

A stylized graphic of the American flag, featuring a blue field with white stars in the upper left and red and white stripes flowing across the rest of the page. The graphic is positioned behind the text.

July 22, 2025

July Marketing Envelope

Welcome to the July 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 a new process for instant ticket returns.

AUGUST

NEW GAMES & GAME CLOSEOUTS

**ACTIVATE & SELL THESE 3 NEW GAMES STARTING
FRIDAY AUGUST 1st**

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
Game 465 7-11-21	300	\$1	\$300	8 12609 02465 9
Game 467 \$50,000 Crossword	30	\$10	\$300	8 12609 02467 3
Game 482 Lucky 7s Cashword	60	\$5	\$300	8 12609 02482 6

4 GAMES TO BE RETURNED BETWEEN 8/1/25 – 8/22/25			
\$1 415 Get \$1,000 UPC 8 12609 02415 4	\$1 427 Aces & 8s UPC 8 12609 02427 7	\$1 435 7-11-21 UPC 8 12609 02435 2	\$5 441 Game of Thrones UPC 8 12609 02441 3
\$2 459 10X the Cash UPC 8 12609 02459 8			

Return Period: August 1 – August 22, 2025	Billing Date: August 29, 2025
Announced End of Game/Sales: August 31, 2025	Tickets may be paid/claimed through August 31, 2026

CURRENT INSTANT GAMES			
AVAILABLE STARTING 8/1/25			
482 Lucky 7s Cashword UPC 8 12609 02482 6	464 Fast Bucks UPC 8 12609 02464 2	452 Tic Tac Toe Tripler UPC 8 12609 02452 9	442 2 for \$2 UPC: 8 12609 02442 0
476 100X the Celebration UPC 8 12609 02476 5	461 50X The Cash UPC 8 12609 02461 1	451 Win Big UPC 8 12609 02451 2	434 Hit It Big UPC: 8 12609 02434 5
475 50X the Celebration UPC 8 12609 02475 8	460 20X The Cash UPC 8 12609 02460 4	450 BLOCK-O UPC 8 12609 02450 5	431 WIN IT ALL UPC 8 12609 02431 4
474 20X the Celebration UPC 8 12609 02474 1	458 5X The Cash UPC 8 12609 02458 1	449 Diamond Dash UPC 8 12609 02449 9	425 Summer Dreamin' UPC 8 12609 02425 3
473 10X the Celebration UPC 8 12609 02473 4	457 Power 3s Cashword UPC 8 12609 02457 4	448 \$40,000 Fortune UPC 8 12609 02448 2	410 Money Talks UPC 8 1260902410 9
471 Queen of Hearts UPC 8 12609 02471 0	456 \$25,000 Large UPC 8 12609 02456 7	447 Jumbo Bucks UPC 8 12609 02447 5	
467 \$50,000 Crossword UPC 8 12609 02467 3	455 Show Me \$150K UPC 8 12609 02455 0	446 Cash on the Double UPC 8 12609 02446 8	
466 Aces High UPC 8 12609 02466 6	454 Crazy Cash UPC 8 12609 02454 3	445 ALL CASH UPC: 8 12609 02445 1	
465 7-11-21 UPC 8 12609 02465 9	453 \$50 or \$100 UPC 8 12609 02453 6	443 50 th Anniversary UPC: 8 12609 02443 7	

IMPORTANT ANNOUNCEMENT FROM THE DELAWARE LOTTERY

Now offering retailer returns for instant tickets with DDS

July 2025 (all lottery retailers in Delaware)



Scientific Games, the Delaware Lottery's Instant ticket vendor along with Delivery & Distribution Solutions (DDS) **Now can accept your ticket returns.** Retailers must still place partial or full pack returns in a pending return status through the lottery Wave Terminal.

Simply use the provided return labels that DDS dropped off to you along with the self-adhesive 5" x 7" clear zip lock style address pouch. Place the label on a return bag and give the return to the DDS driver when they are dropping off your weekly package of tickets. Retailers should have orders ready for pick up on delivery days. Drivers will not have time to wait.

Keep a record of the date your package was picked up on your copy of the manifest.

Frequently Asked Questions?

What if I need a label or jacket for the label to place on the bag? ***DDS drivers have dropped off 10 or more labels to all retailers. If you require more. Please inform the driver and they will request more. Drivers should have extra jackets if you do not have one. You may tape the label to the package as well. Taping over a UPS label if sending via DDS is ok.**

***Can I still give returns to UPS or Marketing Reps? Yes, but please make sure you use the correct label. If a rep picks up a package, please do not use a label. UPS ARS labels can be used for UPS pick up only. The DDS return insert label should be kept by the retailer to use only when DDS picks up on any future date. Contact your lottery rep. if you have any questions.**

***What if my return goes missing? Return receipt, shown below, (keep for your records) should be updated with information of any pick up. EXAMPLE: Rep picked up Monday April 14th or DDS picked up, see photo for tracking number (take a pic with your phone of the label used for tracking). This will help avoid any reversals of credits for disputes.**

