



Cash4Life Launch Should Boost Sales, Commissions

Imagine the joy of winning \$1,000 a day for life or \$1,000 a week for life through our new *Cash4Life* game. Now, imagine the joy of having your business sell the lucky ticket that wins Maryland's first *Cash4Life* top prize. Get ready for lots of free publicity and new Lottery customers!

Sell that winning ticket, and you'll see players flock to your business hoping they, too, can find a win at your lucky Lottery store. We'll reward you as well, with a bonus of \$7,500 for selling a top-prize winning ticket and \$2,500 for selling a second-tier winner.

But wait — there's a lot more in store for our *Cash4Life* launch!

DOUBLE COMMISSIONS – Jan. 26-March 20

Earn a 5.5 percent bonus commission plus your regular 5.5 percent sales commission on every *Cash4Life* ticket sold. You must sell 25 game tickets per week, at \$2 each, to qualify. Your district manager can share details with you, or check out the article posted on the Retailer Corner on mdlottery.com.

ALL-GAMES PROMOTION – Jan. 26-March 8

Lucky players will win one free *Cash4Life* ticket! Every "nth" purchase statewide of a draw game ticket of \$1 or more will trigger a free quick-pick *Cash4Life* ticket valued at \$2. A message on the qualifying ticket will alert players to their freebie.

GAME HIGHLIGHTS

NINE WAYS TO WIN:

Two "for life" prizes plus seven cash prizes of \$2-\$2,500.

Top prize: \$1,000 a day for life or cash option.

Second tier: \$1,000 a week for life or cash option.

DRAWING INFO

TWICE WEEKLY: 9 p.m. Mondays and Thursdays.

SALES CUT-OFF: 8:45 p.m. Mondays and Thursdays.

RESULTS: mdlottery.com and mobile apps.

QUESTIONS?

Visit mdlottery.com/cash4life or talk with your district manager.

HAPPY SALES!

MARYLAND LOTTERY
CASH
4LIFE



MARYLAND LOTTERY

GET READY: NEW EQUIPMENT COMING IN 2016

Maryland Lottery and Gaming is undergoing an extensive technology upgrade that will put all new equipment in your stores and replace the computerized system responsible for game sales.

The state asked for proposals from equipment vendors in December and, if all goes as planned, will select a partner this spring. Retailer training will take place after we select our vendor. Find out more about the training and equipment installation at the April Regional Retailer Advisory Board meetings.

"It's a very intensive project," said Director **Gordon Medenica**. It will take about a year to phase in the new equipment at the more than 4,560 Lottery retailers. "We're going to take the time to get it done right."

For updates, visit Retailer Corner at mdlottery.com.

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RETAILER REPORT

**1800 Washington Blvd., Suite 330
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*mdlottery.com
retailercorner.mdlottery.com
gaming.mdlottery.com*

Extrema Lottery Terminal,
Player Activated Terminal (PAT) and
Play Central Terminal (PCT)
888-427-7568 (service issues)

Instant Ticket Vending Machine (ITVM)
800-820-7406

Tel-Sell Orders
886-832-1477

Retailer Customer Service
410-230-8800

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
800-886-9978

24/7 Problem Gambling Helpline
1-800-GAMBLER

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to the promotion of responsible gambling and encourages retailers to display our Voluntary Exclusion Program brochure with your Lottery merchandise. Questions? Visit *mdlottery.com/about-us/responsible-play* or contact **Mary Drexler** at **410-230-8798** or *mary.drexler@maryland.gov*.

MARYLAND LOTTERY AND GAMING

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DIRECTOR'S MESSAGE



Happy New Year! I hope you enjoyed a busy and prosperous holiday season and wrapped up the 2015 calendar year with strong sales. All of us at Maryland Lottery and Gaming appreciate your efforts to boost holiday scratch-off sales and help launch our new *Cash4Life* game.

You'll be happy to know that we've brought the Retailer Report newsletter back to life and plan to distribute it quarterly. We hope you find it informative and helpful. Send us ideas for

future articles! We also post retailer news several times each week on the Retailer Corner section of our website, *mdlottery.com*, so be sure to check there regularly.

This brings us to our focus for 2016: We have set four top priorities for the coming year, and one of them is to significantly increase instant ticket sales. We're counting on you to help make that happen and look forward to working with you to achieve that goal.

Here's to a great year ahead!

Gordon Medenica
Director

WE LOVE OUR XCAP RETAILERS!

Want to see who joined the Expanded Cashing Authority Program (XCAP) network in 2015? We list additions to the XCAP group each month in articles posted to the Retailer Corner section of *mdlottery.com*. Membership continues to grow and reached 298 XCAP retailers last year.

Why should your store join this group? These retailers can cash any winning ticket up to \$5,000

rather than the usual \$600 limit. Just think about all of those 3 percent cashing commissions coming your way!



You must follow specific rules to keep that status. For example, these stores

MUST send player claims forms to Lottery headquarters within two weeks of the transaction. Ask your district manager how you can apply to become an XCAP retailer!



WHO ARE OUR TOP RETAILERS?

Find out who made the Top 25 list each month in the Retailer Corner section of *mdlottery.com*. In 2015, we posted a list of the top 25 retailers — by region — based on Fiscal Year 2015 sales of individual games. Here's a look at the top five retailers by region by overall Lottery sales in FY 2015. Listings are in sales order. We hope your store appears on our lists in 2016. Good luck!

REGION 1

- Aspen Hill Lottery, Beer & Wine, Silver Spring*
- Kensington Liberty Deli, Kensington*
- 29 Convenience Mart, Silver Spring*
- Wheaton Winery, Silver Spring
- Hillandale Beer & Wine, Silver Spring*

REGION 2

- Soda Pop Store, Dundalk*
- Edgewood Amoco BP, Edgewood*
- 7-Eleven #32271, Bel Air
- EZ Quick Food Market, Pasadena*
- Niki Food Mart & Lottery, Baltimore

REGION 3

- Express Mart, Bowie*
- Landover Hills Exxon, Landover*
- Bowie Exxon, Bowie*
- Lucky Lottery, District Heights*
- Holiday Liquors, Waldorf*

REGION 4

- Soda Pop Shop #8, Baltimore*
- E Z Convenience & Deli, Towson
- Pikesville Chevron, Baltimore
- Plaza Liquors, Baltimore*
- Pantry 1 Food Mart, Randallstown*

*Expanded Cashing Authority Program Retailer

REILLY WINS TOP SALES HONORS

Way to go, Lisa Reilly! This superb district manager earned a round of applause from her peers during the October Sales Meeting, where she was named 2016 District Manager of the 1st Quarter. She attains or exceeds her sales milestones and quotas, helped four new retailers open for Lottery business during that quarter and consistently works hard to meet the needs of her retailers. Kudos!



MY LOTTERY REWARDS PROGRAM, APP OFFER BENEFITS

Do your clerks remember to ask players if they know about *My Lottery Rewards* and its new mobile app? We want retailers and the more than 160,000 players who have signed up for our free player loyalty program to get familiar with benefits of the program and the app's handy features.

For example, how often do players come to the counter to find out if they have a winning ticket? Have you heard them complain they don't like to key in the codes on tickets to receive their rewards points?



Good news! The app can do all that and more! Visit *mdlottery.com/MLRApp* for info.

You can also visit the Retailer Corner at *mdlottery.com* each month for the latest roster of *My Lottery Rewards* points-for-prizes drawings and second-chance contests. Two upcoming drawings are the Sweet Treats and Scents contest running through **Feb. 28** and the PANDORA Set contest underway through **Feb. 7**. Learn more at *mdlottery.com/rewards*.



Can you believe it? Our popular in-state jackpot game, *Multi-Match*, turns 10 years old this year. **Feb. 2, 2006** marked the first day of sales. Each \$2 game gives players four ways to match and win. Odds of winning are 1 in 8.5, and winning is just what our players keep doing!

Check out our largest Multi-Match jackpot winners:

| | | | | |
|--|---|---------------------------------------|--------------------------------------|------------------------------------|
| \$4.8 million Sept. 19, 2009 | \$4.45 million March 18, 2010 | \$3.8 million Dec. 16, 2010 | \$3.6 million June 8, 2015 | \$3 million Nov. 1, 2008 |
|--|---|---------------------------------------|--------------------------------------|------------------------------------|

WELCOME NEW RETAILERS

Find out who has joined our retailer roster in this monthly roundup, which appears on Retailer Corner at mdlottery.com. We separate the retailers by region. Here are the new retailers who were up and running during the month of November. Welcome!

REGION 1

AC&T #750, Hagerstown
Colonial Shell, Silver Spring
Rose's One Stop Gift, Silver Spring
Your Mini Mart, Bethesda

REGION 2

Holabird One Stop Shop, Baltimore
Rite Aid #381, Baltimore
St. Michaels Seafood Bar & Grill,
St. Michaels

REGION 3

Mel's Liquors, Jessup
Rite Aid #3868, Adelphi

REGION 4

AAA Supermart, Baltimore
BJ's Wholesale Club #377, Baltimore
High's #134, Towson
Manakamana 15, Baltimore
Sonu's Shell, Baltimore
The New Edison Lounge, Baltimore



SCRATCH-OFFS ACHIEVE MILESTONE

Happy anniversary, scratch-off lovers! Forty years ago, on **Feb. 10, 1976**, the Maryland Lottery launched the state's first scratch-off to the delight of many fun-loving residents who became our first core group of loyal players.

The success of that \$1 *Instant Lottery* game and the scratch-offs that followed continues to be important to the state of Maryland. Scratch-offs generate much-needed revenue to benefit the state's good causes. In Fiscal Year 2015, scratch-offs generated \$546.1 million in sales.

Scratch-off designs have evolved over the years, with an increasing assortment of sizes, facings and price points. All now carry barcodes. Some instant tickets are printed on recycled paper using special inks and many offer extended-play opportunities. They all have a loyal following, as retailers know. Here's to 40 years of scratch-off success!



GOLD RUSH FEVER COMES TO MARYLAND!

Have you heard the news? We're launching a *Gold Rush* family of scratch-off games on **Jan. 25** to help players escape their winter blues and help you boost your sales. The four instant tickets in the family offer prizes from \$1,000 to \$100,000. Refresh your scratch-off displays with these eye-catching games. Merchandise this family together to optimize your sales!

| | |
|--|---|
| \$1 – \$1,000 Gold Rush (#240) \$1,000 top prize | \$5 – \$50,000 Gold Rush (#242) \$50,000 top prize |
| \$2 – \$10,000 Gold Rush (#241) \$10,000 top prize | \$10 – \$100,000 Gold Rush (#243) \$100,000 top prize |



\$20 GAMES OFFER \$1,000 BONUSES

Want to know which \$20 scratch-offs to suggest to players so they can improve their odds of winning \$1 million? Doing so could put a \$1,000 bonus in your store account if the player wins the scratch-off's top prize. Everything you — and your players — need to know is online at the Retailer Corner section of mdlottery.com.

Each week, we post updated statistics in an article entitled "RETAILERS: Earn a \$1,000 Bonus with These \$20 Tickets!" The article lists the number of books remaining, percentage of the game sold and top prizes remaining on each of the tickets. Check it out!

FINAL PRIZE CLAIMING DEADLINE: MARCH 7

- \$1 – Deuces Wild (#167)
- \$2 – Cherry Tripler (#154)
Hit \$20,000 (#160)
White Ice 7s (#149)
- \$3 – Cash Lines (#161)
Hearts are Wild Tripler (#123)
Rack up the Cash (#117)
- \$5 – Big Cash Multiplier (#125)
Deluxe Cash Crossword (#147)
Get Lucky (#164)
- \$10 – Emerald Riches (#170)
Metal Money Mania (#133)

RETAILER ROUNDUP



Owners Ali Kazmi (left) and Faheem Kazmi sold the winning scratch-off.

MERRITT SHELL SELLS \$100,000 SCRATCH-OFF

A Baltimore grandpa filled his gas tank and then his bank account, thanks to a lucky *Win It All* scratch-off purchased at Merritt Shell in Dundalk. "I was in shock," said the 68-year-old. "I looked at the ticket three or four times before believing it."

For selling the top-prize scratch-off in this game, the retailer located at 1521 Merritt Boulevard received a \$1,000 bonus. The store enjoyed another big win in 2014, when clerks sold a \$150,000 top-prize winning *Twisted Bingo* instant ticket.

"They have a loyal customer base and are always up to date with all of the current games and promotions," said **Steven Borsa**, Lottery district manager. "Their customers like that!"

HAWKERS SELL TWO \$10,000 RAVENS TICKETS

Go Ravens! Two Baltimore Ravens fans scored big even before the team took to the field for a recent home game, thanks to Lottery luck and our roaming scratch-off sellers.

Maryland Lottery and Gaming has a partnership with the Baltimore Ravens to hawk scratch-offs at the Ravens home games. They also sell scratch-offs inside the stadium. This seven-year relationship hit a milestone in 2015, when two two-person teams of hawkers sold not one but two \$10,000 winning Ravens scratch-offs to happy players. Good work, hawkers Lyndsey Ensor-Jeffery, Danielle Koch, Courtney LaSalle and Heather Press!



Lyndsey Ensor-Jeffery (left) and Heather Press sold one of the two winning scratch-offs.



Celebrating the store's lucky status is Joe Stetka, Lottery district manager (left) and store owner Jay Patel.

7-ELEVEN SELLS \$50,000 WINNER

A Virginia grandmother visiting her daughter and grandson helped put 7-Eleven #26753 on the winner's map. One of the two *Bingo Multiplier* scratch-offs she bought was a \$50,000 top-prize winner! "I almost had a heart attack," said the lucky 54-year-old.

Her daughter hopes to buy a house, and our happy winner may help make that happen and then relocate back to Maryland. "This is one of the best things that's ever happened to me," she said.

For selling the top-prize ticket, the 7-Eleven located at 8601 Honeygo Boulevard in Baltimore received a \$500 Lottery bonus. Congratulations!

RETAILER SPOTLIGHT: RT. 40 BP IN CATONSVILLE



(Left to right) Salman Jamal of Pasadena, Khawaja A. Jamal of Clarksville, Khawaja W. Jamal of Pasadena, John Martin, Lottery managing director and chief revenue officer; Khawaja S. Jamal of Pasadena and Riaz Ahmed of Clarksville.

What a difference a renovation makes! An extensive redesign of the building housing Rt. 40 BP in Catonsville changed the location's focus from a gas station and convenience store that sells Lottery products to a Lottery destination that sells gas and convenience items.

Lottery customers now enjoy an expansive stay-and-play area. The renovation added parking spaces designated for Lottery players and a covered outdoor deck with seating. Players can watch any of 11 TV monitors that range in size from 32 to 60 inches, buy games at five staffed Lottery sales terminals or via a Player Activated Terminal. This Lottery retailer at 5612 Baltimore National Pike has a look our players like!

The transformation took six weeks. The new stay-and-play area and sales counter took over the vehicle repair side of the building. The space contained two vehicle repair bays complete with car lifts, which were removed during the renovation. The business still operates its car wash along with gas pumps and a busy convenience store. The bright space offers plenty of seating for the retailer's loyal *Racetrax* and *Keno* players.

"They were so fast with this renovation," said Joe Serio, Lottery district sales manager. "They are doing a great job with their business operation and really cater to their Lottery customers."

To thank loyal customers for enduring the construction disruptions, the retailers hosted an on-site party. A ribbon-cutting ceremony complete with free pizza, ice cream and Lottery fun marked the Customer Appreciation Day and grand opening of the Lottery Room. The party attracted more than 50 loyal customers. Players also dropped by all day to check out the new space. The 11 a.m.-5 p.m. event brought in nearly \$4,000 in Lottery sales, giving the store an \$11,000 Lottery day, Serio said.

The renovation was well worth it! Rt. 40 BP now offers 182 scratch-off facings and four terminals to meet customers' needs seven days a week. The retailer has enjoyed increased sales and joined the Expanded Cashing Authority Program in 2015. Keep up the great work!

For the complete article and more photos, visit the Retailer Corner at mdlottery.com.



Players packed the expansive stay-and-play area during the Customer Appreciation Event.

LUCKY RETAILERS SELL WINNING TICKETS



Congrats to these lucky retailers! They received bonuses for selling top-prize winning scratch-offs of \$20,000 and up as well as top-tier tickets for *Bonus Match 5*; winning tickets over \$10,000 for *Keno*, *Racetrax* and *5 Card Cash*; jackpot tickets in *Multi-Match*; and jackpot or second-tier winning tickets in *Mega Millions* and *Powerball*.

Curious to see if your store received free online publicity for making our list of lucky stores in 2015? Each month, we post lists of the lucky retailers from the previous month on Retailer Corner at mdlottery.com. Check it out!

TERMINAL & JACKPOT GAMES

BONUS MATCH 5

| RETAILER | TOP-TIER PRIZE |
|--|----------------|
| Black Ribeye, District Heights | \$50,000 |
| Chesapeake Liquors, Glen Burnie* | \$50,000 |
| Corinthian Restaurant and Lounge, Windsor Mill | \$50,000 |
| Fork Citgo, Kingsville | \$50,000 |

KENO

| RETAILER | PRIZE |
|----------------------------|----------|
| Chief's Bar, Tall Timbers | \$50,080 |
| Dogwood Liquors, Baltimore | \$24,000 |

MEGA MILLIONS

| RETAILER | PRIZE |
|----------------------------|----------|
| 7-Eleven #34905, Baltimore | \$15,006 |

MULTI-MATCH

| RETAILER | JACKPOT |
|-----------------------------------|-----------|
| 7-Eleven #32426, Prince Frederick | \$600,000 |

POWERBALL

| RETAILER | PRIZE |
|--|--------------|
| Giant #320, Gaithersburg | \$50,012 |
| Vanmeter's Gas and Grocery, Flintstone | \$50,004 |
| 7-Eleven #32961, Gaithersburg | \$50,000 (A) |
| Royal Farms #98, Millersville | \$50,000 |

RACETRAX

| RETAILER | PRIZE |
|---|--------------|
| Aspen Hill Lottery, Beer & Wine, Silver Spring* | \$28,015 (B) |
| Jimmy T's, Baltimore | \$26,272 |
| Hershey's Restaurant & Bar, Gaithersburg | \$23,954 |
| Full House Saloon, Baltimore | \$17,676 |
| Whitfield Sunoco, Lanham | \$15,616.50 |
| Moose Lodge #495, Mechanicsville | \$11,642 |

SCRATCH-OFFS

\$100,000

| RETAILER | GAME |
|--------------------------------------|---------------------|
| Merritt Shell, Dundalk* | Win It All |
| Perry Hall BP, Perry Hall | Monopoly |
| Quality Beer and Wine, Silver Spring | Let It Snow Tripler |
| Shoppers #2283, Pasadena | Diamond 7s (C) |
| Tempo Lounge, Essex | Ravens |
| Weis Markets #60, Frederick | Blingo Bingo |
| YNS Check Cashing, Baltimore* | Blingo Bingo |

\$50,000

| RETAILER | GAME |
|---|------------------------|
| 7-Eleven #22281, Fallston | Black |
| 7-Eleven #26753, Baltimore | Bingo Multiplier |
| 7-Eleven #28953, Deale | Classic Crossword |
| Center Court, Halethorpe | Diamonds & Dollars |
| Freddie's Liquors, Forestville | Holiday Lucky Times 10 |
| Goshen Plaza Beer & Wine, Gaithersburg* | Ultimate Cash |
| Laurel Towne Centre Shell, Laurel | Classic Crossword |
| Minit Market, Ocean City | The Wizard of Oz |
| Normandy Wine & Spirits, Ellicott City* | Holiday Lucky Times 10 |
| Safeway #1938, La Plata | The Wizard of Oz |
| Winfield Liquors, Westminster | Instant Millionaire |

\$30,000

| RETAILER | GAME |
|--|----------------------------|
| Colesville Beer & Wine, Silver Spring* | Fruit Explosion |
| Crosstown Liquors, Baltimore | Rainbow Blackout Bingo (D) |
| Marley Convenience Store, Glen Burnie | Tic Tac Dough |
| Royal Farms #91, Baltimore | Fruit Explosion |

* Expanded Cashing Authority Program retailer

COMING SOON!

Baseball Fun – A \$5 *Home Run Riches* baseball-themed scratch-off launches March 21 with a second-chance contest and a retailer sales incentive program.

Price Is Right – Game show lovers will delight in our \$5 *Price is Right* scratch-off launching **April 25**.

Eco-tickets Return – Our \$2 eco-ticket for spring is *Crab Cash*, which arrives **April 25**.