



DELAWARE STATE LOTTERY
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delottery.com

September 22, 2025

September Marketing Envelope

Welcome to the September 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. Delaware News iLottery update.



OCTOBER

NEW GAMES & GAME CLOSEOUTS

FOUR NEW GAMES TO ACTIVATE AND SELL STARTING FRIDAY 10/3/25

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
Game 470 LUCKY STARS	30	\$20	\$600	8 12609 02470 3
Game 478 CASH KING	20	\$30	\$600	8 12609 02478 9
Game 484 CASH WHEEL	100*	\$2	\$200	8 12609 02484 0
Game 485 BULLSEYE BINGO	60	\$5	\$300	8 12609 02485 7

*Reminder that the new pack size for \$1 and \$2 games have been reduced to 100 tickets per pack.

GAME CLOSE OUTS

1 GAME TO BE RETURNED BETWEEN 10/3/25 – 10/24/25

\$1 458 5X The Cash
UPC 8 12609 02458 1

Return Period: October 3 – October 24, 2025

Billing Date: October 31, 2025

Announced End of Game/Sales: November 2, 2025

Tickets may be paid/claimed through November 2, 2026

CURRENT INSTANT GAMES

Available Starting 10/3/25			
491 Jurassic Park UPC 8 12609 02491 8	475 50X the Celebration UPC 8 12609 02475 8	460 20X The Cash UPC 8 12609 02460 4	448 \$40,000 Fortune UPC 8 12609 02448 2
485 Bullseye Bingo UPC 8 12609 02485 7	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
484 Cash Wheel UPC 8 12609 02484 0	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
482 Lucky 7s Cashword UPC 8 12609 02482 6	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
481 DELAWIN\$ UPC 8 12609 02481 9	470 Lucky Stars UPC 8 12609 02470 3	453 \$50 or \$100 UPC 8 12609 02453 6	443 50 th Anniversary UPC: 8 12609 02443 7
480 Electric 8s UPC 8 12609 02480 2	467 \$50,000 Crossword UPC 8 12609 02467 3	452 Tic Tac Toe Tripler UPC 8 12609 02452 9	442 2 for \$2 UPC: 8 12609 02442 0
479 \$10 Grand Grab UPC 8 12609 02479 6	466 Aces High UPC 8 12609 02466 6	451 Win Big UPC 8 12609 02451 2	425 Summer Dreamin' UPC 8 12609 02425 3
478 Cash King UPC 8 12609 02478 9	465 7-11-21 UPC 8 12609 02465 9	450 BLOCK-O UPC 8 12609 02450 5	410 Money Talks UPC 8 1260902410 9
476 100X the Celebration UPC 8 12609 02476 5	464 Fast Bucks UPC 8 12609 02464 2	449 Diamond Dash UPC 8 12609 02449 9	

Delaware News

Tuesday

September 16, 2025

Issue 1



Time Is Running Out - iLottery starting soon.

The Delaware Lottery's iLottery referral program is a great way to make some extra money while fulfilling your customer's desires to make their Lottery experience even more convenient.

Players will be able to play several online instant win games anytime they want to while at home, work or out and about. As a referring retailer, you will be able to help them do that while sharing in their good fortune. How you might ask? By referring your customer with your store's own business code you get to earn additional money.

You can receive either \$50 up front when a player signs up, deposits and plays or you can earn a portion of their Net Gaming Revenue each month. You get to choose the option you would prefer when you sign up.

You are not only helping your players, but you are also helping yourself.

You do not even have to make any sort of investment into the program. All of your necessary supplies are provided. You will receive posters to place in your store. You will also receive various sized leaflets that you can hand out to your customers. You can also place information on your own web site. Again, all provided free of charge for your benefit.

Players want to play at their convenience and this helps them accomplish that. It is also easy for the retailer to sign up. As the referring retailer, you will get monthly reports of your progress.

If you have additional questions, please reach out to your Lottery Field Rep. They will be more than happy to answer your questions. Your Lottery Field Reps can even help you with the sign up process.

Multiple platforms will be available for your players to participate.

The latest news Breaking news

REFERRAL PROGRAM

Use the QR code below to sign up on our Web Site. You even get to pick your own bonus code. Winter is around the corner, so don't be left out in the cold. Don't put it off...sign up now so you are in on the ground floor before the platform goes live.

Scan to
Sign Up.



The QR code will take you to the web location to complete your sign up so that you can participate in the additional income stream.