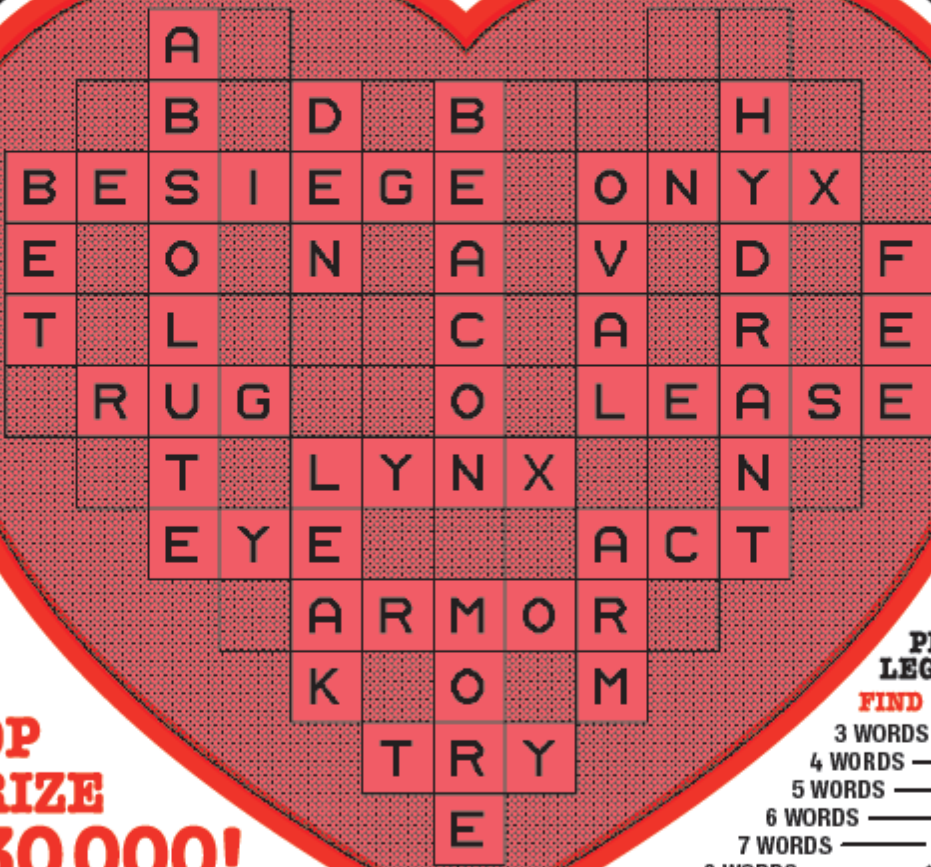
|                                   |                   |                   |
|-----------------------------------|-------------------|-------------------|
| Percentage Sold Assumption        | 100%              | 85%               |
| Sales                             | \$ 4,320,000      | \$ 3,672,000      |
| Commission Expense                | (237,600)         | (201,960)         |
| Prize Expense                     | (2,935,008)       | (2,494,757)       |
| Cashing Fee                       | (81,006)          | (68,855)          |
| Sci-Games Administrative Expense  | (41,170)          | (34,994)          |
| Instant Ticket Printing           | (51,178)          | (51,178)          |
| Instant Ticket Delivery           | (12,251)          | (12,251)          |
| ITVM Expenses                     | (43,528)          | (43,528)          |
| Licensing Fee                     | -                 | -                 |
| Advertising Expense (estimated)   | -                 | -                 |
| Gross Margin                      | <u>918,259</u>    | <u>764,477</u>    |
| Administrative Expense Allocation | (140,488)         | (140,488)         |
| Profit                            | <u>\$ 777,771</u> | <u>\$ 623,989</u> |

**YOUR LETTERS**



I

**YOUR LETTERS**



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

SEE BACK FOR PLAY INSTRUCTIONS.

**PRIZE LEGEND**

**FIND WIN**

|            |          |
|------------|----------|
| 3 WORDS —  | \$3      |
| 4 WORDS —  | \$5      |
| 5 WORDS —  | \$10     |
| 6 WORDS —  | \$25     |
| 7 WORDS —  | \$100    |
| 8 WORDS —  | \$1,000  |
| 9 WORDS —  | \$5,000  |
| 10 WORDS — | \$30,000 |

# CROSSWORD



MARYLAND  LOTTERY®

001