

Retailer Report

Spring 2011



Inside

Two sides... a great top prize... and second-chance contest – the *Double Play* scratch-off hits a grand slam!

The *Double Play* scratch-off and second-chance contest are proving to be fan favorites. Make sure your players remember to flip the ticket over and play the bonus game on the back.

Price:
\$5
Top Prize:
\$50,000
Bonus Games:
Up to \$50 cash



Second-Chance Contest:

Contestant of the Game

- One winner selected for every Orioles game
- Wins \$1,000 for every double play turned by the Orioles
- If the Orioles do not turn a double play, wins \$100 worth of *Double Play* tickets

Experiential Winners

- One winner (eight total) will be selected at each drawing to receive an Orioles experiential prize

Visit mdlottery.com/doubleplay to enter and for more information.

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Message from the Director:

Spring has officially arrived and along with it many new Maryland Lottery games, promotions and events. We kicked off the season with a spring ritual – Orioles Opening Day at Camden Yards, where the new *Double Play* scratch-off took center stage. The home team came through with a win and our Lottery team won over the crowd as they stepped up to the plate to promote the unique two-sided ticket.



Also on our spring roster is the new *Black* ticket scratch-off. The dramatic design and \$1 million top prize are making this ticket a popular choice among Lottery fans. In other promotion news, the *Keno/Racetrax* cross promotion and *Racetrax* Doubler are now out of the gate. Be sure to encourage your Lottery players to take advantage of these exciting opportunities to boost their winnings.

Remember, if you have any questions or wish to know more about what's new at the Lottery, your Lottery representative is eager to help. With warmer temperatures and hot games and promotions, it's a terrific time for everyone to "get out and play."

Sincerely,
Stephen Martino

Representative of the Quarter!

Tom Slevin

"Tom is a leader in the sales group, offering to assist in territories when representatives are out due to illness or other reasons. He not only works well with agents, but his interaction with other sales reps both in and out of the region makes him an exemplary model for my group. Tom's dedication to his agents speaks volumes about his work ethic."

– Tyrone Williams
Regional Manager



Tom and Sales Director Al Ringgold



“Signs” of Success for Quick Stop Food Mart in Parkville

Shop owner Peter Patel at Quick Stop Food Market increased his commission by six percent in only one-month’s time. What’s the secret to his success? He installed new Maryland Lottery signage outside of the store. This simple change resulted in monthly commissions rising \$400. Projected commissions should increase \$4,800 for this year. “Pete is a proactive agent who is always interested in increasing Lottery sales and commissions,” said Maryland Lottery Sales Representative Roger Insley.



Want to increase your Lottery sales? We’ve got some bright ideas!

Out With the Old...in With the New

Talk to your Lottery rep about posting new Point-of-Sale (POS) in your establishment. By keeping your customers up-to-date on what’s happening, you’ll increase awareness, and more importantly, sales!

Your Customers Deserve a Second Chance

You can create your own in-store second-chance contests to boost your Lottery sales. Just have your customers turn in their non-winning Lottery tickets for the opportunity to win a bonus prize. The extra incentive is sure to spur extra sales. Talk to your Lottery representative for more information and suggestions.

Have you tried something new that has increased your Lottery sales?
We want to know!

Please e-mail your success story to jstein@msla.state.md.us.

We may feature you in a future Retailer Report issue!

Maryland Lottery’s Agent Compliance Program Safeguards Retailer Integrity

In its ongoing efforts to maintain the integrity and security of Lottery play and sales, the Maryland State Lottery Agency encountered a Lottery retailer attempting to keep a “winning” Lottery ticket. The retail agent is accused of taking the ticket from a Lottery investigator posing as a player.

The alleged fraud was discovered during a random check, which is part of the Maryland Lottery’s Agent Compliance Program. The program, which was established in February 2010, serves to identify and hold accountable Lottery agents or their employees who intentionally defraud customers of their

legitimate winnings by theft or by paying less than the full prize value of a winning ticket. Random checks are conducted each week, and since the program’s inception, 12 retailers have warranted further investigation.

“The program not only works to ensure that Lottery players are protected but also plays an important role in maintaining the fine reputation of the overwhelming majority of our Lottery retailers,” said John J. Mooney, Director of Enforcement. “Honest retailers don’t want a few bad apples ruining their hard-earned reputations.”



Second-Chance Contests

Drawing Dates Set for *Cinema Cash* and *Set for Life 2*

Let your customers know that drawing dates have been set for two popular Lottery contests. The deadline for entries for the *Cinema Cash* second-chance contest is Friday, May 13, 2011 and the drawing will be held on Tuesday, May 17, 2011.

Remember, players must mail in two non-winning *Cinema Cash* tickets to enter for the chance to win movie-themed prizes, including a trip to a movie premiere or a home theatre package. The last activation date for the *Cinema Cash* game is May 26, 2011. As for another fan favorite, the *Set for Life 2* drawing will take place on Wednesday, July 27, 2011. All entries must be received by 10 a.m. on Tuesday, July 26, 2011 for the chance to win \$1,000 a week for 20 years!



Contest Updates



Livin' Lucky

This game is 90% sold! The next \$10,000 drawing will take place on Thursday, May 12th, with announcement of a \$100,000 drawing date shortly thereafter. Remind your players to enter those Lucky Codes at mdlottery.com/lucky.

Platinum Rewards

This game is 86% sold. Once the game is close to being sold out, a drawing date will be announced. Players can continue to send in any tickets with a "TPD" symbol for the chance to win \$1 million.



Cruise for Cash

Three of the six second-chance drawings have taken place. Non-winning *Cruise for Cash* tickets can be entered to win a 9-night cruise vacation at mdlottery.com/cruise or by mail.



\$2 Million Logo Hunt Promotion Winners



Monica Watts from Baltimore won the \$250,000 top prize.



Shirley Pittman from Silver Spring won the \$100,000 prize.



Mike Higgins from Myersville won the \$50,000 prize.



**We're off to
the races
with two great
promotions...**



**Play Keno.
Get FREE Racetrax.**

Now through May 22nd, when players buy \$5 worth of *Keno*, they'll get a FREE *Racetrax* play. It's a great way to introduce your Lottery fans to the excitement of live horseracing right in your own store.

Racetrax DOUBLER!

The race is on for big payouts and that means bigger sales.

Now through June 5th, players have the chance to double their *Racetrax* winnings. *Racetrax* fans and those new to the game will love this promotion, which offers the chance to double their prizes when placing a *Racetrax* Win, Win/Show or Show wager.

**PICK 3 and PICK 4
SUPER CHARGED!**

May 16th through June 19th, players have the chance to double their *Pick 3* and *Pick 4* winnings on Box tickets. This is for Box tickets only, so please urge your Lottery customers to make separate purchases for their Straight and Box wagers.



Winners, Winners, Winners



Greenway Liquors on Greenbelt Road in Greenbelt sold a winning \$50,000 "Black" ticket scratch-off to Arnold Ellis from Greenbelt.



7-11 on Finns Lane in Lanham sold a winning \$50,000 *Double Play* scratch-off to Jarvis Lawson from Landover Hills.



Royal Farms convenience store on Joppa Farm Road in Joppatowne sold a winning seven-night cruise-for-two *Cruise for Cash* scratch-off to Mary Foust from Joppa.



US Gas on Washington Blvd. in Baltimore sold a winning \$50,000 *Bonus Match 5* ticket to Kenneth Kosh from Baltimore.



Olympic News at BWI Thurgood Marshall Airport in Anne Arundel County sold a \$250,000 winning *Mega Millions* ticket to Darlene Adkins from Baltimore.



Wise Avenue Citgo on Wise Avenue in Dundalk sold a winning seven-night cruise-for-two *Cruise for Cash* scratch-off to Kimberly Brown from Dundalk.

