

April 20, 2020

April Marketing Envelope

Welcome to the April 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 for the new Point of Sale piece.





**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

April 30, 2020

CLOSEOUT UPDATE FOR INSTANT SCRATCH GAMES

Final Game Close Outs (12):

Return Period May 4-22, 2020

Billing Date May 29, 2020

Announced End of Game/Sales: May 31, 2020

Winning tickets may be paid/claimed thru May 31, 2021

RETURN ALL TICKETS FOR THESE 12 INSTANT SCRATCH GAMES IMMEDIATELY

- 129 *Double Dollars***
- 132 *Cup Cake***
- 134 *#7 (\$5)***
- 139 *\$150,000 Fortune***
- 140 *Doggone Lucky***
- 143 *Corner Payout***
- 146 *Cube Crossword HD***
- 150 *7-11-21***
- 152 *Line 'Em Up***
- 154 *10X The Money***
- 156 *50X The Money***
- 167 *Cash Line Bingo***

These games must be returned through UPS using the provided Lottery return bags and labels.

Contact Tel Sell if you need return bags and labels.

Note: Return bags and labels are provided monthly with new games.

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NEW GAMES/GAME CLOSEOUTS



**INSTANT
GAMES**

April 16, 2020
REVISED April 22, 2020

New Instant Scratch Games for May 2020 (7):

5 Games Being Delivered on Monday, May 4, 2020

Game 187 <i>5X Payout</i>	300 \$1 Tickets in a Pack-value \$300	UPC 8 1260902187 0
Game 188 <i>10X Payout</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902188 7
Game 189 <i>20X Payout</i>	60 \$5 Tickets in a Pack-value \$300	UPC 8 1260902189 4
Game 190 <i>50X Payout</i>	30 \$10 Tickets in a Pack-value \$300	UPC 8 1260902190 0
Game 192 <i>Bingo Extra</i>	100 \$3 Tickets in a Pack-value \$300	UPC 8 1260902192 4

2 Games Available to order beginning May 4, 2020

Game 184 <i>EZ Win It All</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902184 9
Game 185 <i>Twisted</i>	100 \$3 Tickets in a Pack-value \$300	UPC 8 1260902185 6

Games to Return due to last top prizes being claimed (5):
Return Period May 4-22, 2020

Return all tickets for these 5 Games

132 Cup Cake	156 50X The Money
139 \$150,000 Fortune	167 Cash Line Bingo
152 Line'Em Up	

These games must be returned through UPS using the provided Lottery return bags and labels.
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Note: Return bags and labels are provided monthly with new games.

DELIVERING 05/04/20	RETURN 05/04-22/20		
AVAILABLE IN MAY 2020			
192 Bingo Extra UPC 8 1260902192 4	178 7-11-21 UPC 8 1260902178 8	168 Cash To Go! UPC 8 1260902168 9	155 20X The Money UPC 8 1260902155 9
190 50X Payout UPC 8 1260902190 0	177 VIP Black UPC 8 1260902177 1	167 Cash Line Bingo UPC 8 1260902167 2	153 5X The Money UPC 8 1260902153 5
189 20X Payout UPC 8 1260902189 4	176 Money Bags UPC 8 1260902176 4	166 302 UPC 8 1260902166 5	152 Line 'Em Up UPC 8 1260902152 8
188 10X Payout UPC 8 1260902188 7	175 Treasure Hunt UPC 8 1260902175 7	164 Love To Win UPC 8 1260902164 1	149 3-2 Won UPC 8 1260902149 8
187 5X Payout UPC 8 1260902187 0	174 Pink Ice/Blue Ice UPC 8 1260902174 0	163 Tic Tac Toad UPC 8 1260902163 4	148 7 UPC 8 1260902148 1
186 Show Me \$100,000 Cash UPC 8 1260902186 3	173 Win Pigs Fly UPC 8 1260902173 3	160 Holiday Fun! UPC 8 1260902160 3	147 DE Dollars UPC 8 1260902147 4
185 Twisted UPC 8 1260902185 6	172 \$25,000 Win It All UPC 8 1260902172 6	159 Surprise Payout UPC 8 1260902159 7	142 Cash Glitter UPC 8 1260902142 9
184 EZ Win It All UPC 8 1260902184 9	171 Bonus Bucks UPC 8 1260902171 9	158 Max Money Win It All! UPC 8 1260902158 0	139 \$150,000 Fortune UPC 8 1260902139 9
181 Typewriter Crossword UPC 8 1260902181 8	170 Double Match UPC 8 1260902170 2	157 Money Frenzy UPC 8 1260902157 3	135 777 UPC 8 1260902135 1
180 Icy Hot 7 UPC 8 1260902180 1	169 Cash Fall UPC 8 1260902169 6	156 50X The Money UPC 8 1260902156 6	132 Cup Cake UPC 8 1260902132 0
179 Jumbo Bucks UPC 8 1260902179 5			

NEW GAMES/GAME CLOSEOUTS



**INSTANT
GAMES**

April 16, 2020

New Instant Scratch Games for May 2020 (6):

5 Games Being Delivered on Monday, May 4, 2020

Game 187 <i>5X Payout</i>	300 \$1 Tickets in a Pack-value \$300	UPC 8 1260902187 0
Game 188 <i>10X Payout</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902188 7
Game 189 <i>20X Payout</i>	60 \$5 Tickets in a Pack-value \$300	UPC 8 1260902189 4
Game 190 <i>50X Payout</i>	30 \$10 Tickets in a Pack-value \$300	UPC 8 1260902190 0
Game 192 <i>Bingo Extra</i>	100 \$3 Tickets in a Pack-value \$300	UPC 8 1260902192 4

1 Game Available to order beginning May 4, 2020

Game 185 <i>Twisted</i>	100 \$3 Tickets in a Pack-value \$300	UPC 8 1260902185 6
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Games to Return due to last top prizes being claimed (5):
Return Period May 4-22, 2020

Return all tickets for these 5 Games

132 Cup Cake	156 50X The Money
139 \$150,000 Fortune	167 Cash Line Bingo
152 Line'Em Up	

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179 Jumbo Bucks UPC 8 1260902179 5	169 Cash Fall UPC 8 1260902169 6	156 50X The Money UPC 8 1260902156 6	132 Cup Cake UPC 8 1260902132 0

IN THIS SHIPMENT

Point Of Sale Piece



Place where your customers can see it.



FRONT DOOR

COOLER DOOR

SECURITY SHIELD

SIDE OF DISPENSERS

BACK OF REGISTER

Tape it up where your customers can see it!!!!!!



Non-Winning *X Payout* Instant Family of Games tickets can be entered into the **Collect 'N Win** promotion.