

Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Beth Bresnahan

May 27, 2014



Lottery Sales Update

- Lottery sales were down \$2 million for the month of April, as compared to April 2013.
- The prize payout for April 2014 was 73.5 percent, significantly less than the 75.6 percent payout of last April. The year-to-date prize payout is now 71.8 percent, well below the budgeted rate of 72.3 percent. Consequently, our net profit is \$45.3 million ahead of last year's pace despite a sales decrease of \$19 million through the first 10 months of the fiscal year.
- KENO, which was up \$3 million, was the only Lottery game that experienced a sales increase in April. In addition, the Lottery benefited from \$400,000 in new sales from Jackpot Poker, our second monitor game that was not in operation last April.
- Instant Tickets, as well as the draw games Lucky for Life, Mega Millions, and Powerball each saw a \$1 million sales decline in April. The Daily Race Game did not generate any sales last month because the game officially ended in June 2013; the monitor game generated \$2 million in sales in April 2013.

April Instant Ticket Sales Update

2014 Boston Red Sox

Price Point \$2

6 Week Sales: \$5,453,338

\$500 A Week For Life!

Price Point: \$1

4 Week Sales: \$1,922,824

\$1,000 A Week For Life!

Price Point: \$2

4 Week Sales: \$4,847,036

\$2,500 A Week For Life!

Price Point: \$5

4 Week Sales: \$12,679,030

World Class Millions

Price Point: \$30

4 Week Sales: \$69,338,010



June Instant Ticket Release (June 17)

Gold Rush

Price Point \$1
Top Prize: \$10,000

Golden Spin

Price Point: \$2
Top Prize: \$50,000

Million Dollar Gold

Price Point: \$5
Top Prize: \$1,000,000

\$4,000,000 Gold Bullion

Price Point: \$10
Top Prize: \$4,000,000



June Instant Ticket POS

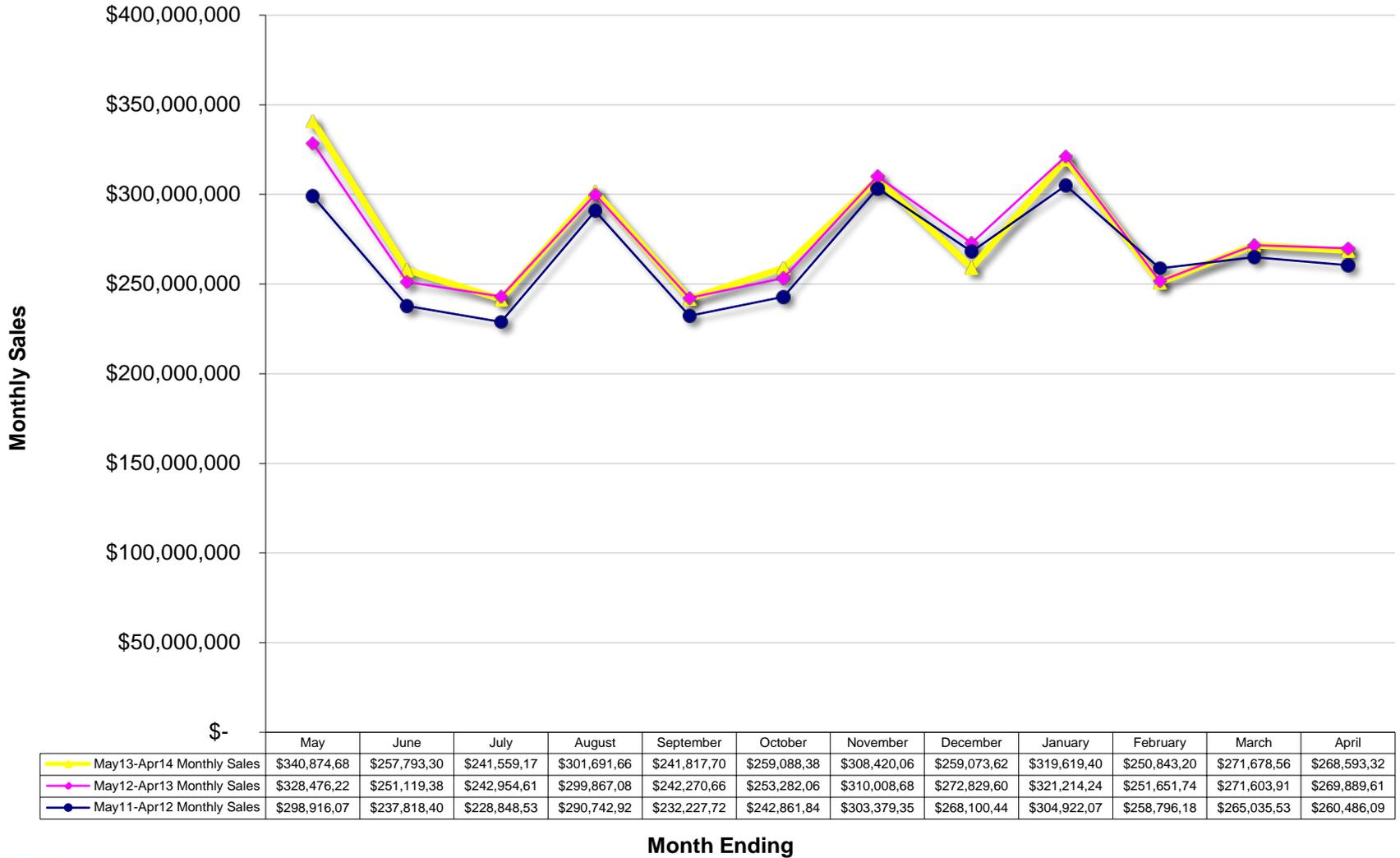
Wobbler/Shelf Talker



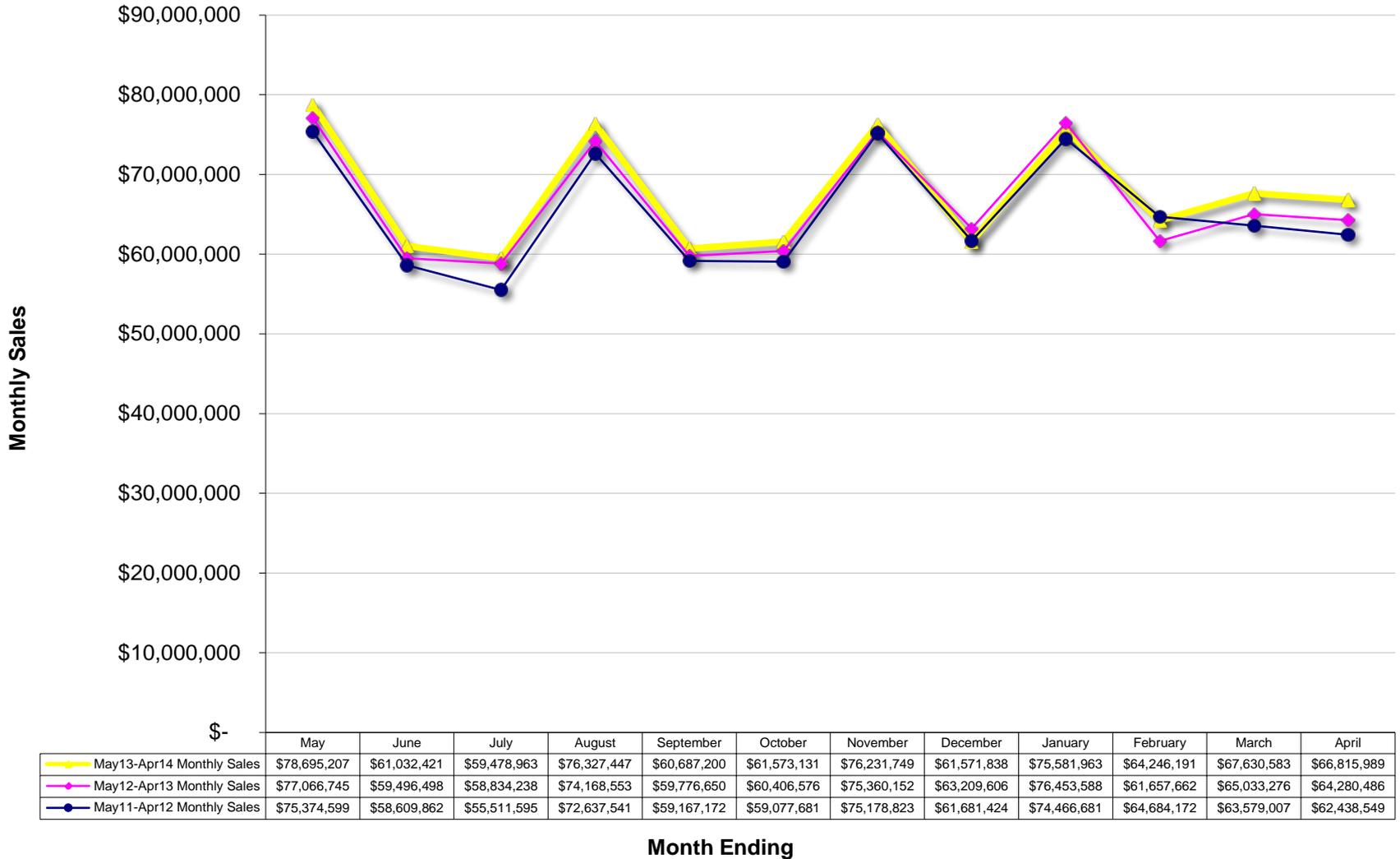
11x17 Poster



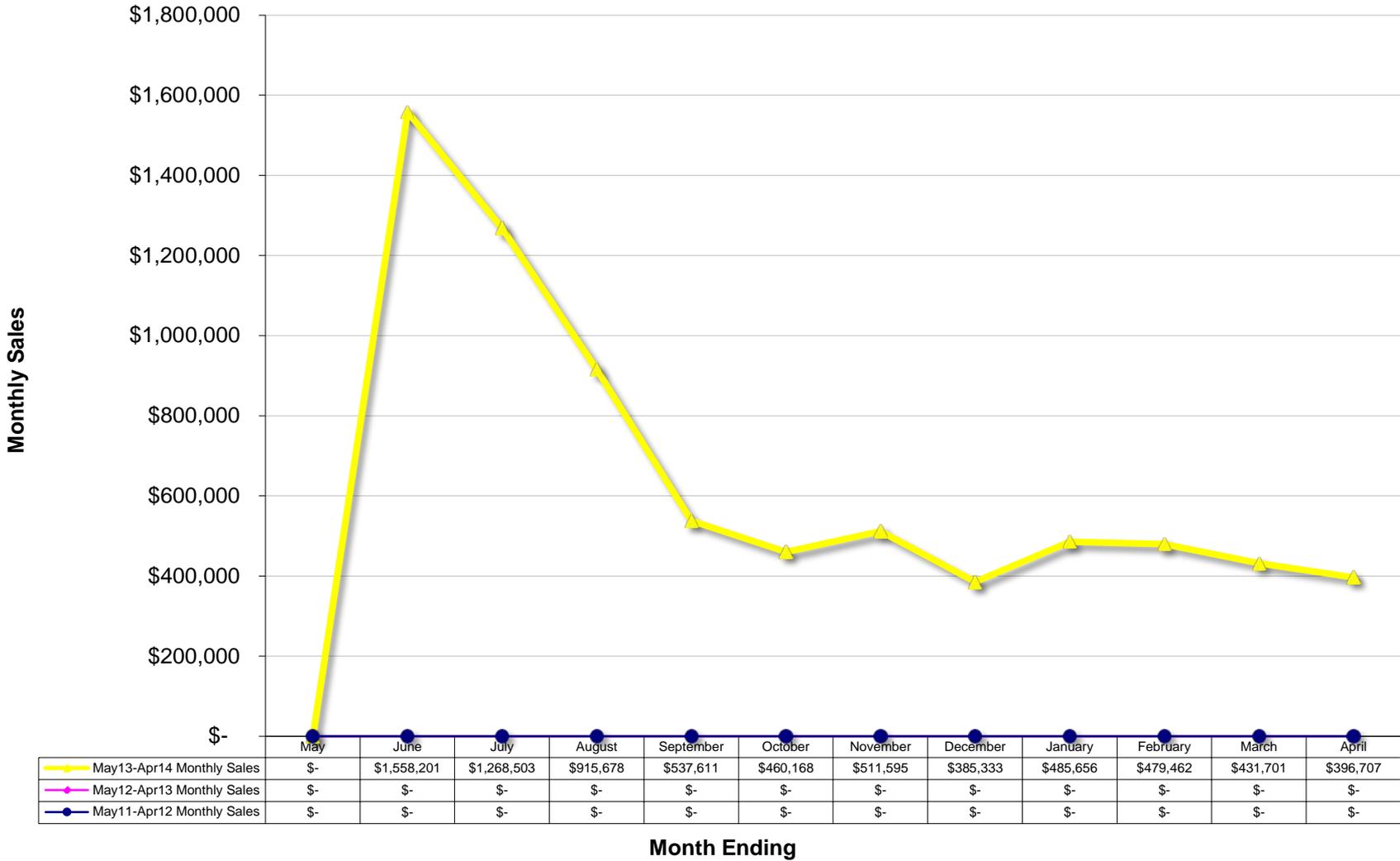
Instant Game Monthly Sales May 11 thru April 14



KENO Game Monthly Sales May 11 thru April 14



Poker Game Monthly Sales May 11 thru April 14



Jackpot Poker 1 Year Anniversary Promotion

To celebrate the one year anniversary of the Jackpot Poker game, we will be offering a player promotion (June 8 – 21) that gives all non-winning tickets in the monitor game a second chance to win \$1,000.

The promotional POS focuses on educating customers on how to play the game and on its prizing. We are also engaging our Agents in re-education efforts through a secret shopper promotion that will reward retailers for exhibiting knowledge about the game and POS at their store locations.

3 & 5 Inch Decals







WIN \$1,000



PLAY WIN \$1,000 **JUNE 8 THROUGH JUNE 21**

EVERY NON-WINNING JACKPOT POKER TICKET WILL HAVE A SECOND CHANCE TO WIN \$1,000!

ASK HERE FOR MORE INFORMATION OR VISIT MASSLOTTERY.COM

4x18 Game Monitor Sticker Strip

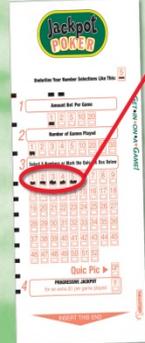


8.5x11 Poster



PICK FIVE TO PLAY

HERE IS AN EASY WAY TO LEARN HOW TO PLAY!



1. Select and play any five numbers that are next to each other on the monitor.
For example: 1, 2, 3, 4, 5 or even 35, 36, 37, 38, 39.

2. Since the numbers you played are next to each other, it will be easy to see what hand you were dealt after all the cards are drawn.



10 WAYS TO WIN!

HAND	PAYOUT	HAND	PAYOUT
Royal Straight Flush	\$25,000	Flush	\$15
Straight Flush	\$2,000	Straight	\$10
Four of a Kind - J, Q, K, A	\$450	Three of a Kind	\$4
Four of a Kind - Other	\$200	Two Pair	\$3
Full House	\$25	One Pair of Jacks or Better	\$2



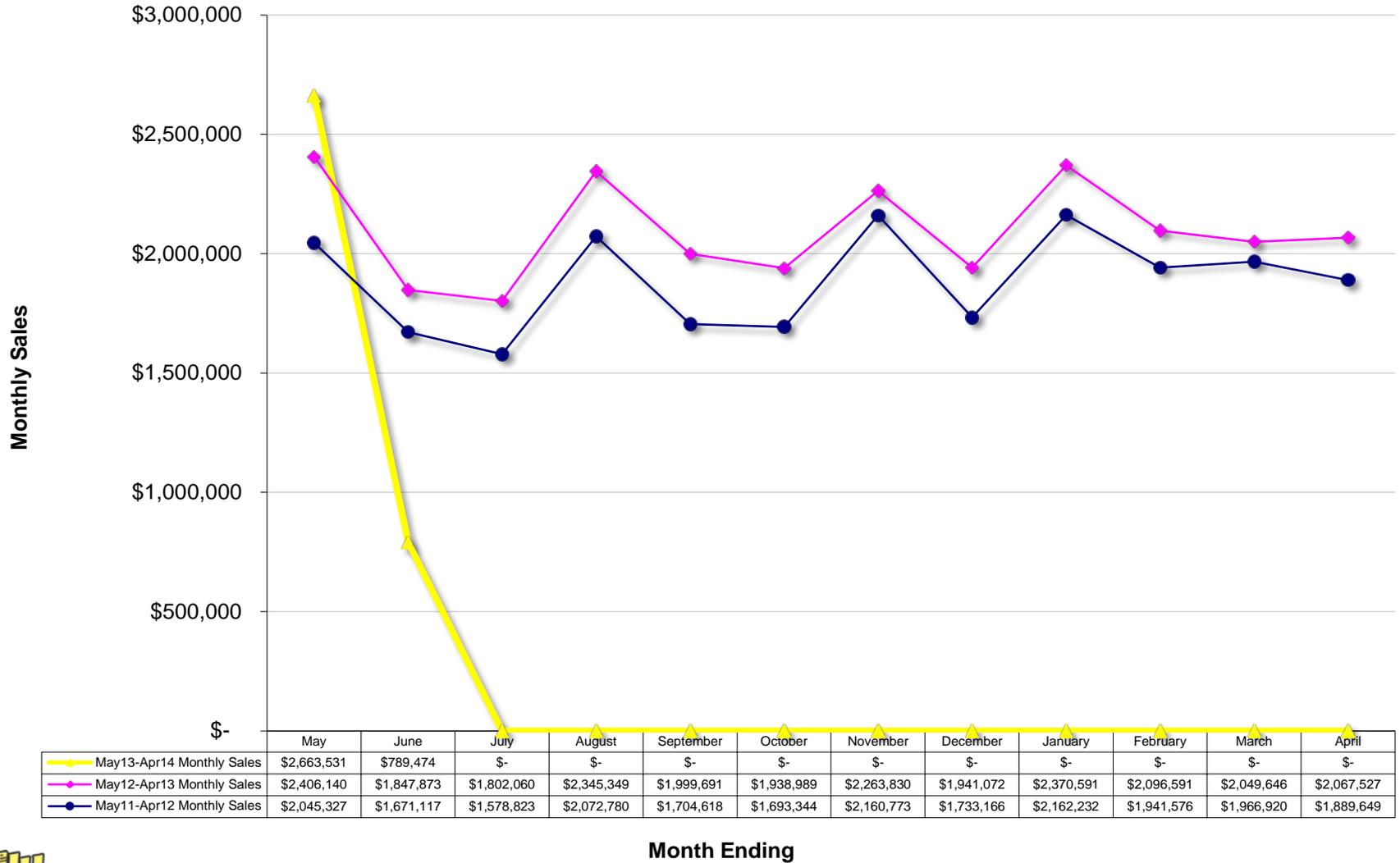
SECOND CHANCE TO WIN \$1,000!

Everyday between June 8 and June 21, five non-winning Jackpot Poker tickets will have a second chance to win \$1,000 each. Starting June 9, five ticket numbers sold the day before will be posted on masslottery.com after 2:00 pm. Ticket numbers sold on Friday, Saturday and Sunday will be posted on the following Monday.
Winners have 30 days to claim their prize at a lottery office.

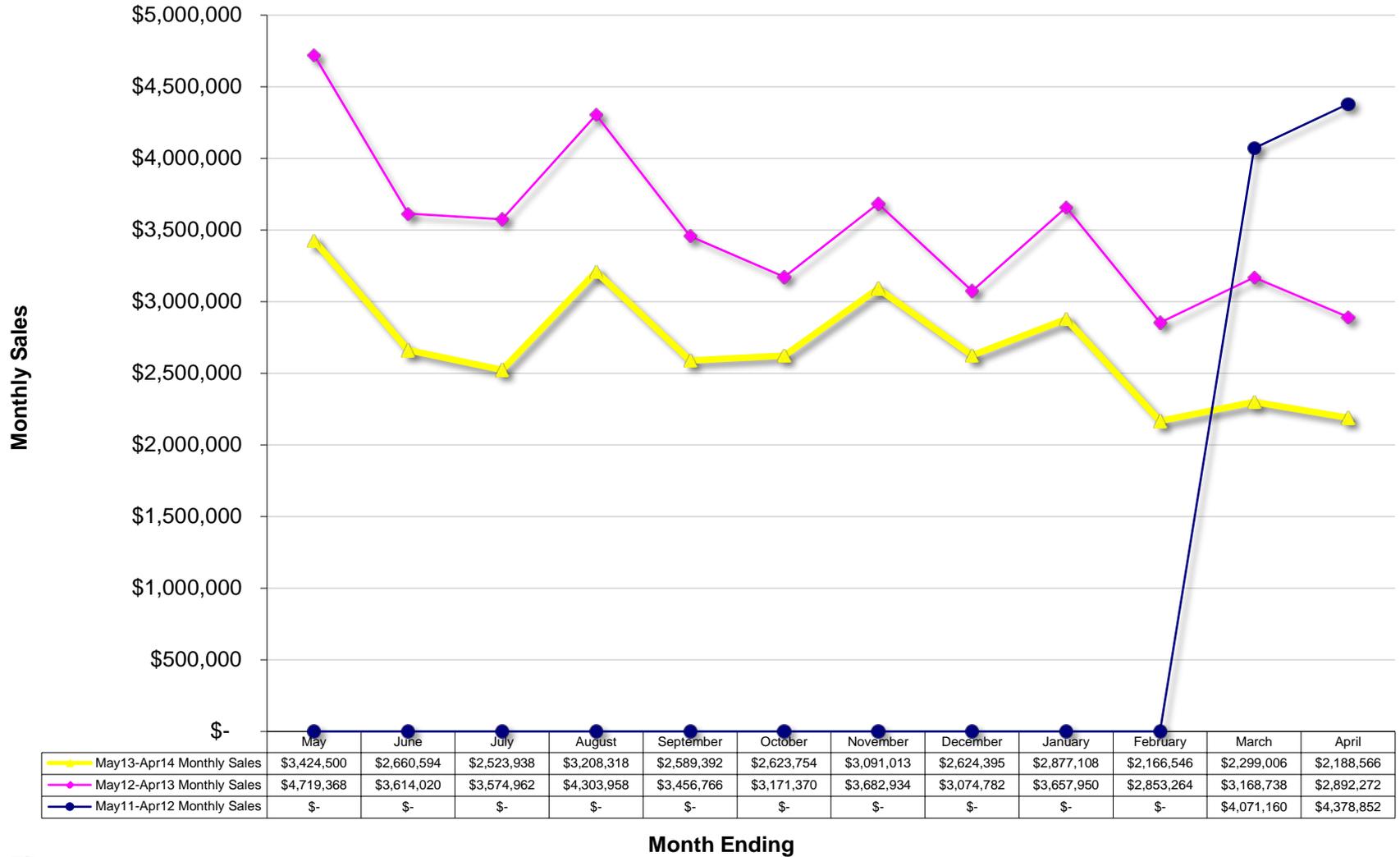


masslottery.com
You must be 18 years or older to play the Massachusetts Lottery.

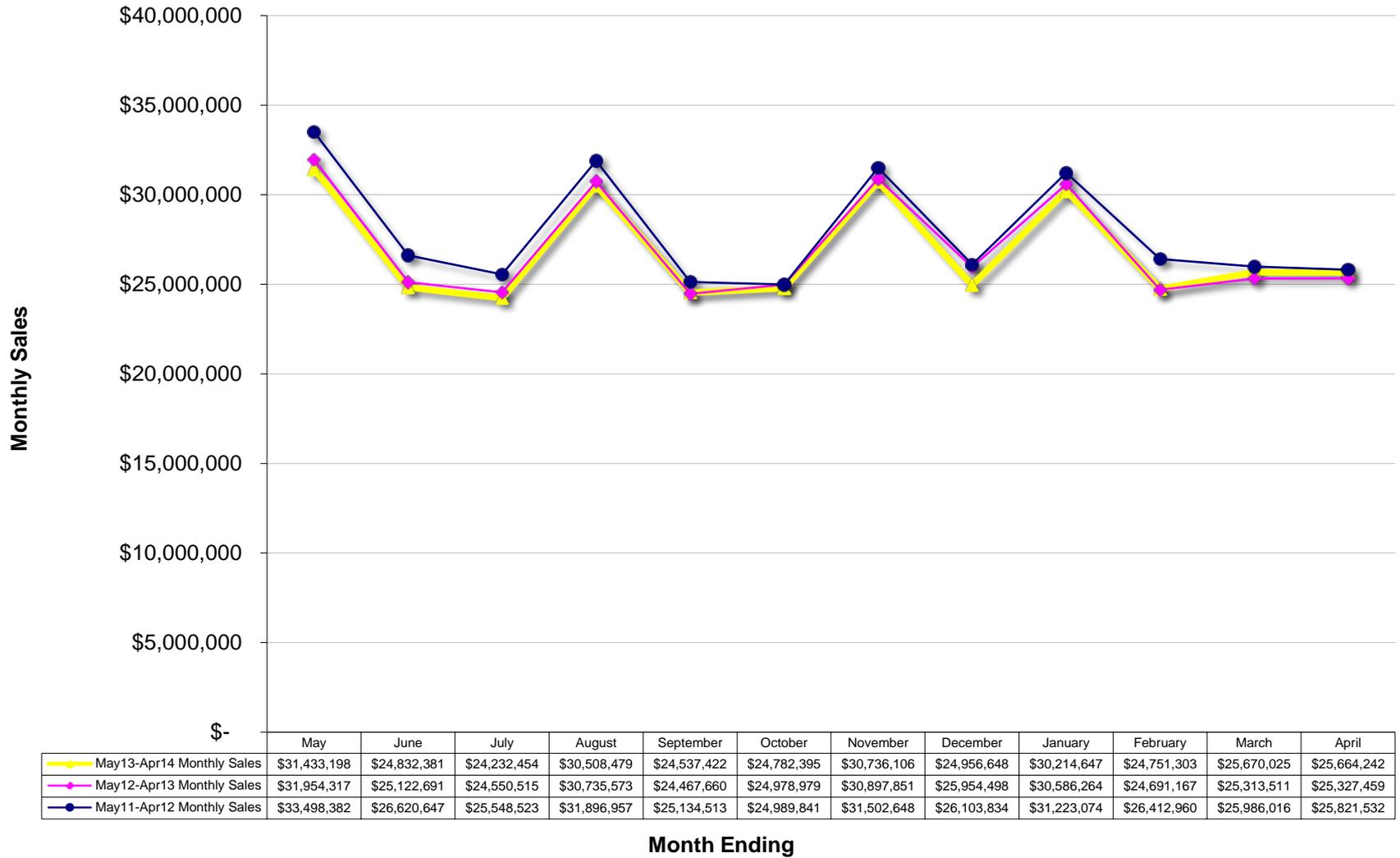
Race Game Monthly Sales May 11 thru April 14



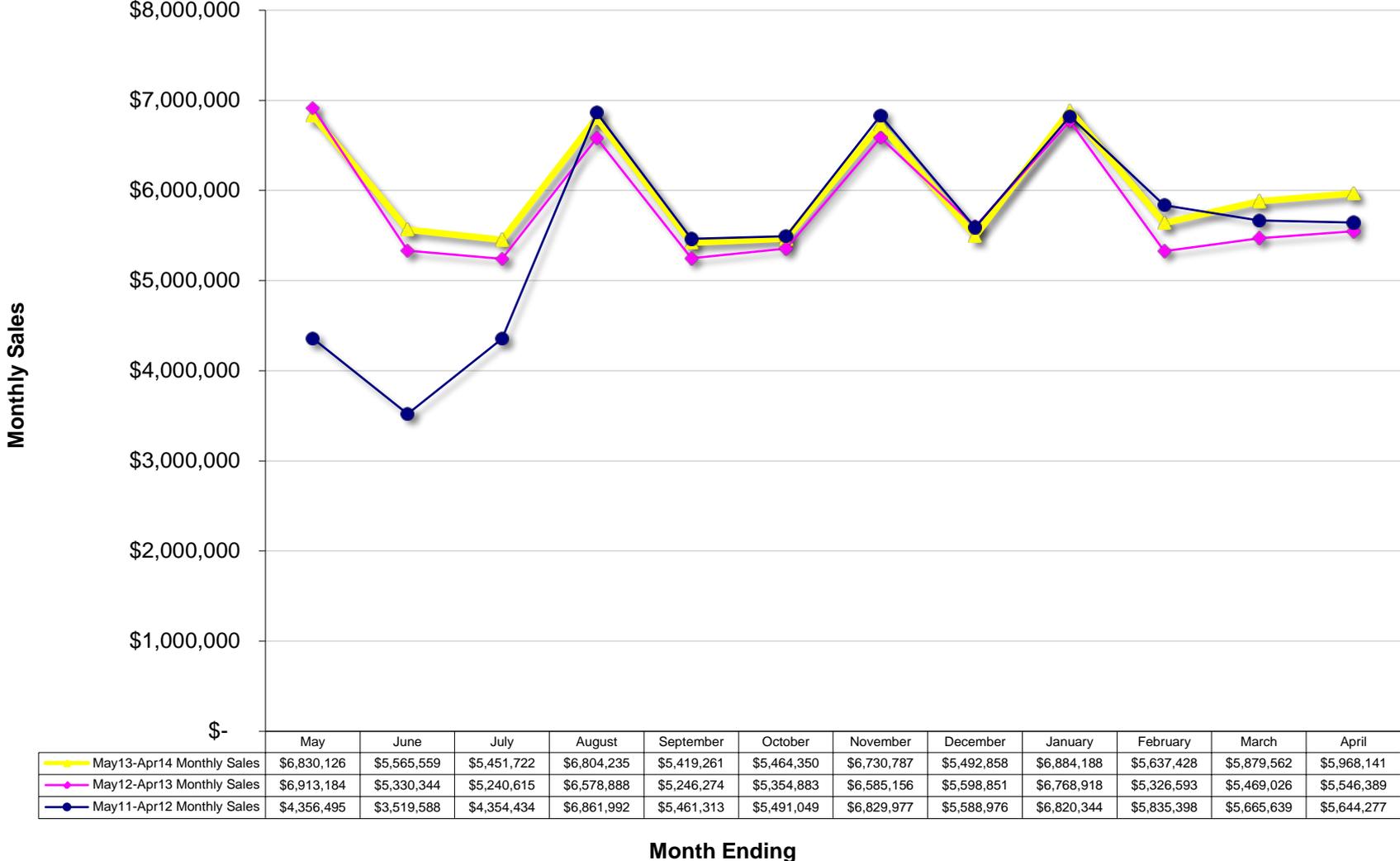
Lucky For Life Game Monthly Sales May 11 thru April 14



Numbers Game Monthly Sales May 11 thru April 14



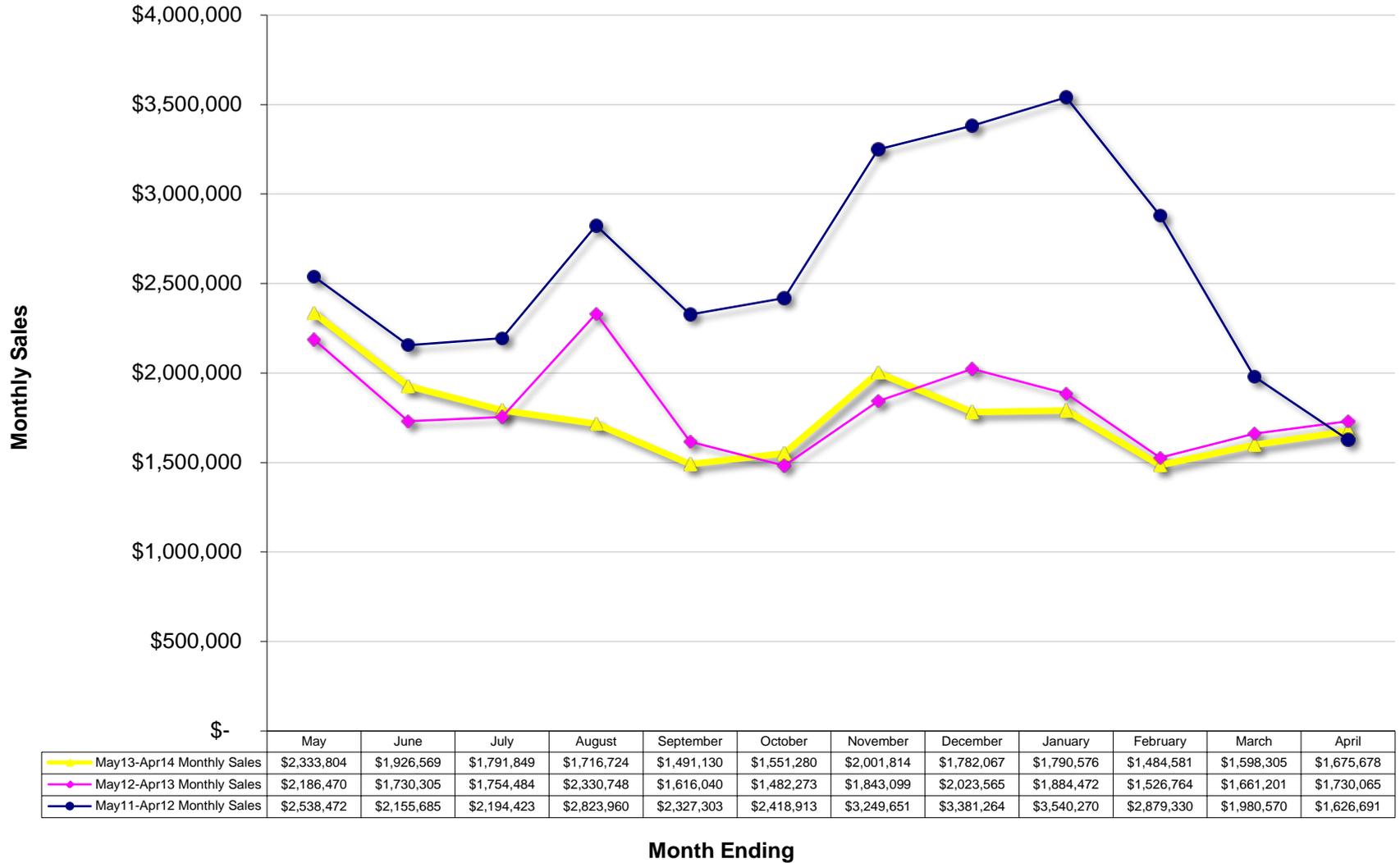
Mass Cash Game Monthly Sales May 11 thru April 14



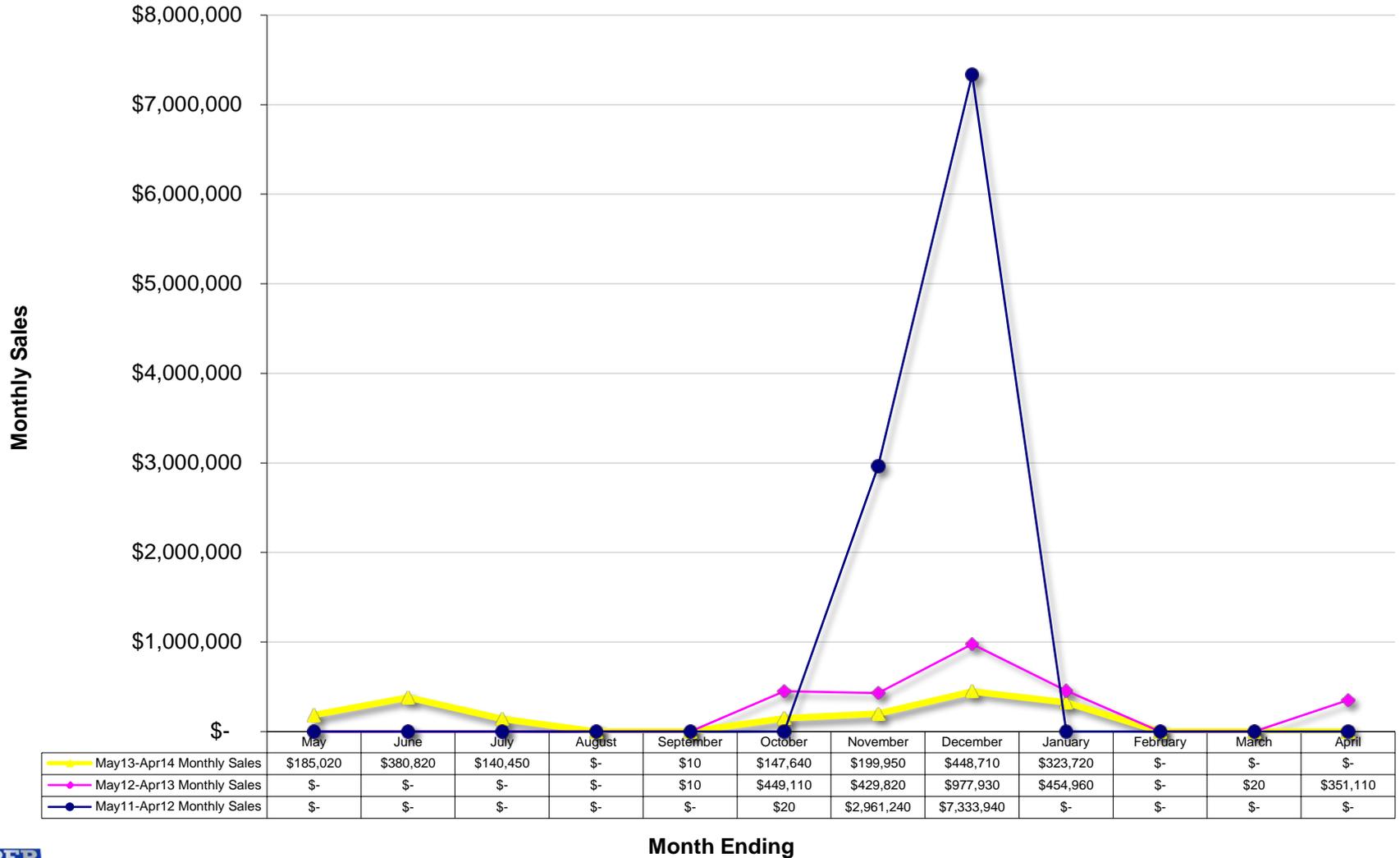
Month Ending



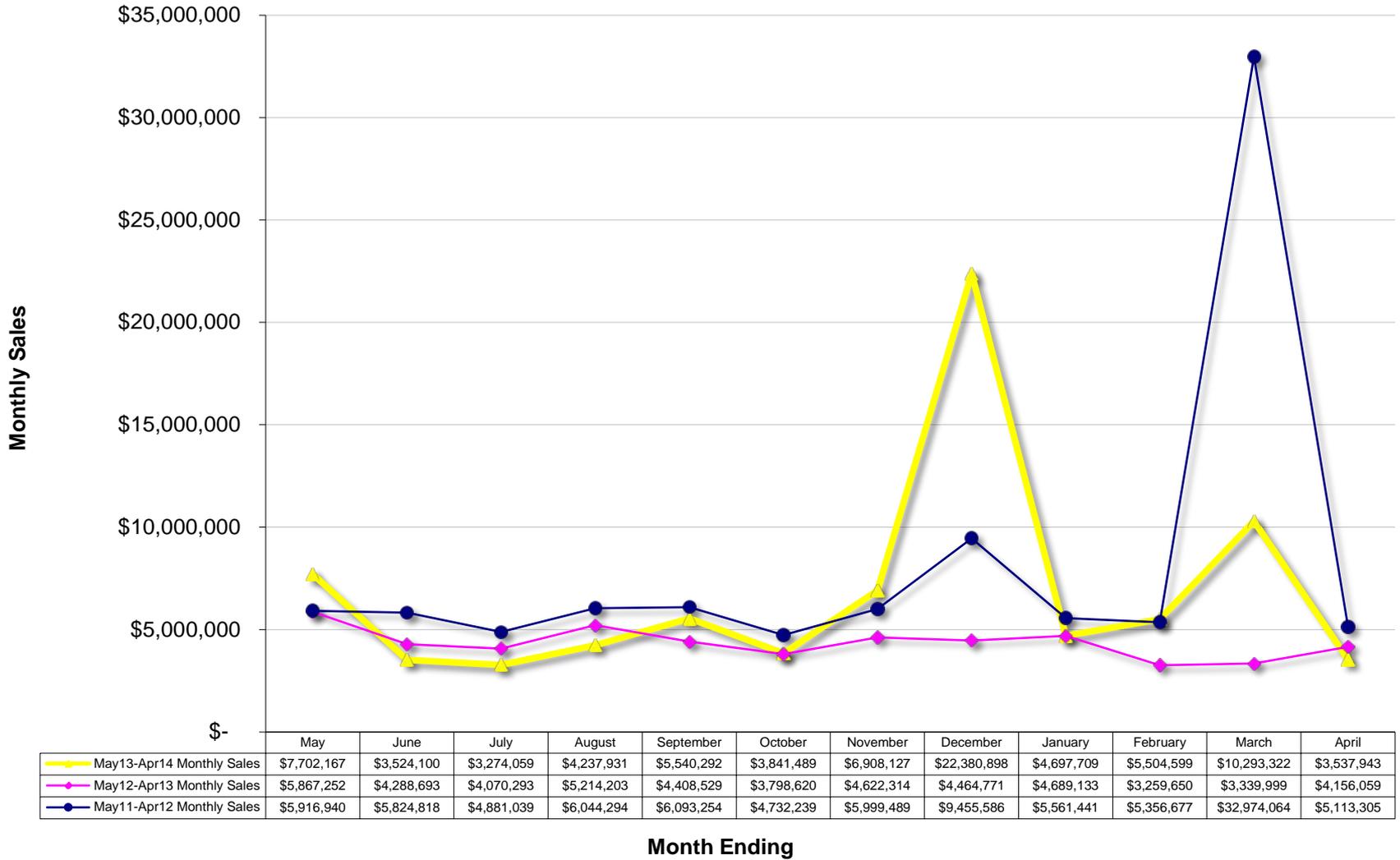
Megabucks Game Monthly Sales May 11 thru April 14



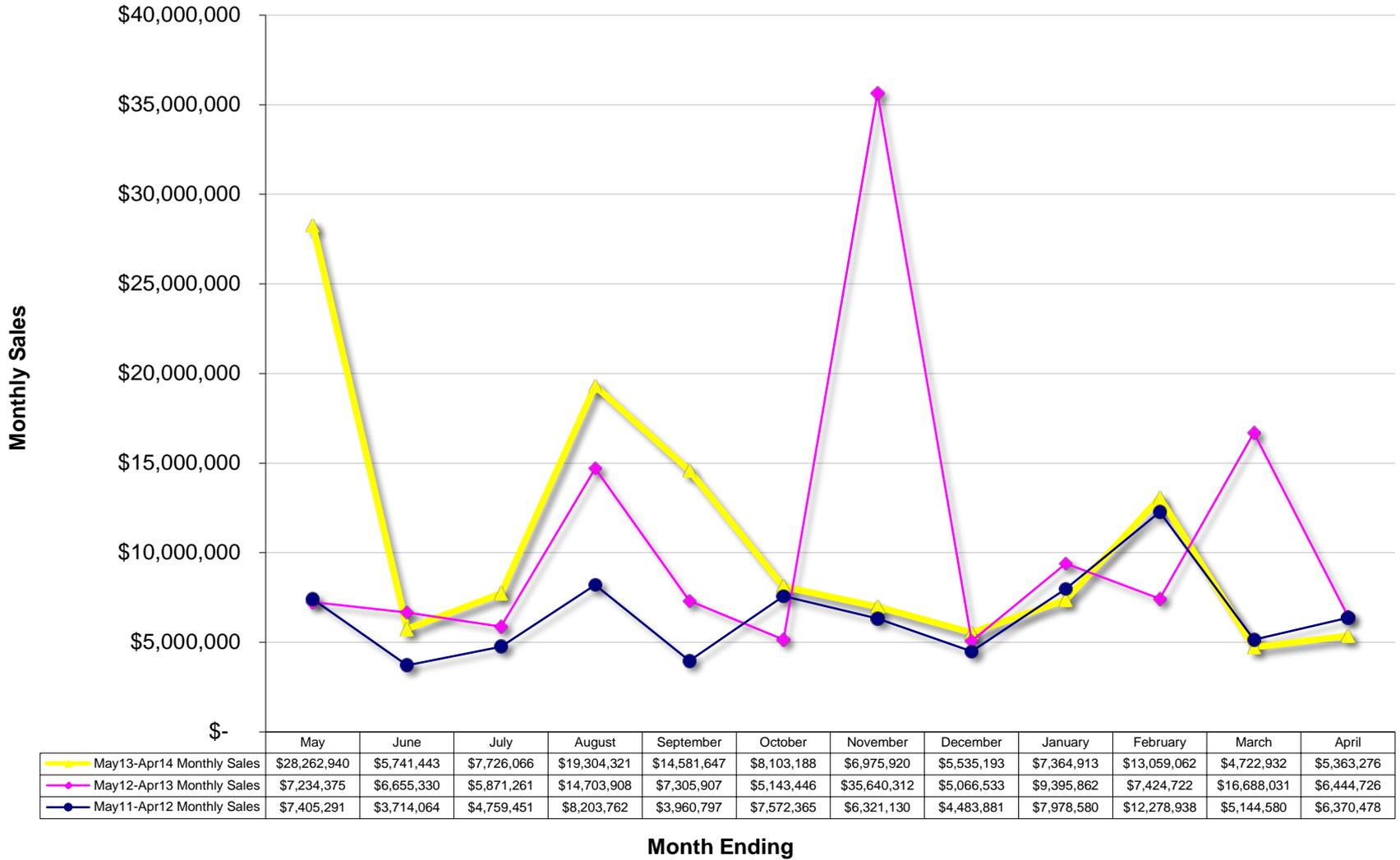
Online Raffle Game Monthly Sales May 11 thru April 14



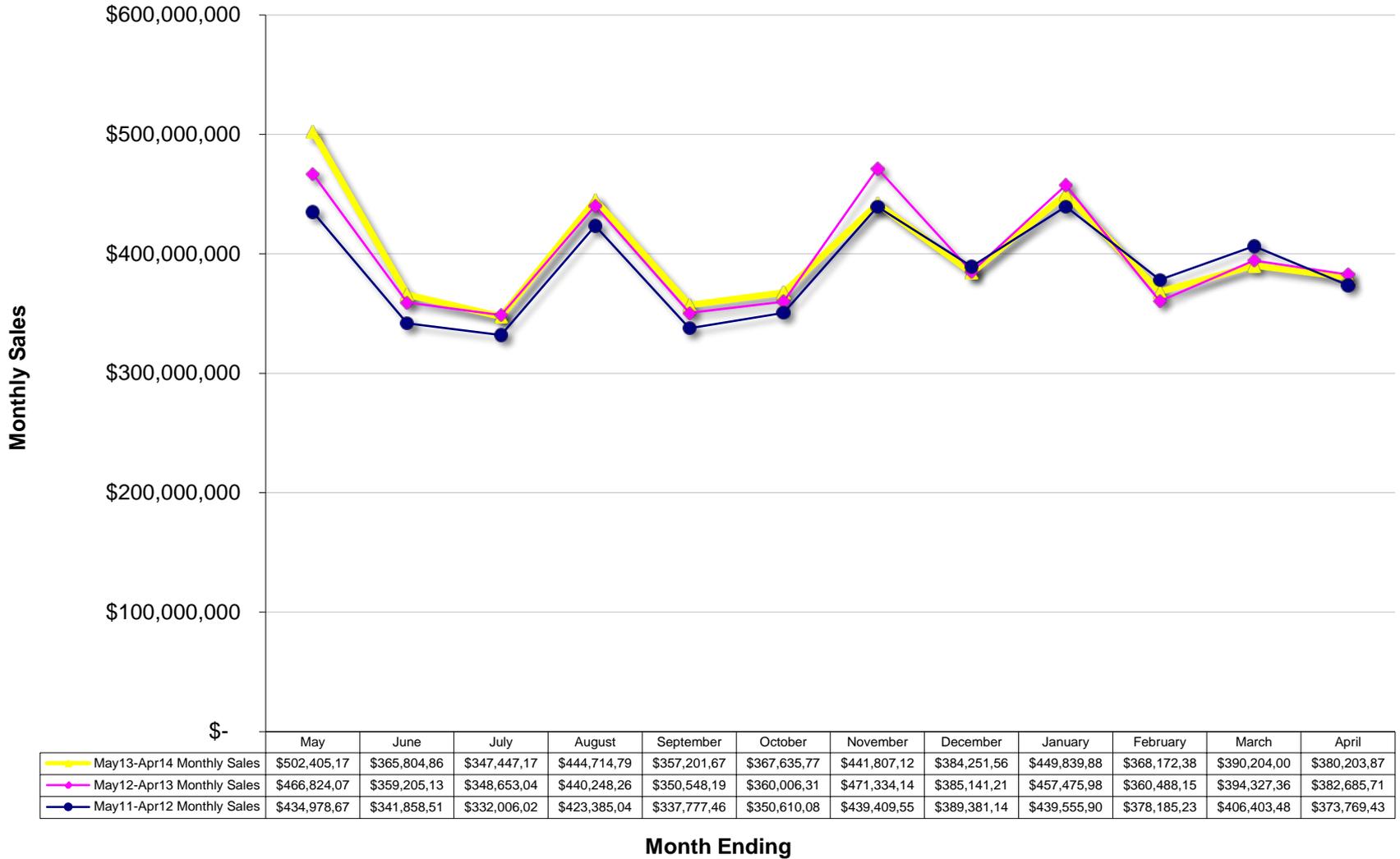
Mega Millions Game Monthly Sales May 11 thru April 14



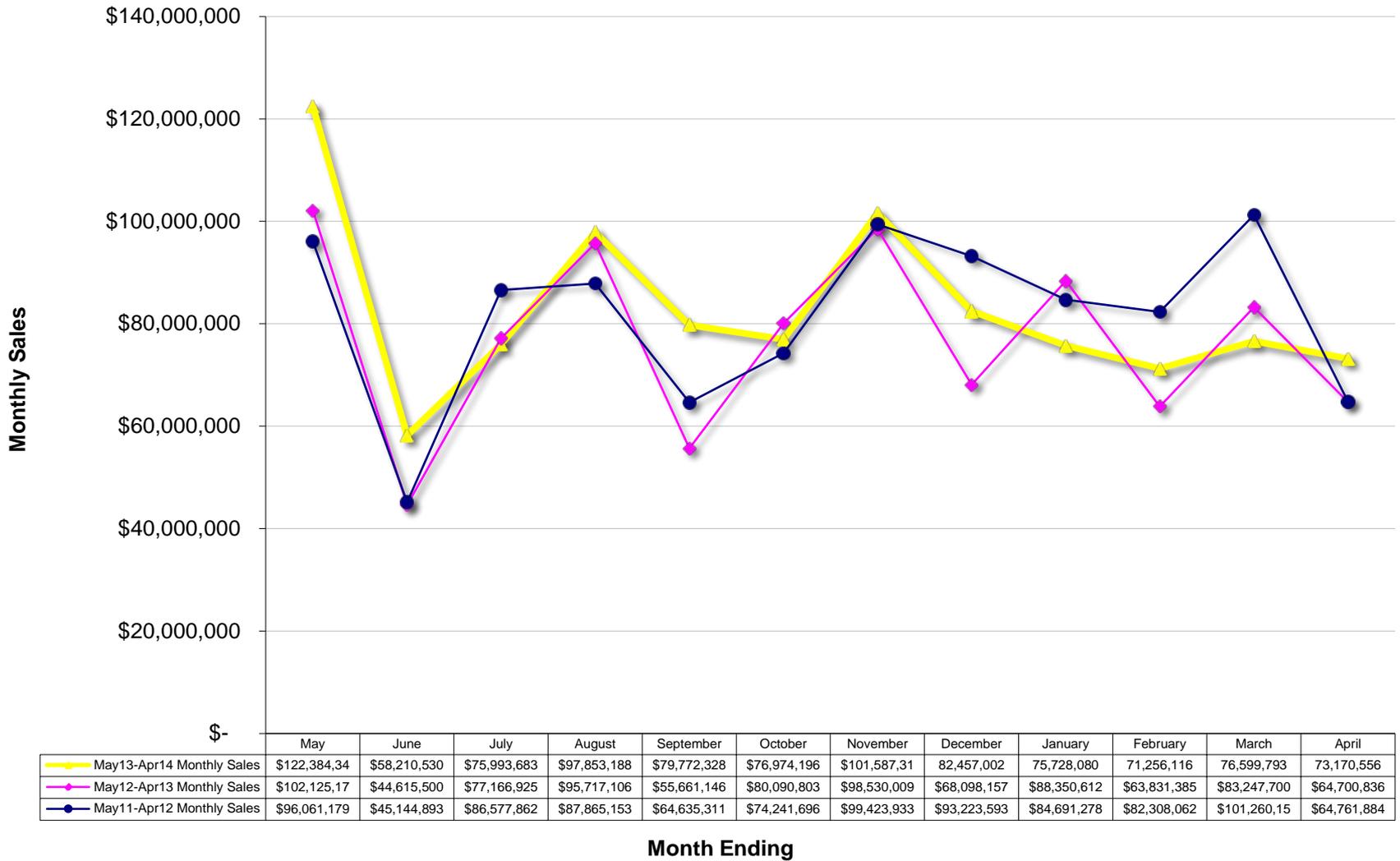
Powerball Game Monthly Sales May 11 thru April 14



All Game Monthly Sales May 11 thru April 14



Net Profit Monthly Sales May 11 thru April 14



MSLC Revenue Results							
April FY14 vs. FY13							
(\$ millions)							
Through April 26, 2014							
	FY14	% of Total	FY13	% of Total	\$ Change	% Change	
Instant Tickets	\$269	70.6%	\$270	70.5%	-\$1	-0.5%	
MegaMillions	4	0.9%	4	1.1%	-1	-14.9%	
Powerball	5	1.4%	6	1.7%	-1	-16.8%	
Keno	67	17.6%	64	16.8%	3	4.0%	
Mass Cash	6	1.6%	6	1.5%	0	7.6%	
Race Game	0	0.0%	2	0.5%	-2	-100.0%	
Lucky For Life	2	0.6%	3	0.8%	-1	-24.2%	
Numbers Game	26	6.7%	25	6.6%	0	1.3%	
Super 50-50 Raffle	0	0.0%	0	0.1%	0	0.0%	
Megabucks	2	0.4%	2	0.5%	0	-2.9%	
Jackpot Poker	0	0.1%	0	0.0%	0	0.0%	
Total	\$380	100.0%	\$383	100.0%	-\$2	-0.6%	
Instant Tickets	\$269	70.6%	\$270	70.5%	-\$1	-0.5%	
Online Games	112	29.4%	113	29.5%	-1	-1.0%	
Total	\$380	100.0%	\$383	100.0%	-\$2	-0.6%	

MSLC Revenue Results

Year-to-Date FY14 vs. FY13

(\$ millions)

Through April 26, 2014

	FY14	% of Total	FY13	% of Total	\$ Change	% Change
Instant Tickets	\$2,722	69.2%	\$2,736	69.2%	-\$13	-0.5%
MegaMillions	70	1.8%	42	1.1%	28	67.1%
Powerball	93	2.4%	114	2.9%	-21	-18.4%
Keno	670	17.0%	659	16.7%	11	1.7%
Mass Cash	60	1.5%	58	1.5%	2	3.5%
Race Game	0	0.0%	21	0.5%	-21	-100.0%
Lucky For Life	26	0.7%	34	0.9%	-8	-22.6%
Numbers Game	266	6.8%	268	6.8%	-1	-0.5%
Super 50-50 Raffle	1	0.0%	3	0.1%	-1	-52.6%
Megabucks	17	0.4%	18	0.5%	-1	-5.4%
Jackpot Poker	6	0.1%	0	0.0%	6	100.0%
Total	\$3,931	100.0%	\$3,951	100.0%	-\$19	-0.5%
Instant Tickets	\$2,722	69.2%	\$2,736	69.2%	-\$13	-0.5%
Online Games	1,209	30.8%	1,215	30.8%	-6	-0.5%
Total	\$3,931	100.0%	\$3,951	100.0%	-\$19	-0.5%

Thank you for the opportunity to share this information. We look forward to your feedback and to further discussion on these figures, as well as other Lottery initiatives.

