

A stylized graphic of the American flag, featuring a blue field with white stars in the upper left and red and white stripes in the lower right. The flag is set against a white background and is framed by a dark blue border.

July 23, 2019

July Marketing Envelope

Welcome to the July 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.



INSTANT GAMES

NEW GAMES/ GAME CLOSEOUTS

July 17, 2019

New Instant Scratch Games for August 2019 (6):

5 games will be delivered on Monday, August 5, 2019

Game 134 #7	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902134 4
Game 140 <i>Doggone Lucky</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902140 5
Game 143 <i>Corner Payout</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902143 6
Game 144 <i>Double Win</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902144 3
Game 145 <i>Money Mayhem</i>	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902145 0

Available in August 2019

Upon the sellout of DE-114 CASH X50 (\$10) at store level

Game 147 <i>DE Dollars</i>	30	\$10 Tickets in a Pack-value \$300	UPC 8 1260902147 4
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Final Game Close Outs (3):

Return/Pick Up Period: August 5-23, 2019

Billing Date August 30, 2019

Announced End of Game/Sales: September 1, 2019

Winning tickets may be paid/claimed thru September 1, 2020

Return all tickets

101 Cinco 5 Spot

102 Double Sided Dollars

103 Money Plu\$

DELIVERING 08/05/19		PICKUP 08/05-23/19	
AVAILABLE AFTER DE-114 IN-STORE SELLOUT			
147 DE Dollars UPC 8 1260902147 4	134 #7 UPC 8 1260902134 4	124 Double Match UPC 8 1260902124 5	112 Cash X10 UPC 8 1260902112 2
145 Money Mayhem UPC 8 1260902145 0	133 Bingo Squared UPC 8 1260902133 7	122 Jumbo Bucks UPC 8 1260902122 1	111 Cash X5 UPC 8 1260902111 5
144 Double Win UPC 8 1260902144 3	132 Cupcake UPC 8 1260902132 0	121 Lucky Duck UPC 8 1260902121 4	110 Match 3 Tripler UPC 8 1260902110 8
143 Corner Payout UPC 8 1260902143 6	131 MOO-LAH UPC 8 1260902131 3	120 Limited UPC 8 1260902120 7	109 Money Clip UPC 8 1260902109 2
141 Fat Wallet UPC 8 1260902141 2	130 WinnerChickenDinner UPC 8 1260902130 6	119 10 Grand Crossword UPC 8 1260902119 1	103 Money Plus UPC 8 1260902103 0
140 Doggone Lucky UPC 8 1260902140 5	129 Double Dollars UPC 8 1260902129 0	118 Ca\$h Payout UPC 8 1260902118 4	102 Double Sided Dollars UPC 8 1260902102 3
139 \$150,000 Fortune UPC 8 1260902139 9	128 Perfect 10s UPC 8 1260902128 3	117 Ca\$h Adventure UPC 8 1260902117 7	101 Cinco 5 Spot UPC 8 1260902101 6
138 Ca\$h In UPC 8 1260902138 2	127 Win It All UPC 8 1260902127 6	115 Money To Burn UPC 8 1260902115 3	899 Neon 7 UPC 8 1260902899 2
137 \$15,000 Back Scratch UPC 8 1260902137 5	126 7-11-21 UPC 8 1260902126 9	114 Cash X50 UPC 8 1260902114 6	891 Bonus Payout UPC 8 1260902891 6
136 \$25,000 Richer! UPC 8 1260902136 8	125 Wild 7 UPC 8 1260902125 2	113 Cash X20 UPC 8 1260902113 9	