



Get in the Game with *Home Run Riches*

TAKE A POWER SWING into spring with our \$5 baseball-themed scratch-off. We expect this seasonal top seller is going, going and – very soon – will be gone!

Home Run Riches offers the fan-favorite second-chance promotion *Contestant of the Game*, five \$50,000 instant top prizes and a \$10 minimum prize! Players enter non-winning *Home Run Riches* scratch-offs into second-chance drawings through *My Lottery Rewards*.

CONTESTANT OF THE GAME HIGHLIGHTS



- Seven drawings with entry deadlines of 11:59 p.m. (before midnight) on **March 30, April 11, May 9, June 6, July 11, Aug. 8 and Aug. 29.**
- 162 winners get \$500 for being selected and \$500 for each Orioles home run.
- Entries carry over to the next drawing.

We've loaded the bases to help make this game a hit. Signage at Orioles home games, for example, spotlights *Contestant of the Game* winners. Our advertising reaches TV, radio, digital and social media sites.



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Remember to ask for the sale!
Get in the game with *Home Run Riches*!

RETAILER REPORT

**1800 Washington Blvd., Suite 330
Baltimore, MD 21230**

*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
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 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

Gordon Medenica, *director*
John Martin, *managing director,*
chief revenue officer
Al Ringgold, *director of sales*

Retailer Report Contributors:

Debbie McDaniel-Shaughney, *editor*
GKV, *graphic design*

Connect with us:



DIRECTOR'S MESSAGE



Happy spring sales, everyone! The new season got off to a great start with the launch of our baseball-themed scratch-off, *Home Run Riches*, and its popular *Contestant of the Game* second-chance promotion. Looks like we have another home run hit!

We also have great hopes for another popular scratch-off Family of Games; we're launching sales of the *Monopoly™* family in June. (See page 4.)

The warmer weather means it's spring cleaning time. Get rid of old, dog-eared point-of-sale (POS) pieces, torn banners and out-of-date messages. Ask your district manager for new materials. Put up new POS pieces, refresh your Winner's Wall and keep your play area stocked with playslips. Keep your Lottery presentation fresh and clean! Here's to another successful selling season.

Gordon Medenica
Director



**TOP CASH4LIFE
RETAILERS FIND
PLAYERS EAGER
TO BUY**

GREAT WORK! Our successful launch of the *Cash4Life* game generated \$2,391,508 in sales for Maryland from Jan. 26–Feb. 21.

Here are the top three retailers by region for *Cash4Life* sales during that period. Listings are in sales order. Check the *Retailer Corner* on *mdlottery.com* for the complete list of top 25 retailers by region for *Cash4Life* sales. Keep up the great sales!

REGION 1
Kensington Liberty Deli, Kensington*
29 Convenience Mart, Silver Spring*
Ballenger Creek Pike Exxon, Frederick*

REGION 2
Mace Liquors, Baltimore*
Lauer's Supermarket & Bakery, Pasadena
Mars #10, Baltimore

REGION 3
Marlow Wings, Marlow Heights*
S&W Liquors, Temple Hills*
Westlake Liquors, Waldorf*

REGION 4
Soda Pop Shop #8, Baltimore*
E-Z Convenience, Towson*
Plaza Liquors, Baltimore*

*Expanded Cashing Authority Program retailer



BELL WINS TOP SALES HONORS

CONGRATULATIONS TO 2015 District Manager of the Year award winner Vivian Bell, who won District Manager of the 2nd Quarter honors for the current year.

This stellar team member even promoted the launch of our *Cash4Life* game on her personal Facebook page, urging her friends to give the new game a try. She leads by example and goes the extra mile to show retailers what changes they can make to improve sales. She works hard to help her 125 retailers in Southern Maryland become top performers.

"I'm doing what I love to do," she said. Way to go!



PLAN A TRIP OR WIN CASH WITH 2ND CHANCE CONTESTS

WE'RE LAUNCHING two fun scratch-offs this month that give players a chance to win a Maryland summer vacation or \$50,000 in cash!

Starting April 25, they can play our Maryland-themed \$2 scratch-off, *Crab Cash*, and the \$5 game *The Price is Right*® to try to win instant prizes or second-chance prizes. Players who don't win instantly can enter the ticket into that game's second-chance contest through *My Lottery Rewards*.

CRAB CASH

- Eco-friendly ticket
- Top scratch-off prize: \$10,000 (5)
- Second-chance contest:
 - Two top prizes: *Eight-day getaways to Ocean City; Aug 13–20 or Sept. 24–Oct. 1.*
 - Two 2nd place prizes: *Weekend vacations to the Inner Harbor; Aug. 12–14 or Sept. 30–Oct. 2.*
 - Drawing deadlines: *July 13 and Aug. 16.*
 - Entries are good for one drawing.

THE PRICE IS RIGHT®

- Top scratch-off prize: \$50,000 (6)
- Second-chance contest:
 - Drawing deadlines: *June 27, July 27, Aug. 22, Sept. 21 and Oct. 26.*
 - Prize: \$50,000 per drawing.
 - Entries are good for one drawing.

VISIT MY LOTTERY REWARDS FOR A LIST OF NEW POINTS-FOR-DRAWINGS PROMOTIONS.



RSVP FOR REGIONAL MEETINGS

ARE YOU SIGNED UP for one of our April Regional Advisory Board meetings? There's still time to register! All retailers and store managers are invited to attend one of our 90-minute sessions scheduled **April 12–29** at nine cities around the state.

Get the scoop on upcoming products and promotions such as the summer arrival of our *Monopoly*™ family

of scratch-off games. Learn about the timetable for getting new Lottery terminals and equipment in your stores.

For a list of meeting dates, times and locations, visit the Retailer Corner on our website at *retailercorner.mdlottery.com* or ask your district manager. We look forward to seeing you!



My district manager said the Lottery has a new policy of “hard recalls” for certain scratch-offs. He said this means that I can’t keep that game in my store anymore, even if my customers love it. Why are you doing this?

ANSWER: The practice of a “hard recall” has been in place since the Lottery began. We issue recalls of specific scratch-off tickets as soon as players claim all of that game’s top prizes. We want all remaining tickets of that game removed. There are **NO EXCEPTIONS**. Your district manager will credit your business for any activated tickets he or she removes due to this process. You should expect to see an “07” message appear on your terminal announcing when this recall of a

specific scratch-off game is in effect. You should also expect updates on the *Retailer Corner* section of our website (retailercorner.mdlottery.com) at the same time. In both instances, more information will be available to you on what your next steps should be.

If players ask, simply tell them the game is no longer available and suggest they try one of our new instant ticket games. Thanks for your continued cooperation!

LOTERIA™ RETURNS!

HOLA, LOTERIA LOVERS!

Yes, we’re bringing back this fun instant ticket that has a play style based on Loteria, the Mexican game of chance.

This \$3 scratch-off, which was our first bilingual instant ticket, enjoyed strong sales when we introduced it in February 2015. We’re hoping for similar success this spring. Buena suerte!



SALES TIP:

SELL MONOPOLY™ AS A FAMILY

BOOST SALES OF our new *Monopoly™* family of scratch-off games by displaying them in our eye-catching countertop After Glow dispensers. Available at no charge to Lottery retailers, the dispensers hold four different instant tickets. Check out this great tool for displaying our scratch-off families. Want a second dispenser? No problem! Just ask your district manager for a dispenser at his or her next visit.



NEW SCRATCH-OFFS

Remember to visit *Retailer Corner* at retailercorner.mdlottery.com for monthly updates on scratch-off launch dates and ticket prizes as well as final claim dates.

LAUNCH: APRIL 25

- \$1** – Wild Tic Tac Toe (#254)
\$1,000 top prize (25)
- \$2** – Crab Cash (#255)
\$10,000 top prize (5)
- \$5** – The Price is Right® (#262)
\$50,000 top prize (6)

LAUNCH: MAY 23

- \$1** – Blazing 777™ (#251)
\$777 top prize (24)
- \$3** – Loteria™ (#260)
\$30,000 top prize (6)
- \$5** – Green Doubler (#263)
\$50,000 top prize (7)
- \$10** – Maximum Jackpot (#273)
\$100,000 top prize (6)
- \$20** – Diamond Spectacular (#274)
\$1 million top prize* (annuity) (3)

LAUNCH: JUNE 20

- New Monopoly™ Family of Games*
- \$1** – 2016 Monopoly™ (#264)
\$1,000 top prize*
 - \$2** – 2016 Monopoly™ (#257)
\$10,000 top prize*
 - \$3** – Cash Craze Crossword (#268)
\$30,000 top prize*
 - \$5** – 2016 Monopoly™ (#258)
\$50,000 top prize*
 - \$10** – 2016 Monopoly™ (#259)
\$100,000 top prize*

* Numbers of top prizes pending



LAST DAY TO CLAIM

APRIL 21

- \$1** – #165 Quick Cash
- \$2** – #156 Star-Spangled Cash
- \$3** – #200 Loteria™
- \$5** – #155 Show Me the Money
#157 Hold 'Em Poker
#169 Fabulous 5s Doubler
#171 Bingo Times 10
- \$10** – #116 \$100,000 Richer
- \$20** – #989 Double Dollar Fortune

JUNE 5

- \$1** – #172 Cloud 9
#187 2015 Monopoly™
#197 Trip 7s
- \$2** – #114 Rainbow Blackout Bingo
#181 I Love Cash
#188 2015 Monopoly™
- \$5** – #178 You Win
#185 Lucky 7s
#189 2015 Monopoly™
#208 Harley Davidson®
#214 Baseball Bucks
- \$10** – #190 2015 Monopoly™

JANUARY POWERBALL FEVER CREATES BLIZZARD OF GREEN



THE \$1.6 BILLION POWERBALL jackpot that set a new world record before being hit on Jan. 13 generated lots of revenue for the state of Maryland. Total Maryland *Powerball* sales from Nov. 5 to Jan. 13 reached \$78.3 million!

“Powerball sales in January were up a staggering 549 percent over January 2015,” said **John Martin**, Lottery managing director and chief revenue officer. Lottery retailers enjoyed a whopping \$4.3 million in *Powerball* commissions in January, which is typically a slow winter month.

All of those sales created lots of winners, too. Maryland welcomed five \$1 million winners and 50 \$50,000 winners (four with *Power Play*) during the 2½ month jackpot run.

News coverage abounded as the media chased the rolling jackpot story. We coordinated 57 live *Powerball* interviews with TV, radio and newspaper reporters and met reporters at four retailers for interviews. Thanks to **7-Eleven #36480** in Bladensburg, **Citgo** in Pasadena, **Walker Mill BP** in Capitol Heights and **Wawa #8505** in Frederick for their support!

Daily game sales spiked at \$14 million on Jan. 13, the day of the drawing that ended the historic run. Thanks to everyone for your hard work! Check out this list of retailers that sold winning *Powerball* tickets of \$50,000 and up in January.



RETAILER	PRIZE
\$1 million	
7-Eleven #36480, Bladensburg	\$1 million (A)
Food Lion #658, Berlin	\$1 million
Kensington Liberty, Kensington*	\$1 million
Walker Mill BP, Capitol Heights	\$1 million (B)
Wawa #8505, Frederick	\$1 million
\$150,000	
Eastern Liquors, Middle River	\$150,048
Cranberry Liquors, Westminster	\$150,000
Security Square Mall Exxon, Baltimore	\$150,000
\$100,000	
Liquor Depot, Baltimore	\$100,000
\$50,000+	
7-Eleven #25045, Baltimore	\$50,012
Freddy's Liquors, Baltimore	\$50,004
Sligo Beer and Wine, Silver Spring	\$50,004

\$50,000

7-Eleven #11607, Lutherville (C)
 7-Eleven #11666, Takoma Park
 7-Eleven #16849, Frederick
 7-Eleven #26800, Laurel
 7-Eleven #32785, Hampstead
 7-Eleven #33290, Annapolis Junction
 7-Eleven #33339, Laurel
 7-Eleven #39156, Silver Spring
 A Plus Convenience Store, Baltimore
 Benfield Wine & Spirits, Millersville (D)
 Captain Kidd's, Deale* (E)
 Charlie Brown's Tavern, Baltimore

Cheese & Wine Shop, Silver Spring
 Dawson's Liquor, Severna Park
 East End Liquors, Easton
 Giant #310, Bowie
 Goshen Plaza Beer & Wine, Gaithersburg*
 Greenbriar Wine & Spirits, Bel Air
 High's #40, Ellicott City
 Hillandale Beer & Wine, Silver Spring*
 Kensington Pharmacy, Kensington
 Klein's ShopRite #549, Bel Air
 Lil Corner Market, Frostburg
 Lothian Dash In, Lothian
 Macey's Corner Exxon, Severna Park

Mars #7, Baltimore
 Marshy Creek Liquors, Grasonville* (F)
 Piper's Wine & Spirit Barn, Manchester*
 Pops Grocery and Deli, Glen Burnie
 Royal Farms #77, Edgewood
 Royal Farms #88, Monkton
 Safeway #1459, Ellicott City
 Sams Wine & Spirits, Owings Mills
 Shady Grove Beer & Wine Deli,
 Gaithersburg*
 Truitt Street Goose Creek, Salisbury
 Wetcher Whistle, Salisbury

RETAILER SPOTLIGHT

REGION 1

Store Name: Aspen Hill Lottery, Beer & Wine, Silver Spring

Retailer: Miguel Mercado

Type of Business: Liquor store

Reason for Selection: Highest seller of *Powerball* tickets in Montgomery County, the retailer ranks in the top 10 in the state in total sales. The business improved sales by providing excellent customer service, having a strong dedication to Lottery players and offering a very nice stay-and-play area. The retailer also keeps instant ticket dispensers full and promotes new games when they arrive.

District Manager: Lisa Reilly



Owner Miguel Mercado offers players a large stay-and-play area.

REGION 2



(Left) Carey Hands, assistant manager, with her team.

Retailer Store Name: Royal Farms #101, Elkton

Type of Business: Convenience store

Reason for Selection: This retailer had the highest *Powerball* sales in Region 2 since Jan. 1. The year-to-year *Powerball* sales comparison is \$26,980 vs. \$74,964 for the Jan. 1–Feb. 28 period. Carey Hands, assistant manager, reported that “Many high jackpot customers come from out of state, mostly Delaware. Some customers were spending over \$100 on each visit for *Powerball*.”

District Manager: Scott Kershaw

REGION 3

Retailer Store Name: Marlow Wings, Marlow Heights

Retailers: Arti Gajjar and Zulma Euceda-Patel

Type of Business: Deli

Reason for Selection: This retailer changed ownership about a year ago and has installed new TVs to improve the Lottery player experience and stay-and-play area. These changes, plus adding a new cook to the kitchen, are attracting a new customer base.

District Manager: TBA



A steady stream of customers keeps clerks busy with Lottery sales.

REGION 4



Business is booming at this retailer, which has a strong 10-week sales average.

Retailer Store Name: Soda Pop Shop #8, Baltimore

Retailer: Richie Patel

Type of Business: Convenience store

Reason for Selection: Having multiple terminals, the store has a loyal pool of customers, has installed an excellent stay-and-play area, and provides stellar customer service.

District Manager: Joe Serio

LUCKY RETAILERS SELL WINNING TICKETS



A **Soda Pop Shop #8, Dundalk:** Owner Sunny Patel with a loyal customer.



B **Royal Farms #40, Severn:** Clerk Derrick Stoute (left) with Manager Ruairi Chizmadia.



C **Franklin Boulevard Exxon, Reisterstown:** (Center) Exxon employees Debbie Cahill and Charnise Clark with Lottery representatives.

CONGRATULATIONS TO these lucky retailers, many of which received bonuses in January! We award bonuses for selling top-prize winning scratch-offs of \$20,000 or more; top-tier tickets for *Bonus Match 5*; top-prize and second-tier tickets for *Cash4Life*; 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*.

Check out this list of retailers who sold winning scratch-offs of \$20,000 and up as well as winning tickets in terminal and jackpot games of \$10,000 and up. Way to go!

Be sure to check the *Retailer Corner* section of the website (retailercorner.mdlottery.com) for lists of our lucky retailers, including those that sold scratch-offs with \$10,000 prizes!

TERMINAL & JACKPOT GAMES

RETAILER	PRIZE
5 CARD CASH	
Best 1 Food Mart, Capitol Heights*	\$10,000
BONUS MATCH 5	
Soda Pop Shop #8, Dundalk*	\$600,000 (A)
Ballenger Creek Pike Exxon, Frederick*	\$50,000
Kensington Liberty, Kensington*	\$50,000
Plaza BP, Baltimore	\$50,000
KENO	
Greenway Liquors, Greenbelt*	\$20,000
Crescent Convenience, Bethesda*	\$16,000
Seat Pleasant BP, Seat Pleasant*	\$10,000
MEGA MILLIONS	
Royal Farms #68, Baltimore	\$1 million
POWERBALL	
See page 6 for listings.	
RACETRAX	
Meyer's Liquors, Suitland*	\$62,448
Nursery BP, Linthicum Heights	\$43,452
Park Circle BP, Baltimore	\$14,141

* Expanded Cashing Authority Program retailer

SCRATCH-OFFS

RETAILER	PRIZE	GAME
\$1 million		
Plaza Liquors, Baltimore*		Black
Royal Farms #40, Severn		Million Dollar Spectacular (B)
Royal Farms #50, Baltimore		Hit It Big
\$100,000		
Beverage Barn, Salisbury*		Big Play Crossword
Errol's Gas, Hyattsville		Gold Hard Cash
Franklin Boulevard Exxon, Reisterstown		Ravens (C)
Lake Shore Exxon, Pasadena		Diamond 7s
Pikesville Chevron, Baltimore*		Win It All
\$50,000		
DJ's One Stop, Mechanicsville*		Classic Crossword
ENC Enterprises #708, Bowie		Ultimate Cash
Giant #194, Annapolis		Instant Millionaire
High's #91, Sykesville		The Wizard of Oz
Largo Liquors, Upper Marlboro		Neon x10
One Stop Convenience & Deli, Reisterstown*		Extreme Green
One Stop Mart, Baltimore		Double Your Dollars
Rodman's Discount Stores, Silver Spring*		The Wizard of Oz™
\$30,000		
Eastern Avenue BP, Mt. Rainier		Bonus Crossword
Easton Sunoco, Easton		Twisted Treasures
Royal Farms #45, Linthicum		Fruit Explosion
\$20,000		
3 Star Liquors, Frederick		Neon x20
Jiffy Mart #440, Hampstead		Neon x20