

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

APRIL - JUNE 2018



WELCOME, WILLY WONKA!

WE'RE SWEETENING our product line this spring with a scratch-off and second-chance promotion that is a proven success in nearly a dozen states. Our \$10 **WILLY WONKA GOLDEN TICKET™** featuring the **BILLION DOLLAR CHALLENGE™** launches on April 23.

We're among 15 U.S. lotteries offering our players this multistate game. Maryland players can win over \$21 million in prizes or enter non-winning scratch-offs into the promotion. The grand prize is a trip to Las Vegas for a chance to win up to \$1 billion.

Enjoy brisk and sustained sales with this golden game. Check out game details at mdlottery.com/goldenticket.



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MAKE 4TH QUARTER SALES SOAR

CONGRATULATIONS! The first half of Fiscal Year 2018 may be the strongest first six months we've experienced in the history of the Maryland Lottery!

We appreciate the many changes you've made this year to boost sales such as increasing scratch-off activations during Blitz Week. The percentage of retailers that activated our Holiday

Family of Games grew from 44.5 percent in 2016 to 78 percent in 2017, which increased sales by about \$500,000.

Displaying point-of-sale promotional materials, placing After-Glow scratch-off dispensers by your register and returning dated scratch-off stock are among the initiatives that keep sales moving upward.

Now, let's build on the year's success. Our 4th quarter product lineup holds great promise as a revenue generator. We anticipate solid sales from our new *WILLY WONKA GOLDEN TICKET™* game featured on **page 1**. In addition, we have three second-chance promotions running this quarter that should boost sales of our *Home Run Riches*, *Marilyn Monroe™* and *WILLY WONKA GOLDEN TICKET™* scratch-offs.

And, we're moving forward with the conversion to bring the latest technology in Lottery vending equipment to your stores. See **page 6** for details. Thanks again for all you do.

Sincerely,

Gordon Medenica, Director

Racetrax
\$6 for \$5
promotion
April 30-June 10

keno
Sprinkler
Double or triple
your winnings
March 12-April 15



RETAILER REPORT

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

mdlottery.com
retailercorner.mdlottery.com
gaming.mdlottery.com

WAVE, Flair or Extrema Lottery Terminal,
 Player Activated Terminal (PAT) and
 PlayCentral Terminal (PCT)

888-427-7568 (service issues)

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

Tel-Sell Orders
866-832-1477

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 promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure. Questions? Visit or contact Jasmine Countess at 410-230-8798 or jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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POPULAR PROMOTION RETURNS



ALL ABOARD for the return of this popular second-chance promotion that will pack a Royal Caribbean[®] cruise ship with happy Powerball[®] players.

Powerball Power Cruise[™] 2 is set to buoy your *Powerball* sales from April 14-June 6. Players from 22 U.S. lotteries will have the chance to cruise in January 2019 from Fort Lauderdale to the Caribbean. They'll enjoy an exclusive live performance by Kenny Loggins and compete for a total of \$250,000 in on-board prizes. Five of Maryland's winners from the 2017 Power Cruise promotion took home an additional \$500 prize!

HOW TO ENTER

Download the *Power Cruise Collect 'N Win* mobile app to your smartphone from your app store. Using the app, scan the *Powerball*[®] ticket barcode to enter that ticket or manually enter tickets online at mdlottery.com/powercruise.

BIGGER! BETTER! MORE!

- **Six drawings:** May 3, 10, 17, 24, 31; June 7.
- **Winners:** 25 Maryland Lottery winners.
- **Five-day cruise:** Includes round-trip airfare, overnight accommodations and passage for two on the Majesty of the Seas[®].

Ask your district manager for details or visit mdlottery.com/powercruise.

WINELAND WINS TOP SALES HONOR

KUDOS TO longtime district manager **Bill Wineland**, winner of the FY 2018 District Manager of the 2nd Quarter Award.

The St. Mary's County resident joined the Lottery 15 years ago after a career that included insurance sales, food sales and Lottery products. He owned an Annapolis liquor store and was a Lottery retailer!

This is Wineland's second top sales award at the Lottery, where he works with 123 retailers in Charles County and a small section of Prince George's County. Wineland has worked the same territory all of these years and knows his retailers well.

"Bill is a top performer on my team and consistently earns praise from his retailers," said **Donna Cinotti Zawitoski**, Sales regional manager.

Also nominated by their regions for the honor were **David Browne**, Region 4; **Bryan Byers**, Region 1; and **Scott Kershaw**, Region 2.



Bill Wineland, right, with John Martin, chief revenue officer.

APRIL SCRATCH-OFFS

LAUNCH: APRIL 23

\$1 – Double Doubler / #381

\$1,000 top prize (40)

\$5 – Cash Craze Doubler / #372

\$50,000 top prize (11)

\$10 – WILLY WONKA GOLDEN TICKET™

#366 / \$100,000 top prize (8)

Second-chance contest

LAUNCH: MAY 21

\$1 – \$2,000 Jackpot / #373

\$2,000 top prize (25)

\$2 – \$20,000 Jackpot / #374

\$20,000 top prize (5)

\$5 – \$100,000 Jackpot / #375

\$100,000 top prize

\$10 – \$200,000 Jackpot / #376

\$200,000 top prize

LAUNCH: JUNE 25

\$2 – Old Bay / #367

\$3 – Dominoes / #377

\$5 – Hot Riches / #378

\$10 – Diamond 10s / #379

\$20 – \$1,000,000 Blowout / #380



BATTER UP FOR HOME RUN RICHES

Feb. 26-Aug. 27

THE ORIOLES' 2018 SEASON is in full swing and it's time to join the big leagues. Boost sales of our popular *Home Run Riches* scratch-off by promoting its second-chance Contestant of the Game promotion. Remind players to enter non-winning scratch-offs into the second-chance contest through [My Lottery Rewards](http://MyLotteryRewards.com).

PROMOTION HIGHLIGHTS

- **One** non-winning *Home Run Riches* scratch-off equals one entry.
- **Winners:** 162; one for each regular season Orioles game.
- **Upcoming drawings:** April 24, May 29, June 26, July 24, Aug. 28.
- **Prizes:** \$500 for selection plus \$500 for every home run hit by an Orioles player in that game.
- **Details:** mdlottery.com/homerun.



WIN NYC SPA DAY WITH MARILYN MONROE™ GAME

March 26-Aug. 13

PLAYING THE \$2 Marilyn Monroe™ scratch-off can lead to glamour, glitz and cash prizes! The second-chance promotion features a grand-prize trip to the 4,200-square-foot, full-service Marilyn Monroe Spa in New York City. Enjoy transportation by plane or train for two, a three-night hotel stay in Times Square, \$1,000 spa credit and \$5,000 cash. Eight other winners will receive \$5,000 cash. Entry is through [My Lottery Rewards](http://MyLotteryRewards.com).

PROMOTION HIGHLIGHTS

- ♥ One non-winning scratch-off equals one entry.
- ♥ **Drawings:** April 24, May 22, June 19, July 17, Aug. 14.
- ♥ **Details:** mdlottery.com/Marilyn

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BOOK SIZE CHANGES IN PLACE

DID YOU REVIEW the retailer information sheet that arrived in the Red Bag on changes coming to scratch-off book sizes?

We plan to change pack sizes for the \$1, \$2, \$10 and \$20 books that launch on or about April 23. These changes will bring pack sizes in line with industry standards, should improve sell through of \$1 and \$2 games

and reduce reorders of \$10 games. Changes to the \$30 scratch-off packs took place in February.

Of course, this does not affect reorders of games we launched before April. These games will arrive in scratch-off books of the same size and cost as they were originally.

Questions? Ask your district manager or visit the Retailer Corner website.



GAME SUBSCRIPTION CHOICES EXPAND

A NEW SUBSCRIPTION SYSTEM available this spring is giving players expanded options. In addition to *Mega Millions*® and *Multi-Match*®, players can now subscribe to *Powerball*® and *Cash4Life*®. They sign up through [My Lottery Rewards](http://MyLotteryRewards.com). Check Retailer Corner for details.



RSVP FOR APRIL REGIONAL MEETINGS

ARE YOU SIGNED UP for one of the April 3-19 Regional Advisory Board meetings? There's still time to RSVP for the session of your choice.

Join us at one of our nine meeting sites around the state. Get details on conversion-related issues, website changes that will let you access detailed information on your account, upcoming promotions and more. For meeting dates, times and locations, visit Retailer Corner or refer to your invitation or ask your district manager. We hope to see you!



CONVERSION UPDATE: Vending Machines Coming!

THE LONG-AWAITED statewide rollout of our new vending machine equipment starts soon! Retailers receiving the PlayCentral HD (PHD) or PlayCentral EX (PEX) vending machines should have the dedicated outlet required for the equipment installed and ready for use.

The PHD, which resembles an enlarged smart phone and sells all Lottery games, will go to approximately 1,800 locations. Scientific Games crews will install 800 units by December 2018 and the remainder in 2019.

We are phasing in the PEX over the next two years, installing 125 units by December and the rest in 2019. The PEX sells jackpot and draw games, *Keno* and *Racetrax* tickets.



Nerup Rollakanty, retailer

RETAILERS: Joseph Rollakanty and Nerup Rollakanty

REGION 1

OLNEY SHELL, OLNEY

Reason for Selection: This father-and-son team took over the popular business in 2016. They celebrated top-prize scratch-off wins of \$50,000 and \$100,000 in November and December! Paying attention to regular Lottery players and welcoming new players keeps them busy with Lottery sales. A comfortable stay-and-play area plus friendly, helpful employees keeps the regulars as well as the newcomers happy.

District Manager: Lisa Reilly

REGION 2

RETAILER: Samreen Yameen

WINTER PLACE MARKET, SALISBURY

Reason for Selection: Samreen “Sam” Yameen is an outstanding retailer partner. About a year ago, she opened this business. It’s evident by their sales increase of 371.7 percent in 2017 that she continues to work her Lottery magic. Sam installed her own large-screen *Keno* and *Racetrax* monitors to ensure the games are visible from all areas of her store and increased monitor sales.

District Manager: Tom Faulkner



Owner Samreen Yameen with Tom Faulkner



Vedant Bhatt, store clerk

RETAILER: Janaki Kasawala

REGION 3

FREDDIE’S LIQUORS, FORESTVILLE

Reason for Selection: Janaki Kasawala is always open to suggestions to help maximize sales. Freddie’s Liquors has 62 facings and offers customers a comfortable stay-and-play area, which is very popular with area Lottery players. In October, the lucky Lottery store sold a \$50,000 *Bonus Match 5* ticket, which generated lots of player excitement and increased sales.

District Manager: Karen Mitchell

REGION 4

RETAILERS: Harry Patel and Reema Patel

J CONVENIENCE, PARKVILLE

Reason for Selection: This retailer has the highest weekly scratch-off sales in Baltimore County and the best stay-and-play area featuring theater-plush and handicapped accessible seating along with a weekly in-store second-chance contest. The Patels have the largest scratch-off display (150 dispensers) in the county, custom Lottery signage, outdoor seating, 50-inch monitors among the eight monitors plus a full-service counter area.

District Manager: Roger Insley



Reema Patel and Harry Patel, retailers

WE SALUTE JANUARY WINNERS!

CONGRATULATIONS TO these winning retailers! In January, they sold winning tickets of \$10,000 and up or winning scratch-offs of \$50,000 and up. Many of them earned a Maryland Lottery bonus for these sales. Check Retailer Corner at mdlottery.com to see all of the monthly lists of lucky retailers.

TERMINAL AND JACKPOT GAMES

RETAILER	PRIZE
5 CARD CASH	
7-Eleven #18127, Eldersburg	\$10,000
BONUS MATCH 5	
Jerry's Liquors, Brunswick	\$50,000
Wilkins Liquors, Baltimore	\$50,000
KENO	
Blue Sky Bar & Grill, New Market	\$12,510
Goshen Plaza Beer & Wine, Gaithersburg*	\$12,500
MEGA MILLIONS	
Marlboro Liquors, Upper Marlboro*	\$40,000
Royal Farms #41, Baltimore	\$30,000
7-Eleven #33051, Timonium	\$10,000
Good Day Market, Prince Frederick	\$10,000
MULTI-MATCH	
Coventry Way Exxon, Clinton*	\$2.85 million
POWERBALL	
Spirits & Wine of Calvert, Prince Frederick	\$150,000
Grove Beer & Wine, Rockville*	\$50,000
Kings Contrivance Exxon, Columbia	\$50,000
RACETRAX	
Pikesville Mobil, Pikesville*	\$62,576
Vino's Liquor & Wine, La Plata*	\$53,796
Pantry 1 Food Mart, Randallstown*	\$12,493



B. Wawa #8506: Employees pose with Stephen Hill, store manager (far right)



A. Greensboro Quick Shop: Retailers Bhavisha and Chandresh Patel

SCRATCH-OFFS

RETAILER	GAME
\$1 MILLION	
E&C Mid-Atlantic #7301, Germantown	Cash Explosion
Greensboro Quick Shop, Greensboro*	100X the Cash (A)
High's #83, New Market	Win Big
\$100,000	
Clinton Crossings Exxon, Clinton*	\$100 Grand
Convenience Express, Silver Spring*	Maximum Money
Jimmie's Corner, Hughesville	Winter Ice Multiplier
Kim's Food Market, Baltimore	Winter Ice Multiplier
Pal Liquors & Gas, Leonardtown	Big Money Bingo
Rt. 40 BP, Catonsville*	50X the Cash
Salisbury Crown, Salisbury*	\$1,000 Frenzy
Wawa #8506, Cockeysville	\$100,000 Crossword (B)
\$50,000	
Discount Liquors, Huntingtown*	Payday Doubler
Fallston BP, Fallston	\$2,000,000 Fortune
Grand Ritchie Liquors, Pasadena	Cash Explosion
Padonia BP, Lutherville	\$50,000 Bonus Cash
Pal Liquors & Gas, Leonardtown	100X the Cash
Patapsco Village Liquors, Baltimore*	Bingo Plus
Patel's Corner, Baltimore*	Payday Doubler
Perry Hall BP, Baltimore	Win Big
Soda Pop Shop, Parkville	Holiday Riches
Walnut Hill Exxon, Gaithersburg*	\$50,000 Bonus Cash
Wawa #556, West Ocean City	\$5 Ravens

*EXPANDED CASHING AUTHORITY PROGRAM RETAILER