

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2019



RETAILER TRAINING MOVES ONLINE

MEGA MILLIONS JACKPOT ROLL

See page 4

WE'RE MAKING TRAINING EASIER THAN EVER BEFORE. Gone are the days of new retailers traveling to Baltimore to learn how to use our equipment. Our new e-learning webinars give you the power to choose the time, place and device to learn how to use Lottery equipment.

This web-based training is coordinated by Scientific Games International. Train on a personal computer, laptop, tablet or smartphone. Watch each of the 13 training sessions at

your convenience, 24 hours a day and seven days a week. Topics include how to sell individual games, use each piece of equipment and share responsible gambling information.

Retailers can get training login information by emailing Scientific Games at lottery-maryland-training@scientificgames.com. Make sure you, your managers and clerks are trained. New retailers will get their terminal login information before equipment installation takes place.

Farewell 2018, Hello 2019!

HAPPY NEW YEAR! Are you having fond memories of our *Mega Millions* mania? I really appreciate your hard work during our historic jackpot roll last fall, which coincided with the launch of our holiday scratch-offs and second-chance promotion. What an amazing time!

On Oct. 23, the day of the \$1.537 billion jackpot drawing, *Mega Millions* sales in Maryland totaled nearly \$9.8 million. The jackpot run rocketed our *Mega Millions* revenues — see **page 4**. Thank you for successfully helping our players chase their jackpot dreams!



Now, the New Year has arrived along with an exciting lineup of products and promotions. January brings our *Cash Payout* family of games and second-chance promotion. In February, we'll launch our third \$30 ticket, *\$2,000,000 Richer*, featuring a \$2,000,000 prize — and \$2,000 retailer bonus — along with our popular *Home Run Riches* game and second-chance promotion.

While these are exciting times in the Lottery industry, we must remember that for some, gambling is an addiction — not a choice. March is National Problem Gambling Awareness Month. Please complete our webinar on this issue if you or your managers and clerks have not yet done so. See **page 6**.

Thank you, again, for all that you do for us and for our players. We make a great team!

Sincerely,

Gordon Medenica
Director

REGIONAL ADVISORY BOARD

SIGN UP NOW for your April Regional Advisory Board session. Check Retailer Corner at mdlottery.com for dates, times and locations. Call 410-230-8913 or email DLadvisoryboard_mlgca@maryland.gov with your choice. Remember, attendance is mandatory for Expanded Cashing Authority Program (XCAP) retailers. See you soon!

**RSVP
TODAY!**

MARYLAND  LOTTERY®

RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

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

WAVE or Flair Terminal,
PlayCentral HD (PHD),
PlayCentral EX (PEX) and
Player Activated Terminal (PAT)
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

ACCOUNTING, 1099s, NSF QUESTIONS
accounting.mlgca@maryland.gov

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure. Questions? Visit mdlottery.com/about-us/responsible-play or contact **Jasmine Countess** at 410-230-8798 or jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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WHAT'S NEW IN SCRATCH-OFF NEWS

Visit Retailer Corner each month at mdlottery.com to see the new instant tickets coming and their top prizes. We'll list full details there for March games.



- LAUNCH: JAN. 21**
- \$1 – \$3,000,000 Cash Payout /#402*
\$1,000 top prize
 - \$2 – \$4,000,000 Cash Payout /#403*
\$10,000 top prize
 - \$5 – \$15,000,000 Cash Payout /#404*
\$50,000 top prize
 - \$10 – \$20,000,000 Cash Payout /#405*
\$100,000 top prize
- *Second-chance contest (See page 7)*

- LAUNCH: FEB. 25**
- \$2 – Moneybag Multiplier /#410
\$10,000 top prize
 - \$3 – Bonus Crossword /#411
\$30,000 top prize
 - \$5 – Home Run Riches /#416
\$50,000 top prize
 - Second-chance contest**
(See page 5)
 - \$10 – \$250,000 Rich /#417
\$250,000 top prize
 - \$30 – \$2,000,000 Richer /#418
\$2,000,000 top prize**
- **Paid by annuity**

- LAUNCH: MARCH 25**
- \$1 – EZ Bucks /#419
\$1,000 top prize
 - \$2 – I Love Lucy /#420
\$10,000 top prize
 - \$5 – Stacks of Cash /#421
\$50,000 top prize
 - \$5 – Loteria /#433
\$50,000 top prize

\$2,000,000 RICHER JOINS \$30 SCRATCH-OFFS OFFERINGS

HERE COMES OUR third \$30 scratch-off! We're expecting great things from our \$2,000,000 Richer game, which will give you a \$2,000 bonus for selling one of its top-prize winning scratch-offs. Look for this game's launch on **Feb. 25**.

Our \$2,000,000 Fortune game that launched in February 2017 was our first at this price point. The \$2,000,000 Mega Bucks game followed with similar strong sales in February 2018. Nationally, scratch-offs at the \$25 and up price point saw a 23 percent increase in sales in Fiscal Year 2018,* which signals that bringing another \$30 game to stores is a smart business decision. Happy selling!

*September / October issue, La Fleur's Magazine



MEGA MILLIONS JACKPOT ROLL IGNITED SALES



Director Gordon Medenica appeared on national news programs, including the Today Show on Oct. 20 and Oct. 24.

RETAILERS ENJOYED blockbuster sales as players chased the near world record \$1.537 billion *Mega Millions* jackpot last fall. Long lines formed in stores, with the heaviest *Mega Millions* sales taking place in Maryland from 6-7 p.m. on Oct. 23 to the tune of more than \$1.3 million. A ticket sold in South Carolina stopped the jackpot's roll that night.

"These are the times we live for," said Maryland Lottery Director **Gordon Medenica**, who appeared

on national TV news shows in his role as lead director for the *Mega Millions* consortium. "We've never seen this kind of action before."

A few fun Maryland *Mega Millions* facts:

- **Oct. 23:** Sales surpassed the \$1 million mark in each of the three hours between 5 p.m. and 8 p.m.
- **Oct. 19 and Oct. 23:** On the last two drawing days before the jackpot win, Maryland *Mega Millions* sales totaled \$18.7 million. That represents 21 percent

of our total *Mega Millions* sales for all of Fiscal Year 2018 (\$88.6 million).

- **Total draw game sales** in Maryland Oct. 20-23 were \$31.8 million. *Mega Millions* sales accounted for half of our draw game sales in those four days.
- **Retailer commissions:** From July 27 (\$40 million jackpot's first drawing) through Oct. 23, retailer commissions at 5.5 percent of our \$58,460,126 in *Mega Millions* sales reached \$3,215,307.



Award winner Michael Marcos, right, with John Martin, chief revenue officer.

MARCOS WINS TOP SALES AWARD

CONGRATULATIONS to **Michael Marcos**, who won District Manager of the First Quarter honors for Fiscal Year 2019.

The Calvert County resident's territory covers Prince George's County and part of Charles County. After a career working in flooring and soft drink sales, Marcos joined the agency in April 2017. He values his interactions with his 123 retailers and players alike. His favorite part

of the job is working closely with retailers to help improve their sales.

Having the highest sales growth number year to year for the quarter was a key factor in his selection, along with his great rapport with retailers and skilled use of tools supplied to help grow their sales.

"He is a great asset to his retailers and to the Lottery," said his regional manager, **Donna Cinotti Zawitoski**.





HOME RUN RICHES SCRATCH-OFF RETURNS!

GET IN THE GAME with our baseball-themed *Home Run Riches* scratch-off! This \$5 instant ticket and its ever-popular *Contestant of the Game* second-chance promotion return on **Feb. 25**, just days after the Orioles' first spring training game.

Alert your players when this fan-favorite scratch-off arrives with its \$50,000 top prizes and watch your sales soar! Ask your district manager for details about the second-chance promotion, which carries cash prizes tied to every home run hit by an Orioles player in the winner's designated game. Or, visit mdlottery.com/homerun on Feb. 25.

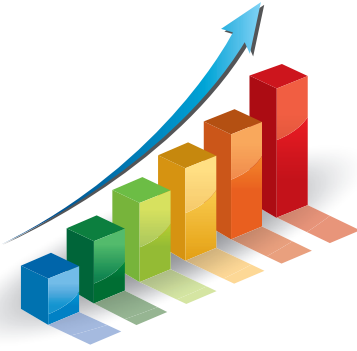
HAPPY SALES!

MY LOTTERY REWARDS™
UPDATE

Enter Draw Points for a chance to win Points for Drawings including a vacation to Key West, the U.S. Virgin Islands or up to \$500 cash!
Visit mdlottery.com/rewards.

keno
Sprinkler
COMING IN MARCH
A CHANCE TO
DOUBLE OR TRIPLE YOUR WINNINGS!

CUSTOMER SATISFACTION RATING CLIMBS



WE'RE MAKING our players happier! Customer satisfaction with in-person and online interactions with state employees — including Maryland Lottery & Gaming — improved in Fiscal Year 2018. The state's overall customer satisfaction rating reached 87.7 percent, compared to 81.7 percent in FY 2017.

We handle calls and emails involving player interactions with retailers, issues with equipment as well as questions about our games and second-chance promotions. Our customers provide feedback via links to a survey in state employees' email signature blocks and on state agency websites. You can access the state survey findings online.

MARCH IS PROBLEM GAMBLING AWARENESS MONTH

HAVE YOU AND YOUR STAFF completed the Maryland Lottery and Gaming webinar on responsible gambling? We encourage you to do so. Visit retailercorner.mdlottery.com/webinar. The password is **training2**.

As part of our ongoing commitment to encourage responsible gambling, we support the state and national designation of March as Problem Gambling Awareness Month. We want to help raise public awareness about resources available to people with gambling problems. You can help, too! Complete the webinar and be in the know.



PROBLEM GAMBLING AWARENESS MONTH
HAVE THE CONVERSATION

RETAILER SPOTLIGHT



Manager Biniam

SUNSHINE ETHIO Takoma Park

Reason for Selection: Retailer Solomon Lakew purchased this business in June 2015. Since then, he has increased sales by around 50 percent! Among the changes Lakew made was to increase the number of employees working shifts so Lottery players no longer have to wait to make purchases. This has helped increase sales. The staff also provides friendly customer service, which keeps players coming back.

District Manager: **Steven Rosen**



Retailer Qaiser Mahmood

EAGLE EXPRESS MART Salisbury

Reason for Selection: Qaiser Mahmood is a very ardent Lottery retailer and it shows in the store's growing Lottery sales. The business experienced a Lottery sales increase of 37.4 percent this fiscal year to date, which is just shy of \$37,000. Eagle Express Mart also sold a top-prize \$2,000,000 Fortune scratch-off, which earned the store a \$2,000 bonus.

Regional Manager: **Mary Newman**

CASH PAYOUT!



CASH PAYOUT PROMOTION: Jan. 21-April 29

OUR JANUARY Cash Payout family of games offers players months of fun through a cash-prize second-chance promotion. Players can enter non-winning \$1, \$2, \$5 and \$10 scratch-offs from this instant ticket family into My Lottery Rewards for a chance to win one of 40 cash prizes of \$2,500!

We'll award 10 \$2,500 prizes in each of the four drawings. Entries are cumulative. Drawing dates are Feb. 19, March 12, April 2 and April 30. Visit mdlottery.com for full details on this exciting promotion.



(From left) Employees Angel Reeves, Vicky Dotson and Debbie Musgrove.

GIANT #343
Lusby

Reason for Selection: Giant Community Manager Debbie Musgrove, who accepted a banner celebrating the store's \$100,000 top-prize sale of a WILLY WONKA GOLDEN TICKET™, says it's good for the community to see the store has big Lottery winners. Employees provide friendly customer service to players and keep its scratch-off inventory well stocked and current.

District Manager: Vivian Bell



Retailer Jung Lee, right, with Van Daniels, his district manager.

MAIDEN CHOICE LIQUORS
Baltimore

Reason for Selection: A winning \$50,000 Bingo Plus scratch-off sold at this retailer puts this lucky store in the spotlight. An Expanded Cashing Authority Program retailer, Maiden Choice Liquors caters to players' needs and is a gathering place for Lottery regulars. Jung Lee follows best practices for high-volume retailers and welcomes suggestions for ways to increase sales.

District Manager: Van Daniels





CONGRATULATIONS TO these lucky retailers, who sold winning tickets of \$20,000 and up or winning scratch-offs of \$50,000 and up in October. Check the Retailer Corner at mdlottery.com for a complete list of lucky October retailers.

TERMINAL AND JACKPOT GAMES

RETAILER **PRIZE**

BONUS MATCH 5

Old World Favorites, Silver Spring	\$50,440
JP's Liquor Fair, Glen Burnie	\$50,045
7-Eleven #34300, Nottingham	\$50,000
Canton BP, Baltimore*	\$50,000
E-Z Convenience, Towson*	\$50,000
Fort Foote Shell, Fort Washington	\$50,000

KENO

Chesapeake Liquors, Glen Burnie*	\$25,000
St. Mary's Landing, Charlotte Hall*	\$25,000
St. Mary's Landing, Charlotte Hall*	\$24,000
Hometown Pride Market & Deli, East New Market	\$20,012
Mimi's Station, Lusby*	\$10,000

MEGA MILLIONS

7-Eleven #32287, Owings Mills	\$30,012
Fred's Liquor, Charlotte Hall	\$30,000

MULTI-MATCH

Carroll Liquors, Mt. Airy	\$2,350,000 (A)
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A. Carroll Liquors: Manager Roy Patel

POWERBALL

Joe's Groceries & Liquors, Pomfort	\$500,011
Giant #336, Wheaton	\$100,000
7-Eleven #11550, Bowie	\$50,000
7-Eleven #11631, Essex	\$50,000
7-Eleven #39371, Elkridge	\$50,000
Courthouse Exxon, Rockville	\$50,000
Dad's Beer & Wine, Rockville	\$50,000
Maryland House, Aberdeen	\$50,000
Plus Mart, Frederick	\$50,000
Royal Farms #166, Upper Marlboro	\$50,000

Springdale Food Mart, East New Market	\$50,000
Wawa #583, Mechanicsville	\$50,000

RACETRAX

Highs #7, Perry Hall	\$31,454
Bel-Garden Bi-Rite Supermarket, Baltimore	\$22,517

SCRATCH-OFFS

RETAILER **GAME**

\$100,000

Best 1 Food Market, Capitol Heights*	Diamond 10s
C-Mart, Annapolis	Bingo X10
Giant #336, Wheaton	50x The Cash
Giant #336, Wheaton	Ravens X10
Hillandale Beer & Wine, Silver Spring*	\$100,000 Crossword
Honey Bee Liquors, Glen Burnie	All The Money (B)

\$77,777

7-Eleven #11637, Pikesville	Maryland 7s
Queens Chapel Liquors, Hyattsville	Maryland 7s
Telegraph Liquors, Severn*	Maryland 7s

\$50,000

7-Eleven #24347, Westminster	Ravens X10
Club 7400, Baltimore	Payday Doubler
Friendship Gourmet Market, Chevy Chase	20X The Cash
Giant #350, Silver Spring	Deluxe Crossword
Isabella Street Exxon, Salisbury	Deluxe Crossword
Long Branch Beer & Wine, Silver Spring*	Hot Riches
Maiden Choice Liquors, Baltimore*	Bingo Plus



B. Honey Bee Liquors: Glen Burnie's Jonathan Medrano (center), his sister Jennifer and father Gregorio celebrate.

Royal Farms #88, Monkton	Win Big
Talbert's Ice & Beverage Service, Bethesda	Cash Craze Doubler
The Maryland Line Inn, Parkton*	\$2,000,000 Mega Bucks