

A cluster of several light blue snowflakes of various sizes is positioned in the upper center of the page, partially overlapping the light blue wavy background.

January 22, 2019

## January Marketing Envelope

Welcome to the January Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players.

This month the following information is enclosed:

1. The New Games Letter, listing the new games coming out, and closing games.
2. A flyer on How to Display and Dispense the new \$25 Instant Game Ticket.





**INSTANT  
GAMES**

# NEW GAMES / GAME CLOSEOUTS

January 17, 2019

**New Instant Scratch Games for February 2019 (5):**

**4 games will be delivered on Monday, February 4, 2019:**

Game 116 <i>Money Jar</i>	150	\$2	Tickets in a Pack-value \$300	UPC 8 1260902116 0
Game 118 <i>Ca\$h Payout</i>	60	\$5	Tickets in a Pack-value \$300	UPC 8 1260902118 4
Game 119 <i>10 Grand Crossword</i>	60	\$5	Tickets in a Pack-value \$300	UPC 8 1260902119 1
Game 120 <i>Limited</i>	30	\$10	Tickets in a Pack-value \$300	UPC 8 1260902120 7

**Available in February 2019 upon the sellout of DE-870 \$250 Grand at store level**

Game 115 <i>Money To Burn</i>	24	\$25	Tickets in a Pack-value \$600	UPC 8 1260902115 3
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**Final Game Close Outs (10):**

**Return/Pick Up Period: February 4-22, 2019**

**Billing Date March 1, 2019**

**Announced End of Game/Sales: March 3, 2019**

**Winning tickets may be paid/claimed thru March 3, 2020**

**Return all tickets**

- 874 Black Ice 7s
- 107 Money Tree

DELIVERING 02/04/19		PICKUP 02/04-22/19		
AVAILABLE AFTER DE-870 IN-STORE SELLOUT				
120 Limited UPC 8 1260902120 7	110 Match 3 Tripler UPC 8 1260902110 8	101 Cinco 5 Spot UPC 8 1260902101 6	892 Golden Ticket™ UPC 8 1260902892 3	882 Cool Heat Wave UPC 8 1260902882 4
119 10 Grand Crossword UPC 8 1260902119 1	109 Money Clip UPC 8 1260902109 2	100 Diamond Bingo UPC 8 1260902100 9	891 Bonus Payout UPC 8 1260902891 6	879 Loaded UPC 8 1260902879 4
118 Ca\$h Payout UPC 8 1260902118 4	108 \$25,000 Cashtastic UPC 8 1260902108 5	899 Neon 7 UPC 8 1260902899 2	890 Buried Treasure UPC 8 1260902890 9	877 20X the bucks UPC 8 1260902877 0
116 Money Jar UPC 8 1260902116 0	107 Money Tree UPC 8 1260902107 8	898 Mad Money Win All UPC 8 1260902898 5	889 Lucky UPC 8 1260902889 3	876 10X the bucks UPC 8 1260902876 3
115 Money To Burn UPC 8 1260902115 3	106 Ten Elves UPC 8 1260902106 1	897 BlockBusterCword UPC 8 1260902897 8	888 \$ UPC 8 1260902888 6	875 5X the bucks UPC 8 1260902875 6
114 Cash X50 UPC 8 1260902114 6	105 S Greetings/H Wishes UPC 8 1260902105 4	896 Money Explosion UPC 8 1260902896 1	887 Lucky 7 UPC 8 1260902887 9	874 Black Ice 7s UPC 8 1260902874 9
113 Cash X20 UPC 8 1260902113 9	104 Holiday Cash UPC 8 1260902104 7	895 It Takes 2 UPC 8 1260902895 4	886 full of money UPC 8 1260902886 2	870 \$250 Grand UPC 8 1260902870 1
112 Cash X10 UPC 8 1260902112 2	103 Money Plus UPC 8 1260902103 0	894 Prize Piggy UPC 8 1260902894 7	884 Jumbo Bucks UPC 8 1260902884 8	867 7-11-21 UPC 8 1260902867 1
111 Cash X5 UPC 8 1260902111 5	102 Double Sided Dollars UPC 8 1260902102 3	893 Lucky 13 UPC 8 1260902893 0	883 Check Refund UPC 8 1260902883 1	860 Fast Money UPC 8 1260902860 2

## How to display and dispense the new \$25 Money to Burn Instant Ticket in the \$25 Instant Ticket Bin

The new \$25 ticket has the same horizontal display personality as the previous \$25 game. However, this time, it is perforated on the vertical side instead of the horizontal side. This means the pack of tickets dispenses out of the \$25 bin like the rest of your instant tickets and the bin can now hold two packs.

Place the provided horizontal \$25 Money to Burn ticket holder / bin insert (Picture 1) in the \$25 Instant Ticket bin as shown (Picture 2).



Picture 1



Picture 2

Place your packs of tickets into the \$25 Instant Ticket dispenser the same as all the rest of your tickets - vertically as shown (Picture 3).



Picture 3

**Remember, over 70% of Instant Ticket customers purchase tickets because of a great VISUAL!**

**It is very important to display this ticket properly!**

**The provided ticket holder / bin insert will display the ticket properly.**

If you need more ticket holders / bin inserts, please inform your Field or Tel-Sell Rep.



# INSTANT GAMES