

Pull Tab – Coming Soon

\$2 Cash Cow



What is it?

- \$ 2 Cash Cow
- Top Prize \$700
- Odds for any prize 1: 7.01



Important Date:

Launch: September 8, 2025



Key Highlights:

1. Higher price point offers increased gross revenue opportunity.
2. Better odds means players will feel the win more frequently.
3. Low tier prizing of \$5 & \$10 is 2.5x to 5x the investment, is something players will talk about.
4. Increased prize payout and total prizing puts more cash in players hands.



	\$0.50	\$1	\$2
Revenue	\$1,350	\$2,700	\$5,400
Avg Cost \$	\$312.16	\$619.09	\$1,449.89
Avg Cost %	23.1%	22.9%	21.3%
Avg Commission \$	\$156.12	\$310.91	\$575.12
Avg Commission %	11.6%	11.5%	10.7%
Avg Prize Payout	65.31%	65.55%	68.01%
Avg Total Prizes	\$881.71	\$1,770.00	\$3,675.00

\$0.50 & \$1 ticket averages are based on one-off tickets launched between April 1, 2024 – June 30, 2025



Tex tor Call Lottery Retail Support:
1-800-667-1649



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More Details

Game Name	Cash Cow
Game Code	8241
Launch Date	Sept 8, 2025
Quantity	2,700
Generated Revenue	\$5,400
Seller's Cost \$	\$1,149.89
Seller's Cost %	21.3%
Seller's Commission \$	\$575.12
Seller's Commission %	10.7%
Prize Fund %	68.06%
Total Prizes	\$3,675
Chances to Win	1 in 7.01



Prize Level & Odds

Prize	Odds	Wins
\$5	9.15	295
\$10	36.00	75
\$25	270.00	10
\$50	1,350.00	2
\$200	1,350.00	2
\$700	2,700.00	1
Total	7.01	385



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