

LOUISIANA LOTTERY CORPORATION

GAME PLAY DIRECTIVE

INSTANT GAME NO. 543

"SWEET HEARTS"

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GAME PLAY DIRECTIVE

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Louisiana Lottery
INSTANT GAME NO. 543
"SWEET HEARTS"
Game Play Directive

"SWEET HEARTS" tickets shall be made available for sale at the discretion of the President of the Louisiana Lottery Corporation and shall continue until the President publicly announces the termination date. This Directive shall govern play of the game, except to the extent that it may be amended or superseded by subsequent directive(s). The price of each ticket shall be \$2.00 unless authorized by the President at a discount for promotional purposes.

Each ticket has one (1) game that consists of two (2) WINNING SWEETS Play Symbols, ten (10) YOUR SWEETS Play Symbols, and ten (10) Prize Symbols. The ticket purchaser will remove the scratch-off material to reveal two (2) WINNING SWEETS Play Symbols and Captions, ten (10) YOUR SWEETS Play Symbols and Captions, and ten (10) Prize Symbols and Captions.

Match any of YOUR SWEETS to either WINNING SWEET, win that prize. Get a "CUPID" symbol, win DOUBLE the prize shown.

The game consists of approximately 960,000 tickets printed for distribution. The anticipated number of winners and the value of these prizes, along with the approximate odds of winning are shown on the following page.

Prize Structure

LOUISIANA LOTTERY CORPORATION
"SWEET HEARTS" (INSTANT GAME NO. 543)
PRIZE STRUCTURE
NOVEMBER 04, 2009 - VERSION B

960,000 \$2 TICKETS - \$1,728,000 REVENUE \$ 1,028,660 PRIZE FUND 59.53%

Match any of YOUR SWEETS to either
of the WINNING SWEETS, win PRIZE shown.
Get a "CUPID" symbol and win DOUBLE that PRIZE.

VAL FILE PRIZE LEVEL	L/M/H VAL FILE	PRIZE LEVEL	# OF WINS	WIN: TICKET *	ODDS OF 1 IN:	WINNERS IN 125 (PER PACK**)	WINNERS IN 60,000 (PER POOL)	WINNERS IN 16,000 POOLS	PRIZE COST	PERCENT OF PRIZE FUND ***	
1	LOW	R	1	TICKET	\$10.00	12.50	6,000	96,000	-	0.00%	
2	LOW	R	1	\$2 w/ CUPID	\$4	4.50	2,160	34,560	\$ 138,240	13.44%	
2	LOW	R	1	\$4	\$4	1.00	480	7,680	\$ 30,720	2.99%	16.43%
3	LOW	R	2	(\$4) + (\$1)	\$5	3.00	1,440	23,040	\$ 115,200	11.20%	
3	LOW	R	1	\$5	\$5	2.50	1,200	19,200	\$ 96,000	9.33%	20.53%
4	LOW	R	1	\$5 w/ CUPID	\$10	2.50	1,200	19,200	\$ 192,000	18.67%	
4	LOW	R	1	\$10	\$10	0.50	240	3,840	\$ 38,400	3.73%	22.40%
5	LOW	R	1	\$10 w/ CUPID	\$20	0.50	240	3,840	\$ 76,800	7.47%	
5	LOW	R	1	\$20	\$20	0.50	240	3,840	\$ 76,800	7.47%	14.93%
6	LOW	R	5	\$5 x 5	\$25	0.25	120	1,920	\$ 48,000	4.67%	
6	LOW	R	1	\$25	\$25	0.25	120	1,920	\$ 48,000	4.67%	9.33%
0	MED	R	10	\$5 x 10	\$50	-	37	592	\$ 29,600	2.88%	
0	MED	R	1	\$50	\$50	-	37	592	\$ 29,600	2.88%	5.76%
0	MED	R	10	\$10 x 10	\$100	-	5	80	\$ 8,000	0.78%	
0	MED	R	1	\$50 w/ CUPID	\$100	-	5	80	\$ 8,000	0.78%	
0	MED	R	5	\$20 x 5	\$100	-	4	64	\$ 6,400	0.62%	
0	MED	R	1	\$100	\$100	-	4	64	\$ 6,400	0.62%	2.80%
0	MED	R	7	(\$100 w/ CUPID) + (\$50 x 6)	\$500	-	-	7 ****	\$ 3,500	0.34%	
0	MED	R	10	\$50 x 10	\$500	-	-	7 ****	\$ 3,500	0.34%	
0	MED	R	1	\$500	\$500	-	-	7 ****	\$ 3,500	0.34%	1.02%
0	HIGH	C	1	\$14,000	\$14,000	-	-	5 ****	\$ 70,000	6.80%	6.80%
TOTAL					4.43	28.00	13,532	216,538	\$ 1,028,660	100.00%	100.00%

R=Retailer
C=Claimed

WIN UP TO \$14,000!

CUPID = Win DOUBLE Prize Shown

Consolidated odds are 1 in:

\$4	=	22.73	\$25	=	250.00
\$5	=	22.73	\$50	=	810.81
\$10	=	41.67	\$100	=	3,333.33
\$20	=	125.00	\$500	=	45,714.29

CUPID = 16.64

LOUISIANA LOTTERY CORPORATION
 "SWEET HEARTS" (INSTANT GAME NO. 543)
 MINI-POOLS
 NOVEMBER 04, 2009 - VERSION B

* A free ticket is valued at \$2 for retailer accounting purposes.

** A Mini-pool will be used in each pack of 125 tickets. Approximately 1/4th of the packs will be used in each of the Mini-pools.

*** Numbers are rounded.

**** Exact quantity of winners must be delivered to the Lottery.

<u>PRIZE</u>		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
TICKET	<i>TICKET</i>	11 = \$ 22	11 = \$ 22	14 = \$ 28	14 = \$ 28
\$4	\$2 w/ <i>CUPID</i>	4 = \$ 16	4 = \$ 16	5 = \$ 20	5 = \$ 20
\$4	<i>\$4</i>	1 = \$ 4	1 = \$ 4	1 = \$ 4	1 = \$ 4
\$5	<i>(\$4) + (\$1)</i>	2 = \$ 10	5 = \$ 25	3 = \$ 15	2 = \$ 10
\$5	<i>\$5</i>	3 = \$ 15	3 = \$ 15	1 = \$ 5	3 = \$ 15
\$10	<i>\$5 w/ CUPID</i>	2 = \$ 20	1 = \$ 10	4 = \$ 40	3 = \$ 30
\$10	<i>\$10</i>	1 = \$ 10	0 = \$ 0	0 = \$ 0	1 = \$ 10
\$20	<i>\$10 w/ CUPID</i>	1 = \$ 20	1 = \$ 20	0 = \$ 0	0 = \$ 0
\$20	<i>\$20</i>	1 = \$ 20	0 = \$ 0	0 = \$ 0	1 = \$ 20
\$25	<i>\$5 x 5</i>	0 = \$ 0	0 = \$ 0	1 = \$ 25	0 = \$ 0
\$25	<i>\$25</i>	0 = \$ 0	1 = \$ 25	0 = \$ 0	0 = \$ 0
TOTAL		26 = \$ 137	27 = \$ 137	29 = \$ 137	30 = \$ 137

DEFINITIONS

- a) **Lottery** means The Louisiana Lottery Corporation.
- b) **President** means the President of the Louisiana Lottery Corporation or any other person to whom the President's authority is lawfully delegated.
- c) A **Pack** shall consist of 125 fanfolded tickets bearing a common pack number.
- d) **Pack-Ticket Number** means the thirteen (13) digit code printed in black standard pack-ticket number font located on the back of the ticket (with hyphens between the third and fourth, ninth and tenth and twelfth and thirteenth digits). The first three (3) digits are the game identifier, the fourth through ninth digits are the pack number, the tenth through twelfth digits are the ticket number and the thirteenth and final digit is a security checksum.
- e) **Validation Number** means the nine (9) digit number imaged on the face of every ticket and covered with scratch-off material. The Validation Number and check code shall be printed in standard Validation Number font. The back of the ticket will also feature individual ticket bar code security protection.
- f) **YOUR SWEETS Play Symbols and Captions:**

1	2	3	4	5	6	7	8	9	10	
ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	
11	12	13	14	15	16	17	18	19	20	
ELEVEN	TWLV	THRTN	FORTN	FIFTN	SIXTN	SVNTN	EGHTN	NINTN	THENT	DOUBLE

- g) **WINNING SWEETS Play Symbols and Captions:**

1	2	3	4	5	6	7	8	9	10
ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN
11	12	13	14	15	16	17	18	19	20
ELEVEN	TWLV	THRTN	FORTN	FIFTN	SIXTN	SVNTN	EGHTN	NINTN	THENT

- h) **Prize Symbols and Captions:**

TICKET	\$1.00	\$2.00	\$4.00	\$5.00	\$10.00
TICKET	ONE	TWO	FOUR	FIVE	TEN
\$20.00	\$25.00	\$50.00	\$100	\$500	\$14,000
TWENTY	TWY FIV	FIFTY	1HUN	SHUN	14THOU

- i) **Retailer Validation Code** is the three (3) alphabet character code which will be present within the game play data area of each ticket. The placement of the validation codes will be randomly varied or floated within print positions. The retailer validation codes will be printed in standard retailer validation font and shall be used by the sales agent to visually verify FREE \$2 TICKET, \$4, \$5, \$10, \$20, and \$25 winning tickets in the game. Letters C, E, F, I, N, Ø, R, T, V, W and Y will only appear on low-tier winning tickets. The letter Ø will always have a slash through it as indicated.

LOW-TIER VALIDATION CODES

TIC	TICKET
FØR	\$4
FIV	\$5
TEN	\$10
TWY	\$20
TWF	\$25

Non-winning and high level winning tickets will have different combinations of any three (3) of the following letters, excluding the combinations shown above.

B, D, J, K, M, P, Q, and Z

REDEMPTION

Tickets winning a cash prize may be redeemed at any lottery office or retailer sales location during the official sales period for this game, but no later than ninety (90) days after the announced end of sales for this game. Tickets winning a low or mid-tier cash prize may be redeemed at any participating lottery retail location. Any cash prize may be redeemed at any lottery regional office or at lottery headquarters in Baton Rouge, within the claim period noted above. Tickets winning a FREE TICKET may be redeemed only at a participating lottery retail location and may be redeemed for a free instant ticket of equivalent sales price from any current active instant game within the claim period noted above. Free tickets will not be awarded as a prize by any lottery regional office or by lottery headquarters in Baton Rouge. Any mail-in claims received by the lottery involving a FREE TICKET prize will result in the issuance of the cash equivalent of a free ticket; i.e., \$2.00 check.

DETERMINATION OF INSTANT PRIZE WINNERS

The determination of instant prizewinners is subject to validation pursuant to the paragraphs below entitled Claim Period and Ticket Validation Requirements.

- a) The holder of a ticket shall be entitled to a prize of a FREE \$2 TICKET if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a TICKET prize symbol and confirming TICKET prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- b) The holder of a ticket shall be entitled to a prize of \$4.00 if the “CUPID” play symbol and confirming DOUBLE play symbol caption appear as one (1) of the ten (10) YOUR SWEETS and a \$2.00 prize symbol and confirming TWO prize symbol caption appear for that YOUR SWEETS in the exposed play area.
- c) The holder of a ticket shall be entitled to a prize of \$4.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$4.00 prize symbol and confirming FOUR prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- d) The holder of a ticket shall be entitled to a prize of \$5.00 if two (2) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$4.00 prize symbol and confirming FOUR prize symbol caption appear for one (1) matching YOUR SWEETS **and** a \$1.00 prize symbol and confirming ONE prize symbol caption appear for one (1) matching YOUR SWEETS in the exposed play area.
- e) The holder of a ticket shall be entitled to a prize of \$5.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$5.00 prize symbol and confirming FIVE prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- f) The holder of a ticket shall be entitled to a prize of \$10.00 if the “CUPID” play symbol and confirming DOUBLE play symbol caption appear as one (1) of the ten (10) YOUR SWEETS and a \$5.00 prize symbol and confirming FIVE prize symbol caption appear for that YOUR SWEETS in the exposed play area.
- g) The holder of a ticket shall be entitled to a prize of \$10.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$10.00 prize symbol and confirming TEN prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- h) The holder of a ticket shall be entitled to a prize of \$20.00 if the “CUPID” play symbol and confirming DOUBLE play symbol caption appear as one (1) of the ten (10) YOUR SWEETS and a \$10.00 prize symbol and confirming TEN prize symbol caption appear for that YOUR SWEETS in the exposed play area.
- i) The holder of a ticket shall be entitled to a prize of \$20.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$20.00 prize symbol and confirming TWENTY prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.

- j) The holder of a ticket shall be entitled to a prize of \$25.00 if five (5) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$5.00 prize symbol and confirming FIVE prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.
- k) The holder of a ticket shall be entitled to a prize of \$25.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$25.00 prize symbol and confirming TWY FIV prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- l) The holder of a ticket shall be entitled to a prize of \$50.00 if ten (10) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$5.00 prize symbol and confirming FIVE prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.
- m) The holder of a ticket shall be entitled to a prize of \$50.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$50.00 prize symbol and confirming FIFTY prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- n) The holder of a ticket shall be entitled to a prize of \$100.00 if ten (10) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$10.00 prize symbol and confirming TEN prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.
- o) The holder of a ticket shall be entitled to a prize of \$100.00 if the “CUPID” play symbol and confirming DOUBLE play symbol caption appear as one (1) of the ten (10) YOUR SWEETS and a \$50.00 prize symbol and confirming FIFTY prize symbol caption appear for that YOUR SWEETS in the exposed play area.
- p) The holder of a ticket shall be entitled to a prize of \$100.00 if five (5) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$20.00 prize symbol and confirming TWENTY prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.
- q) The holder of a ticket shall be entitled to a prize of \$100.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$100 prize symbol and confirming 1HUN prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- r) The holder of a ticket shall be entitled to a prize of \$500.00 if the “CUPID” play symbol and confirming DOUBLE play symbol caption appear as one (1) of the ten (10) YOUR SWEETS and a \$100 prize symbol and confirming 1HUN prize symbol caption appear for that YOUR SWEETS **PLUS** six (6) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$50.00 prize symbol and confirming FIFTY prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.
- s) The holder of a ticket shall be entitled to a prize of \$500.00 if ten (10) of the ten (10) YOUR SWEETS match either of the WINNING SWEETS and a \$50.00 prize symbol and confirming FIFTY prize symbol caption appear for each matching YOUR SWEETS in the exposed play area.

- t) The holder of a ticket shall be entitled to a prize of \$500.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$500 prize symbol and confirming 5HUN prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.
- u) The holder of a ticket shall be entitled to a prize of \$14,000.00 if one (1) of the ten (10) YOUR SWEETS matches either of the WINNING SWEETS and a \$14,000 prize symbol and confirming 14THOU prize symbol caption appear for that matching YOUR SWEETS in the exposed play area.

TICKET RESPONSIBILITY

- (a) An Instant Scratch-off Game ticket is payable to the person presenting the ticket for payment.
- (b) The Lottery shall not be responsible for lost or stolen Instant Scratch-off Game ticket(s).
- (c) The Lottery shall not be responsible for tickets claimed in error or redeemed in error at a sales agent location.

CLAIM PERIOD

All prizes for this Instant Scratch-off Game must be claimed no later than ninety (90) days from and after the announced end of sales date for this game. Any prize not claimed in the manner described in the Directive and on the back of each ticket shall be forfeited.

TICKET VALIDATION REQUIREMENTS

To be a valid "**SWEET HEARTS**" Scratch-off Game ticket, all of the following requirements must be met:

- (1) Exactly two (2) WINNING SWEETS Play Symbols, two (2) WINNING SWEETS Play Symbol Captions, ten (10) YOUR SWEETS Play Symbols, ten (10) YOUR SWEETS Play Symbol Captions, ten (10) Prize Symbols, ten (10) Prize Symbol Captions, one (1) Validation Number, and one (1) set of Retailer Validation Codes must appear beneath the scratch-off material in the rub-off area covered with security coating on the face of the ticket;
- (2) The two (2) WINNING SWEETS Play Symbols, two (2) WINNING SWEETS Play Symbol Captions, ten (10) YOUR SWEETS Play Symbols, ten (10) YOUR SWEETS Play Symbol Captions, ten (10) Prize Symbols, ten (10) Prize Symbol Captions, one (1) Validation Number, one (1) set of Retailer Validation Codes, and one Pack-Ticket Number must meet all of the following criteria:
 - (a) be printed in black ink in its entirety and be fully legible;
 - (b) be right-side-up and not reversed in any manner;
 - (c) be exactly one (1) of those described in the previous paragraphs entitled DEFINITIONS;
 - (d) be printed in the specified font size and correspond precisely to the artwork for this Instant Game on file at the Lottery; any deviation thereof must be submitted for claim to a Louisiana Lottery Corporation Office.
- (3) Exactly one (1) Prize Symbol and one (1) Prize Symbol Caption must appear below each of the ten (10) YOUR SWEETS and the Prize Symbol Caption must correspond to the Prize Symbol under which it appears;
- (4) The ticket must be intact; any deviation thereof must be submitted for claim to a Louisiana Lottery Corporation Office;
- (5) The Retailer Validation Codes on the ticket must correspond to the Prize Symbols;
- (6) The ticket must not be mutilated, altered, unreadable, reconstructed or tampered with in any manner;
- (7) The ticket must not be counterfeit;
- (8) The ticket must have been issued by the Lottery in an authorized manner and must not be stolen nor appear on any list of voided tickets on file at the Lottery;

- (9) The ticket must be complete and have exactly: one (1) nine (9) digit Validation Number, two (2) WINNING SWEETS Play Symbols, two (2) WINNING SWEETS Play Symbol Captions, ten (10) YOUR SWEETS Play Symbols, ten (10) YOUR SWEETS Play Symbol Captions, ten (10) Prize Symbols, ten (10) Prize Symbol Captions, and one (1) set of Retailer Validation Codes revealed in the Game Play area and one (1) Pack-Ticket Number printed on the back of the ticket. Any deviation thereof must be submitted for claim to a Louisiana Lottery Corporation Office;
- (10) The Validation Number and Pack-Ticket Number of an apparent winning ticket must be confirmed by the Lottery as that of a winning ticket and shall not have previously been paid;
- (11) The ticket must not be blank or partially blank, misregistered, defective, printed or produced in error;
- (12) The display printing must be regular in every respect and correspond precisely with the artwork for this game on file at the Lottery;
- (13) The ticket must pass all validation tests of the Lottery;

Any ticket not passing all the validation tests in this section may be decreed void and ineligible for any prize. In the event a defective ticket is purchased, the sole responsibility and/or liability of the Lottery shall be the replacement of the defective ticket with an unplayed ticket(s) of equivalent sales price from any current lottery game.

CHILD SUPPORT ARREARAGE

According to Louisiana Revised Statutes 47:9026, the Louisiana Lottery is required to withhold outstanding child support arrearage from lottery winners. If the information submitted by the Department of Social Services indicates that a prize winner owes child support, the amount due will be deducted from the winnings and the remainder, if any, will be remitted to the winner. Refer to the LLC's Special Rules and Regulations on Payment of Prizes for additional information regarding this matter.

DISPUTES

In the event a dispute between the Lottery and the ticket holder occurs as to whether the ticket is a winning ticket and the ticket prize is not paid, the President may, solely at his/her option, replace the disputed ticket with an unplayed ticket (or tickets of equivalent sales price from another current Lottery game). This shall be the sole and exclusive remedy of the holder of the ticket in the event of such disputes.

GOVERNING LAW

In purchasing a ticket, the purchaser agrees to comply with and abide by Louisiana State Law and all rules and regulations, directives and final decisions of the Lottery and all procedures established by the President for the conduct of the game.

PURCHASE AND PRIZE RESTRICTIONS

No Instant Scratch-off Game ticket shall be purchased by and no prize paid to any member of the Board of Directors, officer or employee of the Lottery or to any spouse, child, brother, sister or parent residing as a member of the same household in the principal place of abode of any such person.

TERMINATION OF THE GAME

The President at any time may announce an end of sales date for the game. No tickets for this game shall be distributed to retailer locations following that date.

RETAILER CONDUCT

Retailers shall sell their tickets in sequential order within a Pack.

Retailers are prohibited from exchanging Packs with other Retailers.

Retailers are prohibited from playing Instant Scratch-off Game tickets using any method other than fair chance or contrary to the principle that every ticket has an equal and random chance of winning a prize.

Retailers and retailers' employees are prohibited from placing their own or any other name on any ticket not purchased and redeemed by said retailer or employee.

Approved by LLC President: 12/18/2009

Every effort has been made to ensure the accuracy of the information provided in this directive. However, in the event of an error, the directive in the official files of the Louisiana Lottery shall be controlling.