

**WEST VIRGINIA**

**DICK  
TRACY<sup>®</sup>**

*Street results just in...*

*...and they're  
just great!  
See for  
yourself.*



# DICK TRACY NABS SALES IN WEST VIRGINIA!



The graphic shows a \$2 Dick Tracy lottery ticket. On the left, a cartoon illustration of Dick Tracy in a yellow trench coat and hat is shown. Text on the ticket includes "WIN UP TO \$10,000!" and "Find a '👤', win DOUBLE the prize shown! If any of YOUR NUMBERS match the BADGE NUMBERS, win prize amount shown." The West Virginia Lottery logo is also present.

**BADGE NUMBERS**

**YOUR NUMBERS**

 Flattop	 Haf-and-Haf
 Jacques	 88 Keys
 Pruneface	 The Brow
 The Mole	 The Blank

**WIN UP TO 8 TIMES!** 0000

**For more information please contact  
Michael Thaxton at the  
West Virginia Lottery.**

## DICK TRACY HAS DONE HIMSELF PROUD!

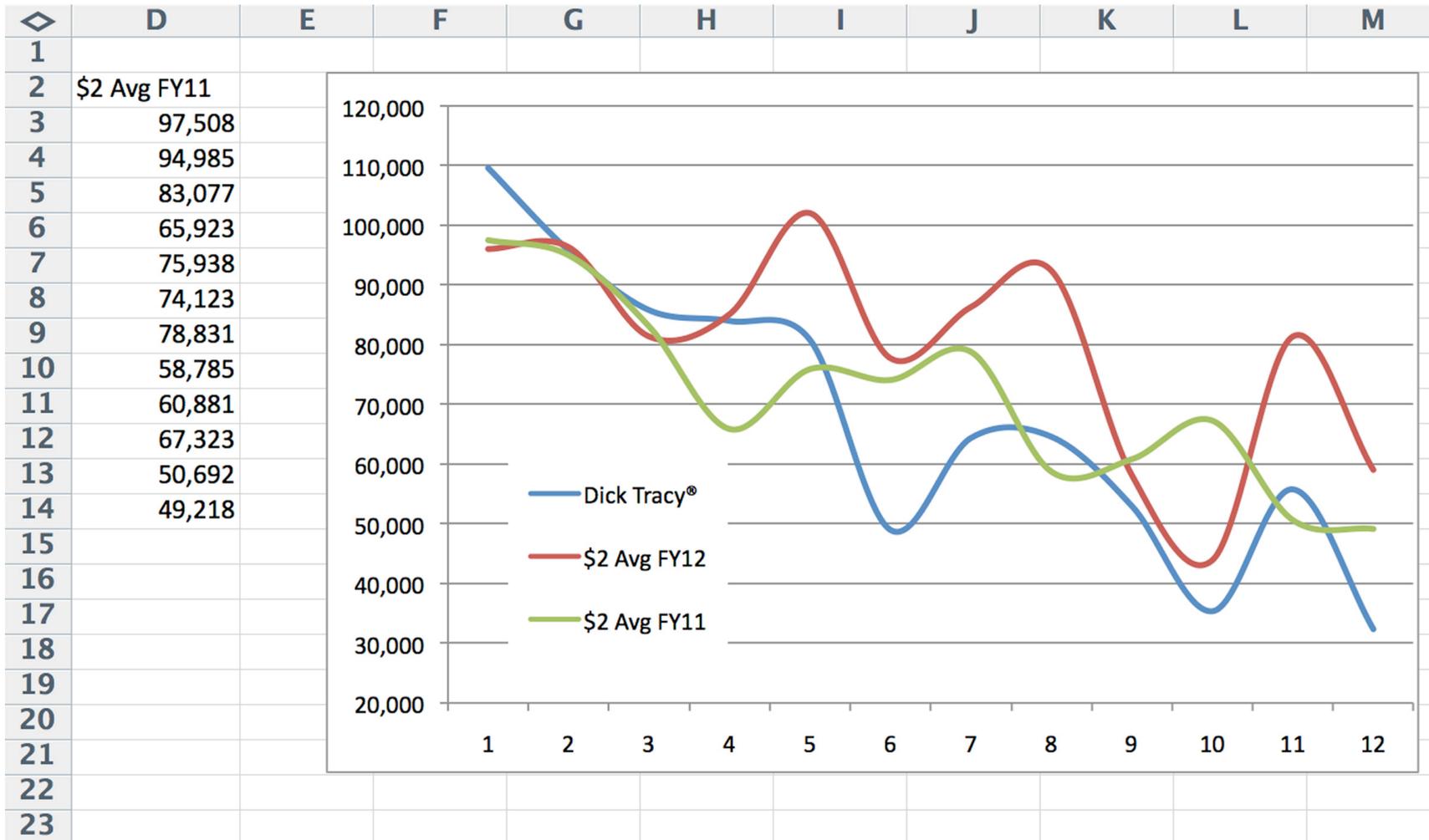
This crime fighting 80 year old cultural icon has once again proven that he's one of the most recognizable personalities that exist today.

The Dick Tracy ticket hit the streets competing against the WV base Bingo and Crossword games, and Halloween and holiday games--all of which had POS or advertising behind them, while Dick Tracy did not. Here's what Michael Thaxton of the WV Lottery had to say...

... "Dick Tracy is holding his own against the heavy weights in our game line-up. We are 65 percent sold at 13 weeks and look to be sold out completely in less than 26 weeks. The game is doing well with no advertising or POS of any kind!"

For more detailed results, please download the WV Dick Tracy results from the web site: [www.AboutFrostProductions.com](http://www.AboutFrostProductions.com)

**Below is the 12week graph of sales results for the Dick Tracy ticket.**



## **Dick Tracy: 80 years old and still going strong!**

Dick Tracy made his **comic strip debut on October 4th 1931** and had not looked back since. Now a **well-established cultural icon**, Dick Tracy has thrilled and inspired millions of people over the last many decades. Created by cartoonist Chester Gould, Dick Tracy quickly became the admired plainclothes detective **known for his crime fighting heroism**.

Far from an impulsive man—he married his longtime sweetheart Tess Trueheart after an 18-year courtship—Dick Tracy’s steadfast devotion paid off handsomely. Over the years, **his stardom has translated to books, radio, television, blockbuster feature films** (starring Warren Beatty, Al Pacino and Madonna) and a popular array of unique and exciting merchandise. Currently, Pulitzer Prize-winning cartoonist, Dick Locher, and veteran journalist and crime novelist Michael Killian write the adventures for America’s most famous police detective and his band of villains.

Undeniably **one of the most recognizable personalities that exist today**, Dick Tracy is **top ranking when it comes to player awareness**. Though he remains nostalgic in appearance, Tracy continues to attack topical themes as he combines old-fashioned values with 21<sup>st</sup> century innovation to capture modern day hoodlums. In fact, during Dick Tracy’s high-profile 75<sup>th</sup> anniversary in October 2006, he **received congratulations from the governor of Illinois** and other local politicians and was featured in numerous story lines of the world’s most popular comic strips.

Launching a Dick Tracy instant game in your lottery is **bound to be met with approval** from your players—**focus test results at the Maryland Lottery also proved that fact (see [Support Materials](#) section)**. Also, along with exciting and eye-catching graphics is the ability to offer your players unique and trendy merchandise for prizes like cutting edge technology or stylish leather trench coats. Why not be as hip as the famous two-way wrist-wearing detective?

For more details about the latest Dick Tracy news, please **contact Frost Productions at 323-874-5300**