

April 23, 2025

## 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 on New Game Allocation Changes.





# NEW GAMES & GAME CLOSEOUTS

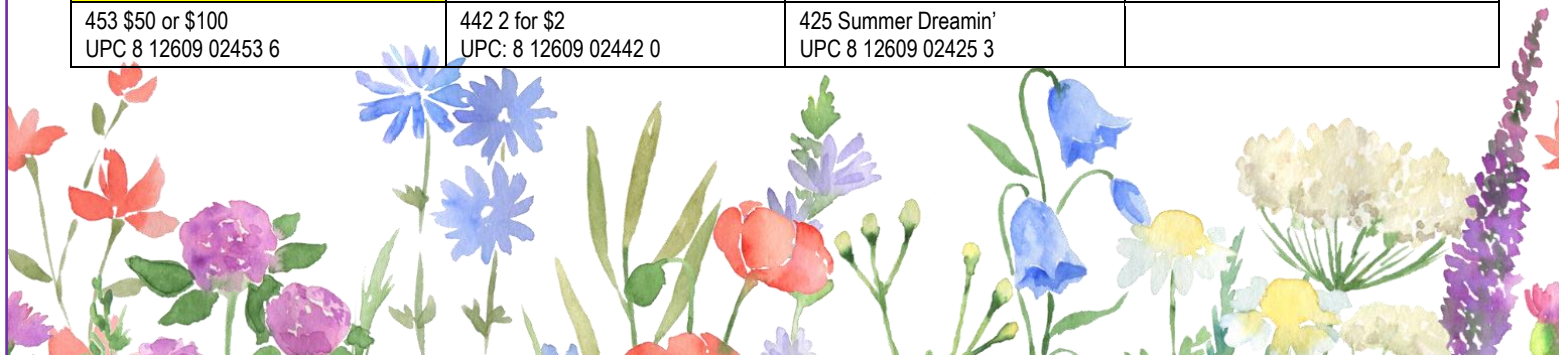
**ACTIVATE & SELL THESE THREE NEW GAMES STARTING  
FRIDAY MAY 2<sup>nd</sup>**

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
1. Game 446 Cash on the Double	150	\$2	\$300	8 12609 02446 8
2. Game 452 Tic Tac Toe Tripler	150	\$2	\$300	8 12609 02452 9
3. Game 454 Crazy Cash	300	\$1	\$300	8 12609 02454 3

5 GAMES TO BE RETURNED BETWEEN 5/2/25 – 5/23/25			
\$2 416 Jumbo Bucks UPC 8 12609 02416 1	\$3 433 Cash Vault UPC 8 12609 02433 8	\$10 439 Snow Bank UPC 8 12609 02439 0	\$20 440 Winter Winnings UPC 8 12609 02440 6
\$1 444 CASH UPC 8 12609 02444 4			

Return Period: May 2 – May 23, 2025	Billing Date: May 30, 2025
Announced End of Game/Sales: June 1, 2025	Tickets may be paid/claimed through June 1, 2026

CURRENT INSTANT GAMES			
AVAILABLE STARTING 5/2/25			
461 50X The Cash UPC 8 12609 02461 1	452 Tic Tac Toe Tripler UPC 8 12609 02425 9	441 Game of Thrones UPC: 8 12609 02441 3	419 Xtreme Money UPC 8 12609 02419 2
460 20X The Cash UPC 8 12609 02460 4	451 Win Big UPC 8 12609 02451 2	435 7-11-21 UPC 8 12609 02435 2	418 Fire 7/Ice 7 UPC 8 12609 02418 5
459 10X The Cash UPC 8 12609 02459 8	450 BLOCK-O UPC 8 12609 02450 5	434 Hit It Big UPC: 8 12609 02434 5	417 Diamond Bingo UPC 8 12609 02417 8
458 5X The Cash UPC 8 12609 02458 1	449 Diamond Dash UPC 8 12609 02449 9	431 WIN IT ALL UPC 8 12609 02431 4	415 Get \$1,000 UPC 8 12609 02415 4
457 Power 3s Cashword UPC 8 12609 02457 4	447 Jumbo Bucks UPC 8 12609 02447 5	430 PLU\$ the Money UPC 8 12609 02430 7	410 Money Talks UPC 8 12609 02410 9
456 \$25,000 Large UPC 8 12609 02456 7	446 Cash on the Double UPC 8 12609 02446 8	428 777 UPC 8 12609 02428 4	409 Money Frenzy UPC 8 12609 02409 3
455 Show Me \$150K UPC 8 12609 02455 0	445 ALL CASH UPC: 8 12609 02445 1	427 Aces & 8s UPC 8 12609 02427 7	
454 Crazy Cash UPC 8 12609 02454 3	443 50 <sup>th</sup> Anniversary UPC: 8 12609 02443 7	426 \$300,000 Payout UPC 8 12609 02426 0	
453 \$50 or \$100 UPC 8 12609 02453 6	442 2 for \$2 UPC: 8 12609 02442 0	425 Summer Dreamin' UPC 8 12609 02425 3	



# Change in New Game Releases

UPDATE!!...Newly released games will now go on sale on the Friday BEFORE the 1st Monday of the Month.

You will receive your New Release games on your regular shipment day before the Friday release. Your regular order arrives in a **White Bag** or a **Box**.



Open your shipment, check the tickets in the order against the manifest for accuracy. Then be sure to receive the order in by scanning the barcode on the manifest.



The New Release games are in a **Green bag** inside your regular shipment.



The Green bag contains your New Release game allotment for the scheduled release date. Remember, that date falls on a Friday now. **DO NOT TRY TO ACTIVATE OR SELL BEFORE THE RELEASE DATE.** You will not be able to activate the tickets before the **Start of Sales** date.

The sticker located on the outside of the **Green Bag** lets you know when the instant tickets in the bag can go on sale to your customers. Please activate and place in your instant ticket bins for sale. Do not load into bins before **Start of Sales** Date.

## New Game Allocation Pack

\*\*Do not open or activate the individual packs contained in this package until the "Start of Sales" date.

\*\*Do not attempt to sell these tickets before the "Start of Sales" date.

### Start of Sales Date

3/2/25

Attempting to sell before this date is a violation of your retailer agreement.