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**Anthony DeLegge\*** (adelegge@ben.edu), 5700 College Road, Lisle, IL 60532. *Big Bucks, No Whammies: An Investigation of "Press Your Luck"*. Preliminary report.

"Press Your Luck" was a popular TV game show that aired from 1983-1986. Contestants competed against each other and the show's famous "Big Board" to win thousands of dollars in cash and prizes, all while trying to avoid the dreaded Whammies, which bankrupted the players.

In this talk, we will discuss some of the interesting statistical exercises concerning this game, including how to determine the probability of hitting a Whammy and how to increase one's chances of winning money on any given spin. These exercises are designed to be accessible for students in a beginning statistics course. (Received August 17, 2010)