



# Massachusetts State Lottery Commission

STEVEN GROSSMAN  
*Treasurer and Receiver General*

BETH BRESNAHAN  
*Executive Director*

April 16, 2014

As part of the continuing effort to uphold State Treasurer Steve Grossman's commitment to transparent and open operations at the Lottery, enclosed are fiscal performance documents accounting for March 2014.

Lottery sales were down \$4 million for the month of March, as compared to March 2013. The prize payout for March 2014 was 73.2 percent, significantly less than the 73.8 percent payout of last March. 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 \$47 million ahead of last year's pace despite a sales decrease of \$17 million through the first nine months of the fiscal year.

The Lottery experienced sales increases in several games in March, including: KENO, which was up \$3 million; and, Mega Millions, which was up \$7 million thanks to the multi-state game's \$414 million jackpot won on March 18<sup>th</sup> by ticketholders in Florida and Maryland. In addition, the Lottery benefited from over \$400,000 in new sales from Jackpot Poker, a second monitor game that was not in operation last March.

Powerball sales were down \$12 million in March, primarily due to the multi-state jackpot reaching a maximum of \$96 million, as compared to \$320 million in March 2013. There was also a sales decline of \$1 million in the regional Lucky for Life game. The Daily Race Game did not generate any sales last month because the game officially ended in June 2013; the monitor game generated over \$2 million in sales in March 2013.

As I've mentioned in our correspondence over the last two months, there are several initiatives underway designed to maximize revenues in fiscal year 2014 and beyond. One of the most significant of these programs is the introduction of the Massachusetts Lottery's first \$30 instant ticket, World Class Millions, which launches on April 22<sup>nd</sup>. We are planning a modest radio and digital advertising campaign at the onset of the game's release to market, and our 7,400 retail partners statewide have been provided with point of sale advertising materials to display at their store locations to further promote its availability. The \$30 game will be released in lieu of a \$20 ticket that has historically gone out in late April, and will be launched along with three other new instant tickets (\$1, \$2, and \$5).

As always, I am happy to answer any questions you may have about the aforementioned figures or Lottery initiatives. I can be reached directly at 781-849-5500.

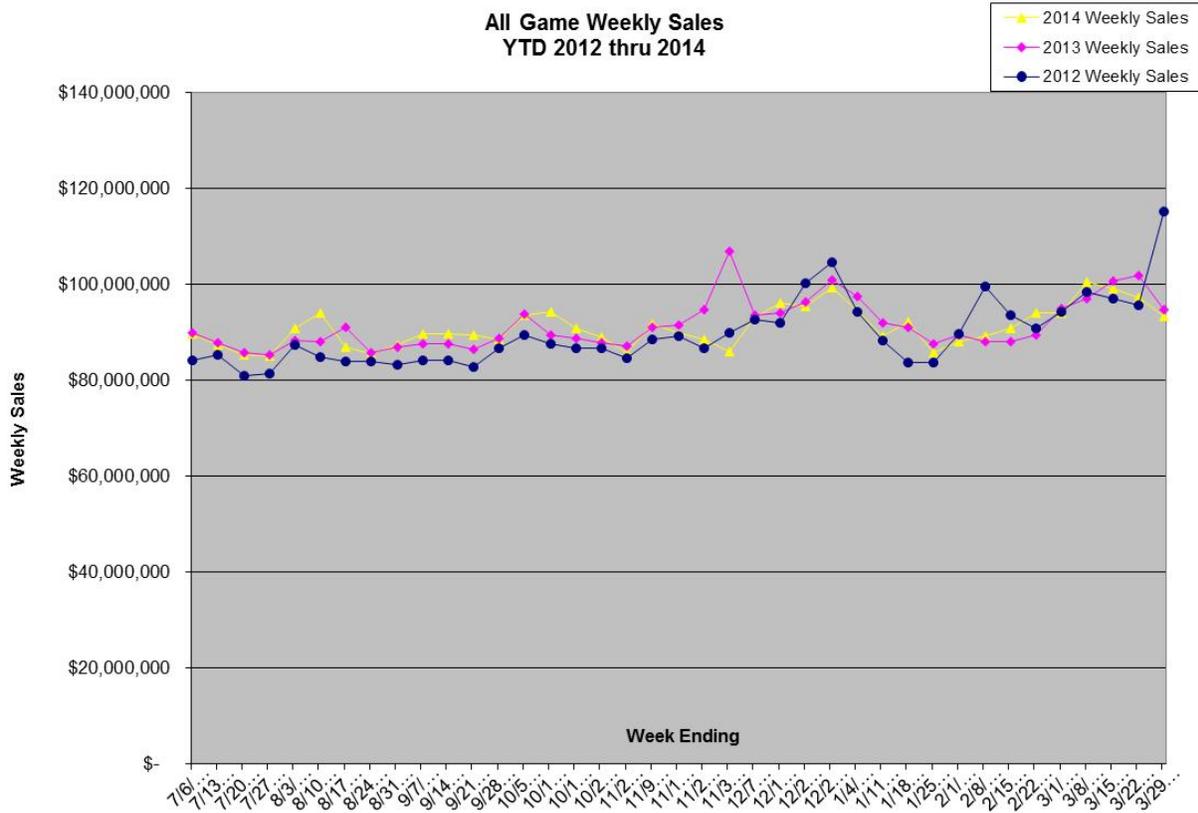
Sincerely,

*Beth Bresnahan*  
Beth Bresnahan  
Executive Director



*Supporting the 351 Cities and Towns of Massachusetts*

**All Game Weekly Sales  
YTD 2012 thru 2014**



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<b>MSLC Revenue Results</b>							
<b>March FY14 vs. FY13</b>							
(\$ millions)							
Through March 29, 2014							
	<b>FY14</b>	<b>% of Total</b>	<b>FY13</b>	<b>% of Total</b>	<b>\$ Change</b>	<b>% Change</b>	
<b>Instant Tickets</b>	\$272	69.6%	\$272	68.9%	\$0	0.0%	
<b>MegaMillions</b>	10	2.6%	3	0.8%	7	212.1%	
<b>Powerball</b>	5	1.2%	17	4.2%	-12	-71.9%	
<b>Keno</b>	68	17.3%	65	16.5%	3	4.0%	
<b>Mass Cash</b>	6	1.5%	5	1.4%	0	7.9%	
<b>Race Game</b>	0	0.0%	2	0.5%	-2	-100.0%	
<b>Lucky For Life</b>	2	0.6%	3	0.8%	-1	-28.1%	
<b>Numbers Game</b>	26	6.6%	25	6.4%	0	1.6%	
<b>Super 50-50 Raffle</b>	0	0.0%	0	0.0%	0	0.0%	
<b>Megabucks</b>	2	0.4%	2	0.4%	0	-5.9%	
<b>Jackpot Poker</b>	0	0.1%	0	0.0%	0	0.0%	
<b>Total</b>	<b>\$390</b>	<b>100.0%</b>	<b>\$394</b>	<b>100.0%</b>	<b>-\$4</b>	<b>-1.0%</b>	
<b>Instant Tickets</b>	\$272	69.6%	\$272	68.9%	\$0	0.0%	
<b>Online Games</b>	119	30.4%	123	31.1%	-4	-3.4%	
<b>Total</b>	<b>\$390</b>	<b>100.0%</b>	<b>\$394</b>	<b>100.0%</b>	<b>-\$4</b>	<b>-1.0%</b>	



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<b>MSLC Revenue Results</b>							
<b>Year-to-Date FY14 vs. FY13</b>							
(\$ millions)							
Through March 29, 2014							
	<b>FY14</b>	<b>% of Total</b>	<b>FY13</b>	<b>% of Total</b>	<b>\$ Change</b>	<b>% Change</b>	
<b>Instant Tickets</b>	\$2,454	69.1%	\$2,466	69.1%	-\$12	-0.5%	
<b>MegaMillions</b>	67	1.9%	38	1.1%	29	76.0%	
<b>Powerball</b>	87	2.5%	107	3.0%	-20	-18.5%	
<b>Keno</b>	603	17.0%	595	16.7%	8	1.4%	
<b>Mass Cash</b>	54	1.5%	52	1.5%	2	3.1%	
<b>Race Game</b>	0	0.0%	19	0.5%	-19	-100.0%	
<b>Lucky For Life</b>	24	0.7%	31	0.9%	-7	-22.3%	
<b>Numbers Game</b>	240	6.8%	242	6.8%	-2	-0.7%	
<b>Super 50-50 Raffle</b>	1	0.0%	2	0.1%	-1	-43.5%	
<b>Megabucks</b>	15	0.4%	16	0.5%	-1	-5.6%	
<b>Jackpot Poker</b>	5	0.2%	0	0.0%	5	100.0%	
<b>Total</b>	<b>\$3,551</b>	<b>100.0%</b>	<b>\$3,568</b>	<b>100.0%</b>	<b>-\$17</b>	<b>-0.5%</b>	
<b>Instant Tickets</b>	\$2,454	69.1%	\$2,466	69.1%	-\$12	-0.5%	
<b>Online Games</b>	1,098	30.9%	1,103	30.9%	-5	-0.5%	
<b>Total</b>	<b>\$3,551</b>	<b>100.0%</b>	<b>\$3,568</b>	<b>100.0%</b>	<b>-\$17</b>	<b>-0.5%</b>	



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