



LOUISIANA LOTTERY CORPORATION

GAME PLAY DIRECTIVE

INSTANT GAME NO. 711

"COWBOY CROSSWORD"

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GAME PLAY DIRECTIVE**

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Louisiana Lottery
INSTANT GAME NO. 711
"COWBOY CROSSWORD"
Game Play Directive

"**COWBOY CROSSWORD**" 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 This Directive shall govern play of the game, except to the extent that it may be amended or superseded by subsequent directive(s).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 three dollars (\$3.00) unless authorized by the President at a discount for promotional purposes.

The ticket purchaser will remove the scratch-off material in the YOUR LETTERS box to reveal eighteen (18) letters in the YOUR 18 LETTERS and one (1) BONUS LETTER scratch areas. The ticket bearer will scratch every letter in the crossword grid that matches each of YOUR 18 LETTERS and the BONUS LETTER. The ticket bearer will scratch every HAT symbol in the crossword grid. If the ticket bearer uncovers three (3) or more complete CROSSWORDS in the CROSSWORD Puzzle, the ticket bearer will win the corresponding prize in the PRIZE KEY. If the ticket bearer wins a completed CROSSWORD with the HAT symbol, the ticket bearer will win DOUBLE the corresponding prize in the PRIZE KEY.

The game consists of approximately 1,080,000 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
 "COWBOY CROSSWORD" (INSTANT GAME NO. 711)
 PRIZE STRUCTURE
 APRIL 5, 2012 - VERSION D

1,080,000 \$3 TICKETS - \$2,937,600 REVENUE \$ 1,791,750 PRIZE FUND 60.99%

L/M/H VAL FILE	PRIZE LEVEL	# OF WINS	COMPLETE SPELLING WIN WITH PRIZE(S) OF:	WIN: TICKET *	ODDS OF 1 IN:	WINNERS IN 75 (PER PACK**)	WINNERS IN 120,000 (PER POOL)	WINNERS IN 9 POOLS	PRIZE COST	PERCENT OF PRIZE FUND ***	PERCENT OF PRIZE TIER ***
LOW	R	1	3 WORDS	TICKET *	10.71	7.00	11,200	100,800	-	0.00%	
LOW	R	1	4 WORDS	\$5	8.57	8.75	14,000	126,000	\$ 630,000	35.16%	
LOW	R	1	5 WORDS	\$7	100.00	0.75	1,200	10,800	\$ 75,600	4.22%	LOW TIER
LOW	R	1	6 WORDS	\$10	100.00	0.75	1,200	10,800	\$ 108,000	6.03%	77.96%
LOW	R	1	4 WORDS w/ HAT	\$10	150.00	0.50	800	7,200	\$ 72,000	4.02%	
LOW	R	1	5 WORDS w/ HAT	\$14	100.00	0.75	1,200	10,800	\$ 151,200	8.44%	
LOW	R	1	7 WORDS	\$25	75.00	1.00	1,600	14,400	\$ 360,000	20.09%	MID TIER
MID	R	1	7 WORDS w/ HAT	\$50	480.00	-	250	2,250	\$ 112,500	6.28%	12.83%
MID	R	1	8 WORDS	\$50	745.34	-	161	1,449	\$ 72,450	4.04%	
MID	R	1	8 WORDS w/ HAT	\$100	2,400.00	-	50	450	\$ 45,000	2.51%	HIGH TIER
HIGH	C	1	9 WORDS	\$1,000	24,000.00	-	5	45	\$ 45,000	2.51%	9.21%
HIGH	C	1	10 WORDS	\$30,000	270,000.00	-	-	4 ****	\$ 120,000	6.70%	
TOTAL					3.79	19.50	31,666	284,998	\$ 1,791,750	100.00%	100.00%

R = Retailer
 C = Claimed

HAT Symbol = Wins Double

Consolidated Odds: \$10 = 60.00
 \$50 = 291.97
 HAT Symbol = 52.17

WIN UP TO \$30,000!

* The free ticket is valued at \$3.00 retailer purposes.

** A Mini-pool will be used in each pack of 75 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.

PRIZE TICKET	A	B	C	D
3 WORDS	5 = \$15	8 = \$24	8 = \$24	7 = \$21
\$5 4 WORDS	8 = \$40	9 = \$45	9 = \$45	9 = \$45
\$7 5 WORDS	2 = \$14	0 = \$0	0 = \$0	1 = \$7
\$10 6 WORDS	1 = \$10	1 = \$10	0 = \$0	1 = \$10
\$10 4 WORDS w/ HAT	0 = \$0	0 = \$0	1 = \$10	1 = \$10
\$14 5 WORDS w/ HAT	1 = \$14	1 = \$14	1 = \$14	0 = \$0
\$25 7 WORDS	1 = \$25	1 = \$25	1 = \$25	1 = \$25
TOTAL	18 \$118	20 \$118	20 \$118	20 \$118

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 75 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) **PDF417 Bar Code** means the bar code printed on the front of the ticket and covered with scratch-off material. This bar code will identify it as a winner or non-winner.
- (g) **GRID LETTERS PLAY SYMBOLS:**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z 

- (h) **YOUR 18 LETTERS PLAY SYMBOLS:**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

- (i) **BONUS LETTERS:**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

- (j) **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 \$3 TICKET, \$5, \$7, \$10, \$14 and \$25 winning tickets in the game. Letters **C, E, F, I, N, R, S, T, V** and **W** will only appear on low-tier winning tickets. The letter Ø will always have a slash through it as indicated, if used.

LOW-TIER VALIDATION CODES

TIC	TICKET
FIV	\$5
SVN	\$7
TEN	\$10
FRT	\$14
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., \$3.00 check.

DETERMINATION OF INSTANT PRIZE WINNERS

The determination of instant prize winners 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 \$3 TICKET if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal three (3) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (b) The holder of a ticket shall be entitled to a prize of \$5.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal four (4) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (c) The holder of a ticket shall be entitled to a prize of \$7.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal five (5) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (d) The holder of a ticket shall be entitled to a prize of \$10.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal six (6) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (e) The holder of a ticket shall be entitled to a prize of \$10.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal four (4) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area **AND** one (1) of the complete CROSSWORDS contains the HAT symbol in the exposed play area.
- (f) The holder of a ticket shall be entitled to a prize of \$14.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal five (5) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area **AND** one (1) of the complete CROSSWORDS contains the HAT symbol in the exposed play area.
- (g) The holder of a ticket shall be entitled to a prize of \$25.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal seven (7) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (h) The holder of a ticket shall be entitled to a prize of \$50.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal seven (7) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area **AND** one (1) of the complete CROSSWORDS contains the HAT symbol in the exposed play area.
- (i) The holder of a ticket shall be entitled to a prize of \$50.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal eight (8) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (j) The holder of a ticket shall be entitled to a prize of \$100.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal eight (8) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area **AND** one (1) of the complete CROSSWORDS contains the HAT symbol in the exposed play area.

- (k) The holder of a ticket shall be entitled to a prize of \$1,000.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal nine (9) complete horizontal or vertical CROSSWORDS in the exposed puzzle play area.
- (l) The holder of a ticket shall be entitled to a prize of \$30,000.00 if any of the YOUR 18 LETTERS or BONUS LETTER match letters in the CROSSWORD puzzle to reveal ten (10) complete horizontal or vertical CROSSWORDS in the exposed puzzle 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 "**COWBOY CROSSWORD**" Scratch-off Game ticket, all of the following requirements must be met:

- (1) Exactly eighteen (18) YOUR LETTERS, one (1) BONUS LETTER, one (1) Puzzle/Grid, one (1) Validation Number, one (1) PDF417 bar code 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 eighteen (18) YOUR LETTERS, one (1) BONUS LETTER, one (1) Puzzle/Grid, one (1) Validation Number, one (1) set of Retailer Validation Codes, one (1) PDF417 bar code 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 Scratch-off Game on file at the Lottery; any deviation thereof must be submitted for claim to a Louisiana Lottery Corporation Office;
- (3) Exactly eighteen (18) YOUR LETTERS, one (1) BONUS LETTER and one (1) Puzzle/Grid must appear in the play areas and the number of words revealed must correspond to the Prize Box/Legend;
- (4) The ticket must be intact; any deviation there of 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: eighteen (18) YOUR LETTERS, one (1) BONUS LETTER, one (1) Puzzle/Grid, one (1) PDF417 bar code 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 presenter 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 presenter 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: 06/25/2012

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.