



March 23, 2022

March Marketing Envelope

Welcome to the March 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 letter on the \$30 Price Point Instant Ticket coming in April.



**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

March 7, 2022

New Instant Scratch Games (3):

Delivery Date: Monday, April 4, 2022

Game 298 <i>Serious Money</i>	20 \$30 Tickets in a Pack-value \$600	UPC 8 1260902298 3
Game 301 <i>Triple 777</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902301 0
Game 307 <i>Fat Wallet</i>	60 \$5 Tickets in a Pack-value \$300	UPC 8 1260902307 2

Final Game Close Outs (7):

Return Period April 4-22, 2022

Billing Date April 29, 2022

Announced End of Game/Sales: May 1, 2022

Winning tickets may be paid/claimed thru May 1, 2023

Return all full packs and one partial pack

254 *50X the win*

265 *Fantastic Money Mania*

DELIVERY 04/04/22

RETURN 04/04-22/22

307 <i>Fat Wallet</i> UPC 8 1260902307 2	292 <i>Cats vs Dogs</i> UPC 8 1260902292 1	278 <i>Money To Go!</i> UPC 8 1260902278 5	269 <i>Cash Back</i> UPC 8 1260902269 3
302 <i>Puzzle Payout</i> UPC 8 1260902302 7	291 <i>Ca\$h In!</i> UPC 8 1260902291 4	277 <i>Xtreme Win It All</i> UPC 8 1260902277 8	268 <i>Win It All</i> UPC 8 1260902268 6
301 <i>Triple 777</i> UPC 8 1260902301 0	290 <i>Cash Craze</i> UPC 8 1260902290 7	276 <i>Cash Crush</i> UPC 8 1260902276 1	267 <i>Double It!</i> UPC 8 1260902267 9
300 <i>7-11-21</i> UPC 8 1260902300 3	289 <i>50X Bonus</i> UPC 8 1260902289 1	275 <i>Money Spinner</i> UPC 8 1260902275 4	266 <i>Cash Extreme</i> UPC 8 1260902266 2
298 <i>Serious Money</i> UPC 8 1260902298 3	288 <i>20X Bonus</i> UPC 8 1260902288 4	274 <i>Feelin' Lucky</i> UPC 8 1260902274 7	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	273 <i>\$1,000 Mayhem</i> UPC 8 1260902273 0	258 <i>Jumbo Bucks</i> UPC 8 1260902258 7
295 <i>Cash Word</i> UPC 8 1260902295 2	286 <i>5X Bonus</i> UPC 8 1260902286 0	272 <i>Bonus Money</i> UPC 8 1260902272 3	257 <i>Shades of Green</i> UPC 8 1260902257 0
294 <i>Wild Bingo</i> UPC 8 1260902294 5	279 <i>Multiply Your Money</i> UPC 8 1260902279 2	271 <i>Hello Money!</i> UPC 8 1260902271 6	254 <i>50X the win</i> UPC 8 1260902254 9
293 <i>Double Match</i> UPC 8 1260902293 8		270 <i>Lots of Dollars</i> UPC 8 1260902270 9	246 <i>\$4K Madness</i> UPC 8 1260902246 4



STATE OF DELAWARE
DEPARTMENT OF FINANCE
STATE LOTTERY OFFICE

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March 7, 2022

COMING APRIL 4, 2022
A NEW PRICE POINT for Instant Games
\$30 PRICE POINT
DE 298 SERIOUS MONEY

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

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