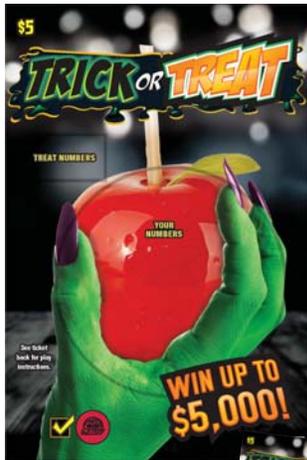




Games will launch  
August 30, 2018



**0975 TRICK OR TREAT** is the new \$5 halloween ticket! The game features spooky and sweet, with a spooktakular top prize of \$5,000! Reveal a SKULL symbol and double that prize! Four monster scenes that are sure to scare up some players for you!



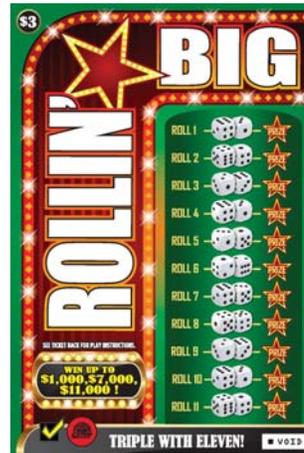
**0978 SCAREDY CASH/ SANTA PAWS** is the new holiday inspired \$1 ticket that will deliver delight, not fright! Win up to \$1,000 and a chance to double with a BILL symbol! Four fun scenes to treat your customers.

Look for the **SANTA PAWS** ticket coming November 1!



**0972 LOS MUERTOS/ CASHING SNOW** is the new \$2 holiday ticket featuring "The Day of the Dead" celebration and a festive \$2,000 top prize! Reveal a BUTTERFLY and double that prize!

Look for the **CASHING THROUGH THE SNOW** ticket coming November 1!



**0992 ROLLIN' BIG** is the new \$3 gaming ticket! Your players can be ROLLIN' BIG with a chance to win up to \$11,000! This fast play ticket triples a prize if that roll totals ELEVEN!

No bones about it, players will want this one!

Note: Ticket art, including features and prize amounts, is merely a sample and may change prior to game launch.

## NEXT LAUNCH...

SEPT 27, 2018



**PAC-MAN/MS. PAC-MAN**  
Game # 964  
UPC 7-91157-00964-9  
Price \$5



**MORE MONEY**  
Game # 960  
UPC 7-91157-00960-1  
Price \$5



**WINNER WINNER CHICKEN DINNER**  
Game # 0961  
UPC 7-91157-00961-8  
Price \$2



**VETERANS' CASH**  
Game # 0990  
UPC 7-91157-00990-8  
Price \$1

## IT'S IN THE MIX! Scratch-Offs For Everyone

The West Virginia Lottery does scratch-off game testing and analysis of sales of each game. And with that data and feedback from players and retailers like you, we work to create a game mix that has something for everyone.

You may have noticed some game mix changes in the last six months that included:

- Big top prize games,**
- Better odds with small top prize games,**
- More \$5, \$10, and \$20 games,**
- Fewer \$1 and \$2 games, and**
- Larger order quantities for some games.**

The game themes, odds, and top prizes are part of the variety that allows players to hopefully find something they like at all times. Some players are dreamers and like the large top prize. Some are odds players and like the more abundant smaller prizes. We can't make everyone happy, but we work hard to please the most we can, always.

Similarly, we have been observing and analyzing sales for all games and have added more higher price point games while reducing the number of lower price point games. We have also adjusted game order quantities to not sell out so quickly or to sell out faster dependent on the season and game. This is based on game sales and player demand across the state as a whole. We are still working to meet player demand for product.

### And how about the scratch-off mix for YOUR players?

With our new predictive ordering system, let your Field & Marketing Sales Representative and Telemarketing Representative work with you to get the best mix for your location. The system looks at sales trends by game, theme, prize, and price. **They can help you get the right games for YOUR players!**



## Game Info

Game # 0978  
UPC 7-91157-00978-6  
Price \$1  
Size 4" x 2.5"

<b>PER PACK</b>	Tickets	200
	Retailer Cost	\$186.00
	Commission (7%)	\$14.00
	Guaranteed Prizes	\$117

Top Prize \$1,000  
\* Overall Odds of 1 in 4.98  
Prize Payout 62.58%  
\*\* Approximate Tickets Printed 1,320,000

\* Overall average odds are determined by dividing the total number of tickets printed by the total number of winners printed.

\*\*Chances of winning and the number of winning tickets are established at the time of printing and will change as prizes are won. For current info on prizes remaining, please call the Lottery or visit wvlottery.com.

### How To Play

Reveal a "BILL" symbol, win DOUBLE the prize for that symbol. Match any of YOUR NUMBERS TO THE SCARY/PAWS number, win prize for that number.



### SCARDEY CASH/ SANTA PAWS 0978

200
\$186.00
\$14.00
\$117

\$1,000
4.98
62.58%
1,320,000

Prize	Val Code	Overall Odds 1 in:	# Of Winners
\$1	ONE	11.76	112,200
\$2	TWO	16.67	79,200
\$3	THR	66.67	19,800
\$5	FIV	50.00	26,400
\$10	TEN	66.67	19,800
\$15	FTN	400.00	3,300
\$20	TTY	400.00	3,300
\$30	TRY	1,714.29	770
\$100	HUN	8,571.43	154
\$1,000		110,000.00	12

**DAY OF THE DEAD... PRESIDENTS**



**DIA DE LOS MUERTOS/  
CASHING THROUGH THE SNOW  
0977**

7-91157-00977-9  
\$2  
4" x 4"

100  
\$186.00  
\$14.00  
\$112

\$2,000  
4.37  
65.54%  
1,080,000

Prize	Val Code	Overall Odds 1 in:	# Of Winners
\$2	TWO	9.09	118,800
\$4	FOR	25.00	43,200
\$5	FIV	36.36	29,700
\$8	EGT	100.00	10,800
\$10	TEN	57.14	18,900
\$15	FTN	100.00	10,800
\$20	TTY	100.00	10,800
\$30	TRY	500.00	2,160
\$50	FTY	769.23	1,404
\$100	HUN	3,333.33	324
\$2,000		60,000.00	18

Reveal a "BUTTERFLY/GIFT" symbol, win DOUBLE the prize for that symbol. If any of YOUR NUMBERS match the SKULL/SNOWNUMBER, win prize for that number."

**NO TRICK – CASH TREAT**



**TRICK OR TREAT  
0975**

7-91157-00975-5  
\$5  
6" x 4"

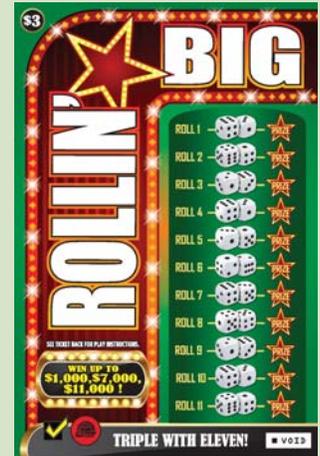
50  
\$232.50  
\$17.50  
\$135

\$5,000  
4.97  
68.53%  
240,000

Prize	Val Code	Overall Odds 1 in:	# Of Winners
\$10	TEN	10.53	22,800
\$15	FTN	25.00	9,600
\$20	TTY	28.57	8,400
\$25	TWF	50.00	4,800
\$50	FTY	96.15	2,496
\$100	HUN	1,363.64	176
\$5,000		60,000.00	4

Reveal a "SKULL", win DOUBLE the prize for that symbol. Match any of YOUR NUMBERS to either TREAT NUMBER, win prize shown for that number.

**ROLLIN' BONES TO WIN BIG**



**ROLLIN' BIG  
0992**

7-91157-00992-2  
\$3  
6" x 4"

80  
\$223.20  
\$16.80  
\$131

\$11,000  
4.4  
66.07%  
800,000

Prize	Val Code	Overall Odds 1 in:	# Of Winners
\$3	THR	10.67	75,000
\$5	FIV	40.00	20,000
\$6	SIX	53.33	15,000
\$8	EGT	160.00	5,000
\$9	NIN	80.00	10,000
\$10	TEN	64.00	12,500
\$11	ELV	320.00	2,500
\$12	TWV	320.00	2,500
\$15	FTN	35.56	22,500
\$20	TTY	64.00	12,500
\$30	TRY	216.22	3,700
\$70	SVY	1,454.55	550
\$150	OFY	4,705.88	170
\$210	THT	11,428.57	70
\$1,000		40,000.00	20
\$7,000		200,000.00	4
\$11,000		266,666.67	3

If ROLL totals ELEVEN (11), win TRIPLE the prize for that ROLL. If ROLL totals SEVEN (7), win the prize for that ROLL.



Find us on FACEBOOK, TWITTER,  
INSTAGRAM, and YOU TUBE!

## SCRATCH-OFF TICKET ACCOUNTING AND INVENTORY IT IS ALL ABOUT THE STATUS!

The new 21-day billing cycle for instant games is based on ACTIVATED status and began July 1; previously the billing cycle began when the pack CONFIRMED/shipped. Now your pack settlements will be a better reflection of actual games available for sale in store and most packs should be sold through within the 21 days after it is ACTIVATED. The current accounting/billing terms more accurately show the inventory you have on-hand.

The new inventory process has a couple of new steps, but it adds extra security and lessens any financial risk that you incur with the scratch-off product. Remember there are more statuses now for a pack, and include:

**ISSUED:** This means the tickets are being packed and are on their way to your store, or will be shipped shortly.

**CONFIRMED:** Please confirm orders as soon as your tickets arrive. Remember, this is not a financial status. The pack is still the property of the Lottery.

Select INSTANT FUNCTIONS > Select ORDER CONFIRMATION > Scan the invoice (manifest) slip barcode that came with your order, or manually enter the barcode number.

**ACTIVATED:** Activate each pack before putting it out for sale. THIS IS A FINANCIAL TRANSACTION, the pack is your property, and the pack will settle 21 days from this date. This also is required for tickets from that pack to be validated.

Select INSTANT FUNCTIONS > Select ACTIVATE PACK(S) > Scan the long barcode on any ticket of that pack, or manually enter the barcode number.

**SETTLED:** This is when you are billed. It is 21 days after ACTIVATED, and the amount for those packs comes due in that weeks INVOICE.

**RETURNED:** This is when a full or partial pack of tickets is returned to the Lottery. **NO MONEY IS BILLED OR CREDITED FOR PACKS UNLESS THEY ARE ACTIVATED OR SETTLED!**

Full packs in ISSUED or CONFIRMED status are changed to a RETURNED status, are no longer part of your inventory, and no money is billed or credited for these packs. Full packs in SETTLED are changed to RETURNED status and your location will receive credit for the amount of tickets returned minus commission.

Partial packs in ACTIVATED status are first SETTLED, then the remaining tickets within a pack are changed to a RETURNED status and your location will receive credit for the tickets amount minus commission.