

Scratch & Win

Coming this Winter!



\$2 Blackjack I

Game Code:	318151
Price:	\$2.00
Tentative Launch Date:	November 19, 2018 (following sell through of \$1 Blackjack #317470)
Prize Range:	Free \$2 Ticket - \$21,000
Approx Odds of Winning:	4.10
Total Number of Tickets:	1,500,000
Tickets per Pack:	50
UPC:	6 26010 18151 7
Expiration Date:	July 20, 2020

Prize Levels & Odds	
PRIZE	ODDS
Free \$2 Ticket	15.00 NEW!
\$2	15.00
\$3	25.00
\$5	27.03 <small>Previous odds 82.01</small>
\$8	68.18
\$10	100.00 <small>Previous odds 789.47</small>
\$12	750.00
\$15	1,500.00
\$18	3,000.00
\$21	200.00 <small>Previous odds 2,727.27</small>
\$210	600.00 NEW!
\$1,000	1,500,000.00
\$21,000	1,500,000.00
Total	4.10 <small>Previous odds 4.60</small>

Tell your customers:

NEW \$2 Blackjack Base Game

- This new and improved version of Blackjack now offers better odds of winning higher prizes (see prize structure highlights)
- Odds of winning any prize have increased from 1:4.60 to 1:4.10
- Now with double the Blackjack game play and an added bonus instant win game
- Due to its popularity a \$2 Free Ticket prize has been added to the prize pool

\$2





Why are we getting rid of the \$1 Blackjack?

To continue to bring excitement to our loyal Blackjack players research was carried out to see what types of improvements players might like to see with the game, considering it has remained unchanged for some time. Out of this research it was identified that more chances to win larger prizes with higher odds of winning were a purchase influencer, even if that meant the ticket was offered at a higher price point. Players indicated they are more likely to purchase a \$2 version of Blackjack that offers this over the current \$1 Blackjack game and so the decision was made to pilot this change.

What is the strategy of \$1 Blackjack sell through and \$2 Blackjack sell in? Will there be an overlap?

\$1 Blackjack will be available until current inventory is sold through the BCLC warehouse, with \$2 Blackjack launching immediately afterwards. There will be instances where the \$1 and \$2 games are both in tray for a short time. In those cases we recommend you keep the \$1 Blackjack tickets in their usual spot and use one of your \$2 one-off facings for \$2 Blackjack.

Does this mean that \$1 Gold Rush will be the only \$1 base game now?

Yes. Moving forward, Gold Rush will be the only \$1 base game available on a ongoing basis while Blackjack will be the only \$2 base game.

Will the \$2 Blackjack have a Free Ticket prize?

Yes it will! A free \$2 ticket will be offered in addition to \$2 cash prizes.