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TEXAS LOTTERY® SCRATCH-OFF GAME \$500 MILLION FRENZY ON SALE MONDAY



(Austin) – It was the top-selling instant ticket in Texas for 42 weeks. Total sales since its inception on May 18, 2009, exceed \$451 million. In its first week of sales, it sold more than \$6.5 million, and its best week topped \$10.5 million. It’s the *\$500 Million Blockbuster*, and it’s about to get some competition. The new spotlight game, *\$500 Million Frenzy*, goes on sale March 7 at Texas Lottery® licensed retailers throughout the state.

“The *\$500 Million Blockbuster* was a remarkably successful game for us,” said Texas Lottery Commission Executive Director Gary Grief. “The ‘elephant game,’ as many called it, created more millionaires than any other single-run scratch-off game in Texas Lottery history. Based on the success of that game, the agency will introduce a similar scratch-off called *\$500 Million Frenzy* on Monday.”

The prize structure for the *\$500 Million Frenzy* is similar to that of the *\$500 Million Blockbuster*. The new game will feature more than half a billion dollars in total prizes, 50 prizes of \$1 million or more, including 10 prizes of \$2.5 million, and overall odds of one in 2.77, including break-even prizes.

(more)

(Texas Lottery Commission, News Release, continued)

The prize structure isn't the only similarity between the games, however. The elephant associated with the *\$500 Million Blockbuster* will also appear in advertising for the new game. Television and radio spots for the *\$500 Million Frenzy* will run March 21 – May 1, except the week of April 11.

For more information about the Texas Lottery, visit **www.txlottery.org**.

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