

A cluster of several light blue snowflakes of various sizes, some overlapping, positioned in the upper center of the page.

January 24, 2025

January Marketing Envelope

Welcome to the January 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.



FEBRUARY NEW GAMES & GAME CLOSEOUTS

7 New Instant Scratch Games Available the Week of February 3, 2025

Game 450 BLOCK-O	100	\$3	Tickets in a Pack-value \$300	UPC 8 12609 02450 5
Game 455 Show Me \$150K	30	\$20	Tickets in a Pack-value \$600	UPC 8 12609 02455 0
Game 457 Power 3s Cashword	60	\$5	Tickets in a Pack-value \$300	UPC 8 12609 02457 4
Game 458 5X The Cash	300	\$1	Tickets in a Pack-value \$300	UPC 8 12609 02458 1
Game 459 10X The Cash	150	\$2	Tickets in a Pack-value \$300	UPC 8 12609 02459 8
Game 460 20X The Cash	60	\$5	Tickets in a Pack-value \$300	UPC 8 12609 02460 4
Game 461 50X The Cash	30	\$10	Tickets in a Pack-value \$300	UPC 8 12609 02461 1

Final Game Close Outs (5):

Return Period: February 3 – February 21, 2025	Billing Date: February 28, 2025
Announced End of Game/Sales: March 2, 2025	Tickets may be paid/claimed through March 2, 2026

RETURN GAMES BELOW BETWEEN 2/3/25 – 2/21/25

\$2 375 Super 7s UPC 8 12609 02375 1	\$2 399 Double Match UPC 8 12609 02399 7	\$2 400 Money Roll UPC 8 12609 02400 0	\$1 412 Spicy Cash UPC 8 12609 02412 3
\$5 413 Waves of Cash UPC 8 12609 02413 0			

CURRENT INSTANT GAMES

AVAILABLE WEEK OF 2/3/25			
461 50X The Cash UPC 8 12609 02461 1	440 Winter Winnings UPC 8 12609 02440 6	430 PLU\$ the Money UPC 8 12609 02430 7	419 Xtreme Money UPC 8 12609 02419 2
460 20X The Cash UPC 8 12609 02460 4	439 \$now Bank UPC 8 12609 02439 0	429 Money UPC 8 12609 02429 1	418 Fire 7/Ice 7 UPC 8 12609 02418 5
459 10X The Cash UPC 8 12609 02459 8	438 Merry Mint Money UPC 8 12609 02438 3	428 777 UPC 8 12609 02428 4	417 Diamond Bingo UPC 8 12609 02417 8
458 5X The Cash UPC 8 12609 02458 1	437 Holiday Riches UPC 8 12609 02437 6	427 Aces & 8s UPC 8 12609 02427 7	416 Jumbo Bucks UPC 8 12609 02416 1
457 Power 3s Cashword UPC 8 12609 02457 4	436 \$now Much Fun UPC 8 12609 02436 9	426 \$300,000 Payout UPC 8 12609 02426 0	415 Get \$1,000 UPC 8 12609 02415 4
455 Show Me \$150K UPC 8 12609 02455 0	435 7-11-21 UPC 8 12609 02435 2	424 Power 50X UPC 8 12609 02424 6	414 Bonus Spot UPC 8 12609 02414 7
450 BLOCK-O UPC 8 12609 02450 5	434 Hit It Big UPC: 8 12609 02434 5	423 Power 20X UPC 8 12609 02423 9	410 Money Talks UPC 8 1260902410 9
445 ALL CASH UPC: 8 12609 02445 1	433 Cash Vault UPC: 8 12609 02433 8	422 Power 10X UPC 8 12609 02422 2	409 Money Frenzy UPC 8 12609 02409 3
444 CASH UPC: 8 12609 02444 4	432 Lucky 7 Crossword UPC 8 12609 02432 1	421 Power 5X UPC 8 12609 02421 5	403 100K UPC 8 12609 02403 1
441 Game of Thrones UPC: 8 12609 02441 3	431 WIN IT ALL UPC 8 12609 02431 4	420 Cashnado UPC 8 12609 02420 8	