1023-Z1-1147 **Joe A. Stickles, Jr.*** (`jstickles@millikin.edu`), Millikin University, Decatur, IL 62522. *Come on down! Learn about the probability of winning a car on The Price is Right!*

Many college students (and perhaps faculty) have grown up watching Bob Barker giving away brand new cars to many enthusiastic contestants. In this talk, we look at one pricing game in particular, the *Money Game*.

In the *Money Game*, a contestant attempts to determine the first two numbers and the last two numbers in the price of a car by selecting two-digit numbers (00-99) at random from a group of nine. If the contestant is able to place the numbers correctly before making four incorrect guesses, the contestant wins the car. We analyze this game using a Markov chain and compare theoretical probabilities from the Markov analysis against data compiled from the last five seasons of *The Price is Right*. (Received September 25, 2006)