

August 19, 2025

## August Marketing Envelope

Welcome to the August 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 Theft Reporting.
3. A flyer on Instant Ticket Policy.
4. A flyer on the UD Football promotion.





## NEW GAMES & GAME CLOSEOUTS

### TWO NEW GAMES TO ACTIVATE AND SELL STARTING FRIDAY 8/29/25

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
Game 479 \$10 Grand Grab	30	\$10	\$300	8 12609 02479 6
Game 481 DELAWIN\$	100*	\$1	\$100	8 12609 02481 9

\*Starting with the release of Game 481 DELAWIN\$, the new pack size for \$1 and \$2 games will be reduced to 100 tickets per pack.

### NEW GAME AVAILABLE THE WEEK OF 9/1/25

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
Game 491 Jurassic Park	60	\$5	\$300	8 12609 02491 8

### GAME CLOSE OUTS

#### 4 GAMES TO BE RETURNED BETWEEN 8/29/25 – 9/19/25

\$5 431 WIN IT ALL! UPC 8 12609 02431 4	\$10 434 HIT IT BIG! UPC: 8 12609 02434 5	\$5 457 POWER 3s CASHWORD UPC 8 12609 02457 4	\$10 461 50X THE CASH UPC 8 12609 02461 1
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Return Period: August 29 – September 19, 2025

Billing Date: September 26, 2025

Announced End of Game/Sales: September 28, 2025

Tickets may be paid/claimed through September 28, 2026

### CURRENT INSTANT GAMES

<b>Available Starting 9/1/25</b> 491 Jurassic Park UPC 8 12609 02481 8	471 Queen of Hearts UPC 8 12609 02471 0	454 Crazy Cash UPC 8 12609 02454 3	445 ALL CASH UPC: 8 12609 02445 1
482 Lucky 7s Cashword UPC 8 12609 02482 6	467 \$50,000 Crossword UPC 8 12609 02467 3	453 \$50 or \$100 UPC 8 12609 02453 6	443 50 <sup>th</sup> Anniversary UPC: 8 12609 02443 7
<b>Available Starting 8/29/25</b> 481 DELAWIN\$ UPC 8 12609 02481 9	466 Aces High UPC 8 12609 02466 6	452 Tic Tac Toe Tripler UPC 8 12609 02452 9	442 2 for \$2 UPC: 8 12609 02442 0
480 Electric 8s UPC 8 12609 02480 2	465 7-11-21 UPC 8 12609 02465 9	451 Win Big UPC 8 12609 02451 2	425 Summer Dreamin' UPC 8 12609 02425 3
<b>Available Starting 8/29/25</b> 479 \$10 Grand Grab UPC 8 12609 02479 6	464 Fast Bucks UPC 8 12609 02464 2	450 BLOCK-O UPC 8 12609 02450 5	410 Money Talks UPC 8 1260902410 9
476 100X the Celebration UPC 8 12609 02476 5	460 20X The Cash UPC 8 12609 02460 4	449 Diamond Dash UPC 8 12609 02449 9	
475 50X the Celebration UPC 8 12609 02475 8	458 5X The Cash UPC 8 12609 02458 1	448 \$40,000 Fortune UPC 8 12609 02448 2	
474 20X the Celebration UPC 8 12609 02474 1	456 \$25,000 Large UPC 8 12609 02456 7	447 Jumbo Bucks UPC 8 12609 02447 5	
473 10X the Celebration UPC 8 12609 02473 4	455 Show Me \$150K UPC 8 12609 02455 0	446 Cash on the Double UPC 8 12609 02446 8	

# ROBBERY—THEFT

## How to handle any Lottery related robberies or thefts.

- 1) Handle the emergency portion first.
- 2) Let the responding authorities know you will be reporting the Lottery portion of the theft to DGE (Delaware Gambling Enforcement).
- 3) Contact the Delaware Lottery as soon as possible (especially if Instant Tickets are involved so they can be canceled and not cashed).
- 4) Give the Lottery all the information available concerning items stolen (Instant Ticket Numbers—Game Name/Number, Pack Number and Ticket Numbers/Range).
- 5) Contact DGE and inform them of the incident and what authorities have been contacted.
- 6) Provide DGE all information requested.
- 7) Record incident/report number provided by DGE.
- 8) Obtain copy of DGE Police report and provide to Lottery Security.



Located on your “slide out tray” on your Lottery terminal is a sticker giving 3 of the steps in the process along with the phone numbers needed to contact the appropriate parties.

First and foremost is your safety. Always be aware of your surroundings and take the appropriate precautions.

If you have any questions about the procedures...please feel free to reach out to your Lottery Field Rep.



# INSTANT GAMES

## Go Scratch!

Instant Games are leading the pack (pun intended) with increasing sales. The renewed energy behind the overall design, play style changes, prize structures and Licensed Property games has proven to be an extremely positive attribute. To follow along with that, there have also been some policy updates and changes to help manage this increased volume and continue to bolster sales.

*Beginning September 2025.*

**\$1.00 Instant Games will now have a pack size of 100 tickets and a pack cost of \$100. This will help with the aging of this price point.**

*Beginning August 2025*

***When the Instant Ticket Product Manager notifies group of a game close out, there are some timeframe changes:***

1) Retailers have 3 weeks from announced closeout/mandatory return to get the games back to the Lottery office/Telsel.

2) After 90 days from announced closeout/mandatory return, the retailer owns the game with no returns accepted.

*-retailer can scratch the tickets in an attempt to recoup their cost by validating and cashing winning tickets from the pack.*

3) After the 3 week period for retailer return, closed out games are no longer allowed to be sold to the public. Any retailer caught doing so will:

a) receive a verbal warning the first time.

b) receive a written warning the second time.

c) receive corrective/punitive action up to and including Lottery license termination the third time.

4) After 12 months from the announced closeout/mandatory return, the game will no longer be eligible for validation and cashing.



# Delaware Lottery Retailers



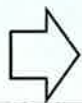
## WIN a pair of UNIVERSITY OF DELAWARE BLUE HENS FOOTBALL HOME GAME TICKETS

### PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 8/15/25
- Multiple entries per store allowed, but **one** entry per person.
- Recipient of tickets must be an active employee of the store at the time of the drawing.
  - Drawings to begin on 8/25/25 and winner(s) will be notified before each game.
- Mail or Fax the form below with your selected game choice(s) and you will be entered into a random drawing.
- For a complete list of game dates & times go to [www.bluehens.com](http://www.bluehens.com)



MAIL OR FAX  
ENTRY  
TO:



**Delaware Lottery**  
Attn: BLUE HEN  
1575 McKee Road, Suite 102  
Dover, DE 19904  
Fax: 302-739-7586

### Home Game Dates:

Delaware State <b>Aug. 28</b> (Thu 7:00PM)	-	UConn <b>Sept. 13</b> (Sat 3:00PM)
West. Kentucky <b>Oct. 3</b> (Fri 7:00PM)	-	Mid. Tennessee <b>Oct. 22</b> (Wed 7:30PM)
Louisiana Tech <b>Nov. 8</b> (Sat 3:00PM)	-	UTEP <b>Nov. 29</b> (Sat 1:00pm)

**\*\*YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE TO BE ELIGIBLE TO WIN\*\***

Retailer #: \_\_\_\_\_ Store Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

**Tickets are transferred to winners via Cell Phone**

(Please make photo copies of the form if needed.)