

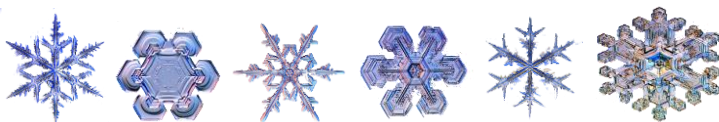
February 21, 2022

February Marketing Envelope

Welcome to the February 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.





NEW GAMES / GAME CLOSEOUTS

February 15, 2022

New Instant Scratch Games (2):

Delivery Date: Monday, March 7, 2022

Game 292 *Cats vs Dogs* 150 \$2 Tickets in a Pack-value \$300 UPC 8 1260902292 1
 Game 302 *Puzzle Payout* 100 \$3 Tickets in a Pack-value \$300 UPC 8 1260902302 7

Final Game Close Outs (7):

Return Period March 7-25, 2022

Billing Date April 1, 2022

Announced End of Game/Sales: April 3, 2022

Winning tickets may be paid/claimed thru April 3, 2023

Return all full packs and one partial pack

245 *Money Bag* 280 *Naughty or Nice*
 253 *20X the win* 281 *Best Present Ever!*
 282 *Oh, Snap*

Return all tickets

259 *Win It All*
 261 *Wild Cash Multiplier*

DELIVERY 03/07/22		RETURN 03/07-25/22	
302 <i>Puzzle Payout</i> UPC 8 1260902302 7	289 <i>50X Bonus</i> UPC 8 1260902289 1	276 <i>Cash Crush</i> UPC 8 1260902276 1	266 <i>Cash Extreme</i> UPC 8 1260902266 2
300 <i>7-11-21</i> UPC 8 1260902300 3	288 <i>20X Bonus</i> UPC 8 1260902288 4	275 <i>Money Spinner</i> UPC 8 1260902275 4	265 <i>Fantastic Money Mania</i> UPC 8 1260902265 5
296 <i>Winning 7</i> UPC 8 1260902296 9	287 <i>10X Bonus</i> UPC 8 1260902287 7	274 <i>Feelin' Lucky</i> UPC 8 1260902274 7	261 <i>Wild Cash Multiplier</i> UPC 8 1260902261 7
295 <i>Cash Word</i> UPC 8 1260902295 2	286 <i>5X Bonus</i> UPC 8 1260902286 0	273 <i>\$1,000 Mayhem</i> UPC 8 1260902273 0	259 <i>Win It All</i> UPC 8 1260902259 4
294 <i>Wild Bingo</i> UPC 8 1260902294 5	282 <i>Oh, Snap</i> UPC 8 1260902282 2	272 <i>Bonus Money</i> UPC 8 1260902272 3	258 <i>Jumbo Bucks</i> UPC 8 1260902258 7
293 <i>Double Match</i> UPC 8 1260902293 8	281 <i>Best Present Ever!</i> UPC 8 1260902281 5	271 <i>Hello Money!</i> UPC 8 1260902271 6	257 <i>Shades of Green</i> UPC 8 1260902257 0
292 <i>Cats vs Dogs</i> UPC 8 1260902292 1	280 <i>Naughty or Nice</i> UPC 8 1260902280 8	270 <i>Lots of Dollars</i> UPC 8 1260902270 9	254 <i>50X the win</i> UPC 8 1260902254 9
291 <i>Ca\$h In!</i> UPC 8 1260902291 4	279 <i>Multiply Your Money</i> UPC 8 1260902279 2	269 <i>Cash Back</i> UPC 8 1260902269 3	253 <i>20X the win</i> UPC 8 1260902253 2
290 <i>Cash Craze</i> UPC 8 1260902290 7	278 <i>Money To Go!</i> UPC 8 1260902278 5	268 <i>Win It All</i> UPC 8 1260902268 6	246 <i>\$4K Madness</i> UPC 8 1260902246 4
	277 <i>Xtreme Win It All</i> UPC 8 1260902277 8	267 <i>Double It!</i> UPC 8 1260902267 9	245 <i>Money Bag</i> UPC 8 1260902245 7



STATE OF DELAWARE
DEPARTMENT OF FINANCE
STATE LOTTERY OFFICE

MCKEE BUSINESS PARK
1575 MCKEE ROAD, SUITE 102
DOVER, DELAWARE 19904-1903

TELEPHONE: (302) 739-5291
FAX: (302) 739-6706

February 9, 2022

COMING EARLY SPRING 2022
A NEW PRICE POINT for Instant Games
\$30 PRICE POINT

Dear Delaware Lottery Retailer:

The Delaware Lottery has completed research and in keeping in line with and implementing the best practices of the industry, the Delaware Lottery will be introducing a \$30 price point.

The value for the \$30 price point will remain consistent with the current value of the \$20 and \$25 price points. The quantity of tickets in a pack for the new \$30 price point will be 20 tickets with of value of \$600.

All other price points will remain at a \$300 value and ticket quantities per pack will remain the same for the \$1, \$2, \$3, \$5 and \$10 price points.

We know this change will affect your daily and weekly inventory control and accounting; however, the Delaware Lottery believes this new price point will increase sales as well as revenue for you, the retailer, and the state.

As always, we value your input and look forward to working with you during the upcoming year to increase sales and add a little excitement to the lives of your customers. Please feel free to contact our Sales & Marketing Department if you have any questions or concerns regarding this upcoming change.

Sincerely,
Barbara Miller
Assistant Director,
Marketing & Sales

/ail