







# New Instant Games

On sale December 4, 2018



<b>Game Name:</b>	Cash Flurries		UPC
<b>Game #:</b>	283		
<b>Price Point:</b>	\$5		
<b>Top Prizes:</b>	\$500,000		
<b>Pack Size:</b>	80		
<b>Ticket Length:</b>	5.50		
<b>Overall Odds:</b>	3.99		
<b>Expiration Date:</b>	December 7, 2020		
<b>UPC:</b>	6 44684 00283 9		
<b>Game Name:</b>	Triple Bonus Cashword		UPC
<b>Game #:</b>	284		
<b>Price Point:</b>	\$10		
<b>Top Prizes:</b>	\$500,000		
<b>Pack Size:</b>	40		
<b>Ticket Length:</b>	11.0		
<b>Overall Odds:</b>	3.41		
<b>Expiration Date:</b>	December 7, 2020		
<b>UPC:</b>	6 44684 00284 6		
<b>Game Name:</b>	100X The Cash		UPC
<b>Game #:</b>	285		
<b>Price Point:</b>	\$20		
<b>Top Prizes:</b>	\$2,000,000		
<b>Pack Size:</b>	30		
<b>Ticket Length:</b>	11.0		
<b>Overall Odds:</b>	3.47		
<b>Expiration Date:</b>	January 6, 2021		
<b>UPC:</b>	6 44684 00285 3		

#### Lottery Best Practices:

It is critical that new Instant Games are on display and for sale the week they arrive at your store. The Lottery schedules TV, Radio & Web spots prior to a new game introduction to build interest and consumer demand. Many loyal Lottery players may go from store-to-store looking for these new games.

**IN ORDER TO REMAIN ELIGIBLE FOR THE RETAILER INCENTIVE PROGRAM, PLEASE ACTIVATE AND DISPLAY A MINIMUM OF ONE (1) PACK OF EACH NEW INSTANT GAME WITHIN THREE (3) DAYS OF RECEIPT.**

Pre-planning for new games is the key to successful sales. "New Game Coming Soon Cards" are available upon request from your sales rep. Multi-face these new Instant Games and watch your sales grow! 35% of new Instant Game sales happen during their first week on sale.

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Thank you for your cooperation.

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