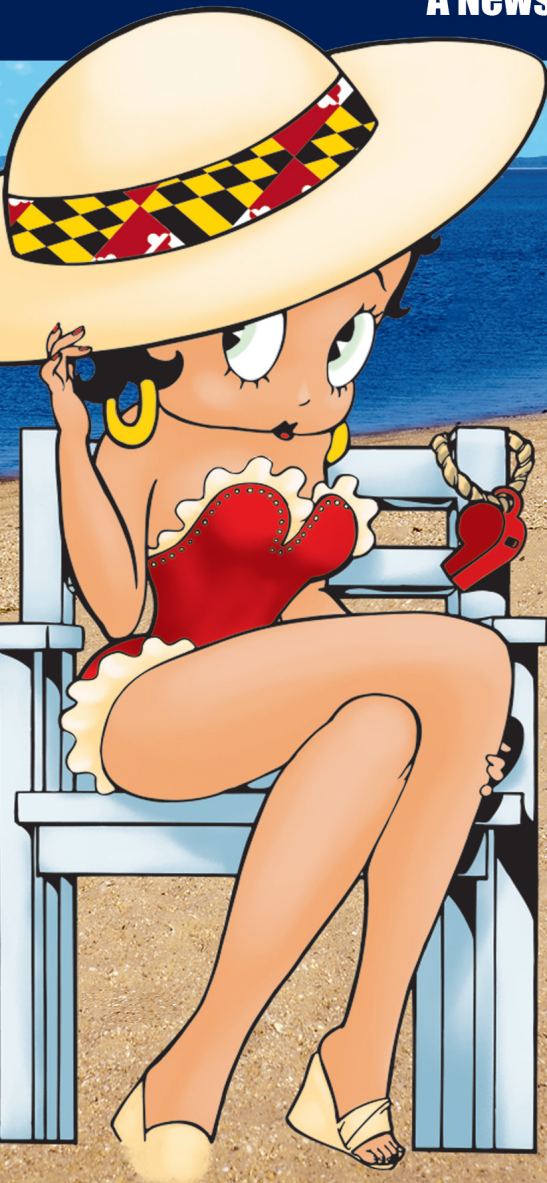


MARYLAND LOTTERY® RETAILER REPORT

A Newsletter for Maryland Lottery Retailers

April - June 2017



ENJOY BUCKETS OF FUN WITH BEACH GETAWAYS & LOTS OF CASH PRIZES!

Welcome Betty Boop™, Family Feud® and Home Run Riches to your best-seller list. Their fabulous second-chance promotions can supercharge your customers' summer fun! Players can try to win a beach getaway with our \$2 Betty Boop (#322) scratch-offs. Batter up for big bucks with the \$5 Home Run Riches (#321) game or our \$5 Family Feud (#327) game.

Players simply enter non-winning scratch-offs from these games into [My Lottery Rewards](#) for a chance to win. See page 4 for details.

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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

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DIRECTOR'S MESSAGE



Spring is the perfect season to take stock of your Lottery space and make changes to boost sales.

One of our top priorities for this fiscal year, and one with the most potential, is growing our instant ticket sales. A recent audit of 800 Maryland retailers' in-store practices (**see page 3**) found numerous enhancements and strategic changes stores can incorporate to boost revenues. Have you added countertop dispensers to showcase families of

games? Do you have enough instant ticket facings available to your customers and are you keeping your dispensers fully stocked? Is your point-of-sale current and positioned for maximum visibility?

With simple improvements to your in-store Lottery space, you can increase your bottom line and help us to once again close out the fiscal year with record sales and revenue! Thank you again for all that you do.

Sincerely,

Gordon Medenica, Director

REED WINS DISTRICT MANAGER HONORS

Congratulations to longtime Lottery employee Mary Reed, who was honored as District Manager of the Second Quarter at the January sales team meeting.

A Lottery employee for 22 years, she started in the Agent Administration department and moved to Sales in 1999. Her retailer territories have included five counties plus the Eastern Shore. She now works with stores in Baltimore, Cecil and Harford counties.

"In her mostly rural territory, she has pushed monitor game upgrades and installs to help her retailers improve sales and their revenues are rising," said Mary

Newman, manager of Region 2. She nominated Reed for the honor. "Mary is outperforming her peers."



Retailer interactions are this district manager's favorite part of her job. "Everywhere I've ever worked, I've had the best retailers," she said. "Ninety-nine percent of them are willing to listen and take advice. I've had wonderful cooperation and that makes for a great partnership."

AUDIT OF 800 RETAILERS YIELDS VALUABLE FINDINGS

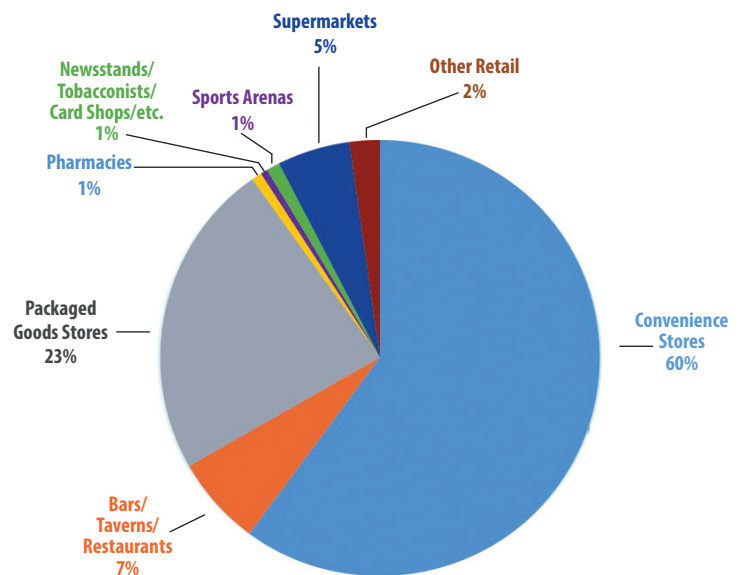
Thanks to the nearly 800 retailers from around the state who participated in a valuable November audit of in-store merchandising practices and in-store promotions. The results, while encouraging, reveal areas of opportunities for you to increase sales and commissions.

Examples include:

- **Increase** promotional point-of-sale (POS) placement in three high-traffic areas in your store – the exterior, entry and point of purchase (terminal).
- **Learn** about and follow proper Lottery merchandising practices.
- **Keep** self-service vending machines stocked – don't lose a sale opportunity!
- **Increase** on-counter instant ticket facings to bring numbers in line with averages at other successful state lotteries.

Learn more about these and other merchandising ideas when you attend an upcoming Regional Advisory Board meeting. See the article below for details.

CATEGORIES OF STORES VISITED



(Percentages are rounded)



RSVP FOR REGIONAL MEETINGS

ARE YOU SIGNED UP to attend one of the April Regional Advisory Board meetings? There's still time! Join other retailers and store managers at one of the 90-minute sessions scheduled from **April 11 to April 27** at locations around the state.

Be among the first to know about upcoming products and promotions, inventory management tips, the status of your new Lottery equipment and more. For the list of meeting dates, times and locations, check Retailer Corner at mdlottery.com or ask your district manager for details. We hope to see you there!

MY LOTTERY REWARDS UPDATE

Check My Lottery Rewards for current points-for-drawings and other second-chance promotions so you can help customers get double the fun from their Lottery purchases. Remind them that joining is fast and easy. Simply go to mdlottery.com/rewards for details.



SCOOP ON BETTY BOOP

(March 27-Aug. 21)

- **One** non-winning *Betty Boop* scratch-off equals one entry.
- **Prize:** One-week vacation in Ocean City plus \$1,000 Visa gift card.
- **One** winner per drawing.
- **Four drawings:** May 30, June 27, July 25 and Aug. 22.
- Entries do not carry over to the next drawing.



HOME RUNS EQUAL CASH

(Feb. 27-Aug. 28)

- **One** non-winning *Home Run Riches* scratch-off equals one entry.
- **Prizes:** 162 Contestants of the Game selected. Each receives \$500 for selection plus \$500 for every home run hit by an Orioles player in their game.
- **Six drawings:** March 28, April 25, May 23, June 20, July 25 and Aug. 29.
- Entries **do not** carry over to the next drawing.



SURVEY SAYS: FAMILY FEUD®!

(April 24-Aug. 28)

- **One** non-winning *Family Feud* scratch-off equals one entry.
- **Prizes:** One \$50,000 prize and 10 \$500 prizes per drawing.
- **Three drawings:** June 6, July 18 and Aug. 29.
- Entries **do not** carry over to the next drawing.



UPCOMING POINTS FOR DRAWINGS

Kitchen Renovation Package (Through April 10)

Estimated prize value: \$9,478.59 before taxes.

12-piece Cooking Set (Through April 10)

Estimated prize value: \$265.24.

Entertainment Package (Through May 8)

Estimated prize value: \$5,097.89 before taxes.

Movie Time Package (April 11-May 8)

Estimated prize value: \$348.34.

ENTER TO WIN
A RENOVATION
PACKAGE.
ENTER NOW!



◆◆◆◆◆
**NOW THROUGH APRIL 10TH
50 POINTS TO ENTER**
◆◆◆◆◆



Racetrax
PROMOTION

TERMINAL GAME NEWS
May 1-28 | \$6 FOR \$5 – Get a \$1 discount on any \$6 bet.

SCRATCH OFFS

Visit Retailer Corner at mdlottery.com for monthly updates on scratch-off launches, ticket prizes and final claim dates.



LAUNCH: APRIL 24

- \$2 – Double Match (#293)**
\$10,000 top prize (4)
- \$5 – Family Feud (#327)**
\$50,000 top prize (10)
- \$10 – Maximum Money (#316)**
\$100,000 top prize (9)
- \$20 – Ultimate Riches (#320)**
\$1 million top prize (7)+
+ Paid through annuity

LAUNCH: MAY 22

- \$1 – \$50 Frenzy (#323)**
\$1,000 top prize (25)
- \$2 – \$100 Frenzy (#324)**
\$10,000 top prize (5)
- \$5 – \$500 Frenzy (#283)**
\$50,000 top prize (8)
- \$10 – \$1,000 Frenzy (#325)**
\$100,000 top prize (7)

LAUNCH: JUNE 26

- \$3 – Ca\$hingo (#317)**
\$30,000 top prize (6)
- \$5 – Power 5s (#318)**
\$50,000 top prize (8)
- \$10 – Super Triple 10s (#294)**
\$100,000 top prize (6)

LAST DAY PLAYERS CAN CLAIM PRIZES

APRIL 5

\$2 – \$10,000 Gold Rush / #241

APRIL 12

\$5 – Neon x10 / #205

APRIL 13

\$1 – \$1,000 Gold Rush / #240

\$2 – Neon x5 / #204

– Black Pearl 7s / #223

\$3 – Twisted Treasures / #193

– Fruit Explosion / #211

\$5 – Extreme Green / #221

– Double Your Dollars / #224

\$20 – Hit it Big / #207

APRIL 23

\$5 – The Wizard of Oz™ / #231

MAY 28

\$5 – Fantasy 5s / #264

JUNE 8

\$1 – Mustache Cash / #191

– Fat 50s / #201

– Blazing 777 / #251

\$2 – The Walking Dead® / #244

– Lucky Bucks Bingo / #256

\$5 – Hot Hand / #198

– Amazing 8s / #210

\$10 – Neon x20 / #206

– \$10,000 Gold Rush / #243



PROMOTE RESPONSIBLE GAMBLING

Do you have customers who might have a problem responsibly managing their Lottery play?

We've added a responsible gambling message option to all terminals to help you and your staff discreetly address this important issue.

Before you give your customer the ticket from the Lottery purchase, also print out our problem gambling resource helpline number. Simply give them the game and helpline number together.

Follow these steps:

1. Access the **REPORTS** tab on your Extrema terminal. **(A)**
2. Click on **NEW MESSAGES**.
3. Where you previously would see a **GENERAL INFO** tab, you will now see a **RESPONSIBLE GAMING** tab. **(B)**
4. Select the tab and see a print preview on your screen. **(C)**
5. Print the helpline number and give it to your customer. **(D)**



A



B



C



D

EARN COMMISSION\$ WITH INSTANT WIN COUPONS

GREAT NEWS, **RETAILERS!** Earn selling and cashing commissions with our "Instant Win" promotion starting in May. Designed to attract a new audience to scratch-off play, "Instant Win" coupons will be distributed by Lottery staff at events.

These colorful coupons look like a \$1 scratch-off and play like a scratch-off but have no cash value. Players redeem them at your store for vouchers worth \$1 to \$5, which they use to purchase scratch-offs.

To redeem the coupon, scan its barcode. The terminal will print out a voucher and you earn a cashing commission of 3 percent. If the player uses the voucher to "purchase" scratch-offs from

your store, you then earn a selling commission of 5.5 percent. If they win with any of their scratch-offs and cash them at your store, you earn another cashing commission.

Vouchers are good for 60 days. Contact your district manager with any questions or visit mdlottery.com.



COMMISSION



Retailer **Suraj Pandey**

7-Eleven #21081, Ellicott City

Type of Business: Convenience store

Retailer: Suraj Pandey

Reason for Selection: The owner always makes time to talk with the district manager on every visit. He is always enthusiastic about promoting the Lottery and open to suggestions. In addition, his employees are very friendly to their loyal customers, which helps keep sales strong.

District Manager: Jonathan McIntosh

REGION 1

Riverside Sunoco Plus, Belcamp

Retailers: Sam Thakkar and Dipen Patel

Type of Business: Gas station

Reason for Selection: This retailer, by working hard to improve sales, is experiencing a 14 percent overall increase in its 13-week sales average. Scratch-off sales are up 47 percent over the same time last year and still climbing. The business attained XCAP status in May 2016, which further enhanced its sales.

District Manager: Mary Reed



Co-owner **Sam Thakkar**

REGION 2



Store clerk **Wesley Sims**

Twist Wine & Spirits, Lexington Park

Retailer: Bipin Patel

Type of Business: Liquor store

Reason for Selection: This retailer recently completed a change of ownership and expanded its Lottery operations to improve sales. The new owner increased the store's instant ticket facings and began promoting winners in the store. Lottery customers are also enjoying their new stay-and-play area.

District Manager: Vivian Bell

REGION 3

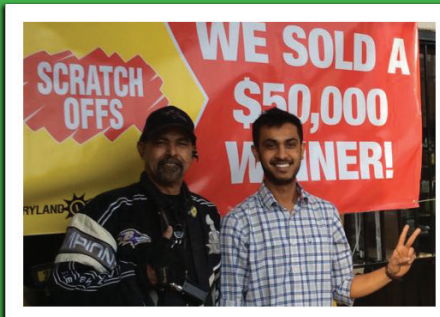
Jolly's Food & Convenience Mart, Baltimore

Retailer: Prakash Patel

Type of Business: Convenience store

Reason for Selection: Located on Monroe Street, this retailer was always one of the city's top sellers. In April 2015, that changed. Jolly's was one of many stores affected by the civil disturbance. About a year and a half later, the determined retailer reopened. The store's faithful Lottery customers have slowly returned and Lottery sales are steadily rising.

District Manager: Van Daniels



Manager **Bunty Patel** (right) with **Van Daniels**

REGION 4

LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO these lucky retailers for January 2017! They sold winning tickets and scratch-offs of \$20,000 and up and earned a Maryland Lottery bonus.

Check Retailer Corner at mdlottery.com for monthly lists of lucky retailers who have sold winning tickets and scratch-offs of \$10,000 and up!



TERMINAL AND JACKPOT GAMES

RETAILER	PRIZE
BONUS MATCH 5	
Sam's Wine & Spirits, Owings Mills	\$50,830
KENO	
Patuxent Moose #2393, Hollywood	\$30,000
Jilly's, Pikesville	\$16,024
MEGA MILLIONS	
High's #36, Annapolis	\$25,000
Gude Drive Exxon, Rockville	\$20,000
MULTI-MATCH	
Atomoco, Glen Burnie	\$1,350,000



(A) RETAILER: Whisker's Bar & Grill, Berlin

POWERBALL	
Earl's Super Liquors, Oxon Hill	\$50,000
Hughesville Sunoco, Hughesville*	\$50,000
ShopRite #542, Timonium	\$50,000
Sunset Restaurant & Lounge, Glen Burnie	\$50,000
US Fuel, Berwyn Heights	\$50,000
RACETRAX	
Whisker's Bar & Grill, Berlin	\$19,821 (A)
Old Farm Liquors, Frederick	\$14,706
Yi's Liquors, Baltimore	\$13,971
Franklin Boulevard Exxon, Reisterstown	\$11,741.50
Whisker's Bar & Grill, Berlin	\$10,718

SCRATCH-OFFS

PRIZE / RETAILER	GAME
\$1 MILLION	
Old Greenbelt BP, Greenbelt	100x The Cash
\$100,000	
7-Eleven #11575, Olney	Bingo Gold
7-Eleven #11575, Olney	Maximum Jackpot
7-Eleven #39135, Elkridge	The Big \$10 Ticket
A-1 Choice, Frederick*	Your Fortune
All in One Convenience Store, Belcamp*	Winter Tripler
Broadneck Exxon, Annapolis*	\$5 Ravens
Niki Food Mart & Lottery, Baltimore*	The Big \$10 Ticket
Weis Markets #172, Bel Air	Super Crossword
\$50,000	
Chop Tank Beer & Wine, Riverdale	20x The Cash
Clarksburg Liberty, Clarksburg	Holiday Cash Times 10
Colesville Beer & Wine, Silver Spring*	All Cash No Taxes
Compass Express, Baltimore	Triple Green Crossword
Dennis Express, Takoma Park	Green Doubler



(B) RETAILER: Doc's F&B Liquors, Glen Burnie



Doc's F&B Liquors, Glen Burnie*	\$5 Monopoly (B)
Grossman's Liquor, Baltimore	All Cash No Taxes
Hampton Mall Exxon, Capitol Heights	100x The Cash
High's #38, Woodbine	Diamond Spectacular
Normandy Sunoco, Ellicott City	Holiday Cash Times 10
Safeway #1539, Pasadena	\$1,000,000 Platinum Play
Sheetz #318, Great Mills	Pay Me!
Shore Stop #239, Stevensville	The Price is Right
\$30,000	
7-Eleven #20159, Hagerstown	Loteria
Doc's Liquors, Baltimore	Cash Craze Crossword
M&M Liquors, Baltimore	Treasure Island
Queens Chapel Liquors, Hyattsville	Peppermint Payout
Speedy Mart, Dundalk*	Cash Craze Crossword
\$20,000	
Giant #344, Elkridge	\$2 Ravens
Safeway #1129, Dunkirk	Scrabble

*Expanded Cashing Authority Program Retailer