

MARYLAND  LOTTERY®

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER - DECEMBER 2019

RETAILER HOLIDAY INCENTIVE PROGRAM RETURNS!

See page 5.



MAKE HOLIDAY MAGIC, MERRY MOOLAH THIS SEASON



'TIS THE SEASON to get your customers scratching and gift-wrapping books and batches of our holiday-themed instant tickets! Activate and sell these five fun games the instant they arrive in your store.

Point your players to the \$3 scented *Peppermint Payout Multiplier* game, which releases a delightful peppermint aroma when scratched. Display these new games in counter-top dispensers to better spread the Lottery joys of the season near and far! **See page 3** for game details.

HOLIDAY CASH & DASH SECOND-CHANCE PROMOTION

Non-winning holiday scratch-offs could be your players' ticket to a 90-second shopping spree at a Chicago warehouse. **See page 6.**



WE DID IT!



CONGRATULATIONS!

The saying that teamwork makes the dream work is certainly true for the Maryland Lottery and our 4,500-plus retail partners. Together, we set a new sales record in

Fiscal Year 2019. It was our fourth consecutive record sales year, and in turn, it fueled numerous other record-setting figures, including retailer commissions and

prizes paid to players. With your help, the Lottery also set a new benchmark for contributions to the State of Maryland. **See page 4** for all of the details on a truly excellent fiscal year.

We salute your outstanding efforts and achievements in a challenging year marked by new equipment installations. Thank you for all that you do. We genuinely appreciate your hard work and commitment to our collective success.

RSVP FOR FALL REGIONAL ADVISORY BOARD MEETINGS OCT. 8-24 - SIGN UP TODAY!

FOR DATES AND SITES, visit Retailer Corner at mdlottery.com, talk to your district manager or check your business email for an invitation. RSVP to DLadvisoryboard_mlgca@maryland.gov or call 410-230-8913.



HELP IS A PHONE CALL AWAY!

HAVE YOU MET your new district manager yet? We reassigned district managers in many of our 40 territories to improve efficiency and customer service. Keep his or her phone number and email address handy in case you need assistance. You also can get help directly from Scientific Games or Tel-Sell for:

- Scratch-off orders — **866-832-1477**
- Terminal, printer or vending issues; LIM / monitor issues; playslips, terminal paper or supplies — **888-427-7568**

RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal,
PlayCentral HD (PHD),
PlayCentral EX (PEX)

888-427-7568 (service issues)

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

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS

accounting.mlgca@maryland.gov

24/7 Problem Gambling Helpline
800-GAMBLER
TEXT 1-800-522-4700

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, click on Responsible Play or contact **Jasmine Countess** at 410-230-8798 or email jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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SCRATCH-OFF UPDATE



LAUNCH: Oct. 21

- \$1 – Snowflake Doubler / #458***
\$1,000 top prize (27)
- \$2 – Stocking Stuffer / #459***
\$10,000 top prize (7)
- \$3 – Peppermint Payout Multiplier / #460***
\$30,000 top prize (4)
- \$5 – Holiday Gold / #461***
\$50,000 top prize (8)
- \$10 – Winter Cash Tripler / #462***
\$100,000 top prize (8)

LAUNCH: Nov. 18

- \$2 – Fortune Cookie / #436**
\$10,000 top prize (6)
- \$5 – Super Ca\$h / #407**
\$50,000 top prize (9)
- \$10 – Cash Club / #408**
\$100,000 top prize (10)
- \$20 – 2020 Cash / #473**
\$20,200 top prize (210)

LAUNCH: Dec. 30

- \$1 – Ca\$h to Go! / #443**
\$1,000 top prize
 - \$5 – Magic 8 Ball™ Bingo / #464**
\$50,000 top prize (6)
 - \$10 – \$100,000 Instant Jackpot / #448**
\$100,000 top prize
- * Second-chance promotion



REMIND PLAYERS OF MY LOTTERY REWARDS PROMOTIONS

SECOND-CHANCE PROMOTIONS

- First Powerball Millionaire of 2020 / New Year's Rockin' Eve (Oct. 6 entry deadline)
- DEAL OR NO DEAL™ (Oct. 28 & Nov. 25 entry deadlines)
- Ravens (monthly drawings through Jan. 14)

POINTS FOR DRAWINGS

- Tech Package / Tailgate Package / Apple Watch® (Oct. 7 entry deadlines)
- Redskins Ticket Packages (Oct. 21, Nov. 18, Dec. 16 and Jan. 6 entry deadlines)

- Austin, TX Vacation / Pandora Bracelet & \$25 Gift Card (Nov. 4 entry deadlines)
- Luggage & \$25 Gift Card (Dec. 2 entry deadline)
- Tool Bundle / Tech Package (Dec. 9 entry deadlines)
- Secret Santa (Dec. 25 entry deadline)
- Tag Hauer Watch Set / Roomba & \$25 Gift Card (Jan. 6 entry deadlines)

Visit mdlottery.com/rewards/

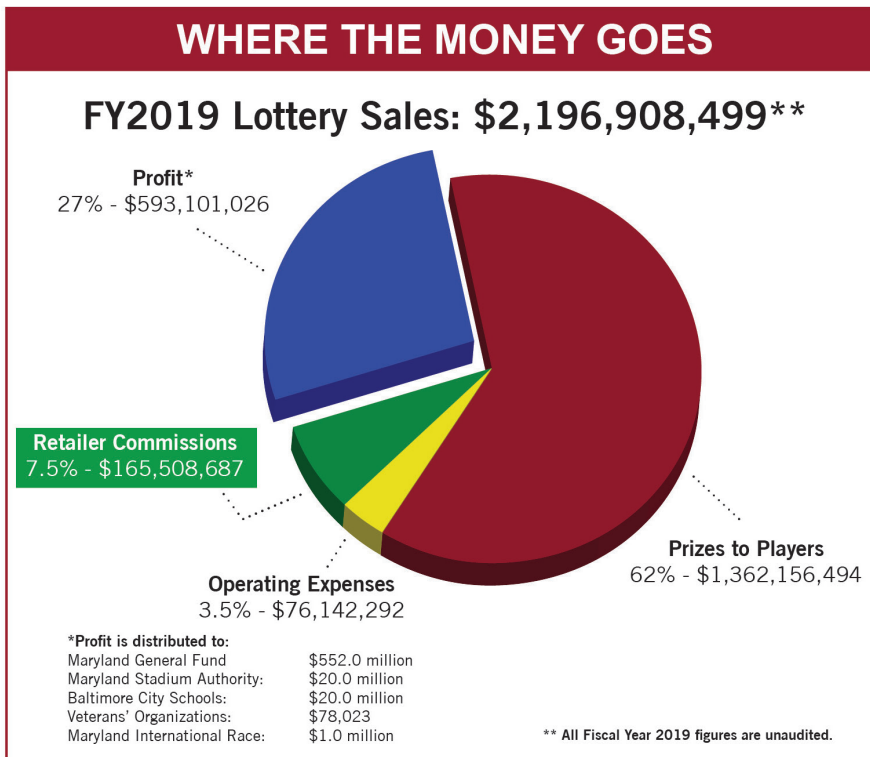


RETAILERS: CONGRATULATIONS ON A RECORD-BREAKING YEAR

MARYLAND LOTTERY RETAILERS earned an all-time record of more than \$165.5 million in sales and cashing commissions in Fiscal Year 2019, which ran from July 1, 2018 to June 30, 2019. Overall, the Lottery had its best year ever, totaling nearly \$2.2 billion in sales.

Your customers were big winners, too! Prizes to players reached a record \$1.36 billion. FY2019 was a fantastic year and the Lottery couldn't have achieved these milestones without all of you.

Below is a summary of the Lottery's record-breaking sales and profits for FY2019.



Among the Lottery's record-setting figures in FY2019 were:

- **Record Retailer Commissions: \$165.5 million**
 - \$11.8 million (7.7%) more than the previous record of \$153.7 million in FY2018.
- **Record Prizes Paid to Players: \$1.362 billion**
 - \$115.4 million (9.3%) more than the previous record of \$1.247 billion in FY2018.
 - Fourth consecutive record sales year.
- **Record Profit to the State: \$593.1 million**
 - \$17.4 million (3.0%) year-over-year increase in profit.
 - Third all-time record in the last four years.
- **Record Sales: \$2.197 billion**
 - \$115.4 million (9.3%) more than the previous record of \$1.247 billion in FY2018.

Among the Lottery's growth drivers in FY2019 were:

- **A Fifth Consecutive Record Year for Scratch-off Sales: \$812.4 million**
 - Sales increased \$61.5 million (8.2%) from the previous record in FY2018.
- **Record-setting Mega Millions Sales: \$137.7 million**
 - A Mega Millions-record \$1.537 billion jackpot in October 2018 helped to fuel a 55.4% year-over-year increase in sales.
- **Record-setting Racetrax Sales: \$211.2 million**
 - \$18.6 million (9.7%) more than the previous record of \$192.6 million in FY2018.

SALES BY LOTTERY GAME

JACKPOT GAMES	
	Sales: \$137.7 million Profit: \$56.0 million
	Sales: \$114.1 million Profit: \$49.2 million
	Sales: \$29.0 million Profit: \$9.8 million
	Sales: \$12.4 million Profit: \$4.3 million
DAILY DRAW GAMES	
	Sales: \$245.6 million Profit: \$88.1 million
	Sales: \$312.2 million Profit: \$124.3 million
	Sales: \$19.6 million Profit: \$5.9 million
	Sales: \$6.2 million Profit: \$1.9 million
MONITOR GAMES	
	Sales: \$286.9 million Profit: \$76.1 million
	Sales: \$211.2 million Profit: \$45.5 million
INSTANT GAMES	
	Sales: \$812.4 million Profit: \$131.1 million
OTHER	
	Sales: \$9.7 million Profit: \$0.8 million (Exclusive to Veterans' Organizations)



EARN BONUSES BY BOOSTING HOLIDAY SALES



THE MORE HOLIDAY SCRATCH-OFFS you sell this season, the better your chances are for winning merry moolah in our *Jingle Bells Retailer Holiday Bonus Program*. Earn cash bonuses of \$100 to \$250. The criteria is similar to last year's holiday bonus program. For complete details:

- **Review** the flier in the October Red Bag delivery of holiday scratch-offs.
- **Attend** an October Regional Retailer Advisory Board session.
- **Visit** Retailer Corner at mdlottery.com and look for the post on the Holiday Bonus Program.

Good luck, everyone!

SALUTE TO 2019 GOLD RUSH BONUS WINNERS



CONGRATULATIONS to our five top winners in the *Gold Rush Family of Games Retailer Bonus Program*. **George's Liquors in Baltimore** won the grand prize of \$13,500. Four finalists selected from a 5 oz. gold bar or \$6,774 in cash. Photos and a complete list of weekly winners are online at Retailer Corner at mdlottery.com. In all, 3,273 of our retailers met eligibility requirements. **Way to go!**

KERSHOW, MANDLEY WIN TOP HONORS



From left, Al Ringgold, sales manager; Mary Newman, regional manager; District Manager of the Year Scott Kershow; Frank Hemberger, retiree; Gordon Medenica, agency director; and John Martin, chief revenue officer.

CONGRATULATIONS TO Scott Kershow and John Mandley, who earned top district manager awards for Fiscal Year 2019.

Kershow received a standing ovation from the Sales team while accepting the 7th Annual Frank E. Hemberger III District Manager of the Year award. Mandley, also greeted by co-workers' cheers, finished out the Sales team's quarterly honor roll as the District Manager of the Fourth Quarter.

Kershow works with Eastern Shore retailers in Caroline, Cecil, Kent and Queen Anne's counties. The Centreville resident is known as the "singing

salesman" for greeting retailers hello by singing the first line of a popular song. "Scott not only maintained a significant increase in sales for FY19, he did it by displaying a positive attitude and having a great rapport with his retailers," said Regional Manager **Mary Newman**.

Mandley, a Pasadena resident, won his second District Manager of the Quarter award. "His territory generates almost \$1.8 million a week and he is exceeding his goals for the quarter," said **Donna Cinotti Zawitoski**, regional manager.

Runners-up for the annual honor were **Rob Austera**, **Bryan Byers** and



John Mandley, district manager of the quarter

Roger Insley. Runners-up for fourth quarter honors were **Larry Baum**, **Stanley Harris** and **Kershow**.

Congratulations!

HOLIDAY CASH & DASH PROMOTION RETURNS

START SHOPPING for new running shoes! The popular *Holiday Cash & Dash* second-chance promotion is back and on track for another player-pleasing race against the clock. The promotion runs **Oct. 21-Jan. 13**.

We're once again awarding four lucky players Warehouse Dash trips to Chicago. Winners get 90 seconds to pack a shopping cart with as many goodies from the prize warehouse as possible. New this year is the \$100,000 prize one lucky player will win.

PROMOTION HIGHLIGHTS

- **Drawings:** 12 (weekly through **Jan. 14**)
- **Prizes:** Warehouse Dash & \$500 (four winners); book of \$5 scratch-offs (120 winners); cash prizes of \$1,000 to \$100,000 (230 winners)
- **Entry:** Non-winning 2019 holiday scratch-offs; price point of ticket determines number of entries. Entries are cumulative.

Visit My Lottery Rewards for details.



2018 Warehouse Dash Winners



RETAILER SPOTLIGHT



REGION 1
1

REGION 1 / MILESTONE SHELL, GERMANTOWN:

(From left) Cashiers Hana and Komiga with Manager Selam.



REGION 2
2

REGION 2 / ISABELLA STREET EXXON:

Sandra Holland (left), Lottery district manager, with store manager Jim Finlay.



REGION 3
3

REGION 3 / TIMBUKTU RESTAURANT:

Tommy Grogayapoulos (left), general manager, with Tommy Habib, clerk



REGION 4
4

REGION 4 / AMERICAN CONVENIENCE:

Retailer Brian Park

REGION 1

MILESTONE SHELL, GERMANTOWN

Reason for Selection:

This retailer maintains an outstanding Lottery-focused approach and provides excellent customer service. The retailer and staff are always trying to create new ways to improve their sales.

District Manager:

Jonathan McIntosh

REGION 2

ISABELLA STREET EXXON, SALISBURY

Reason for Selection:

This lucky store offers players a choice of 24 scratch-off facings. The new PHD is a favorite with customers. Sales are strong and increasing in the scratch-off and draw game categories.

District Manager:

Sandra Holland

REGION 3

TIMBUKTU RESTAURANT, HANOVER

Reason for Selection:

A Lottery location for more than 30 years, Timbuktu is famous for its crab cakes, a high-powered happy hour and excellent Lottery customer service. They treat Lottery players very well. This retailer believes the Lottery helps make the business strong and vibrant.

Assistant Regional Manager:

Matt Boone

REGION 4

AMERICAN CONVENIENCE, BALTIMORE

Reason for Selection:

This retailer regularly uses Lottery promotions to increase his sales. He follows best practices for scratch-offs and always rotates his inventory to keep the newest games available for player purchases. "Brian is one of my best retailers in Baltimore City," reports his district manager.

District Manager:

Kentrina Jones






LUCKY RETAILERS

CONGRATULATIONS TO this partial list of lucky retailers for July. Check out Retailer Corner at mdlottery.com for complete monthly lists of retailers selling winning tickets of \$10,000 and up and scratch-offs of \$20,000 and up.

TERMINAL & JACKPOT GAMES

RETAILER	PRIZE
 Cana Beer & Wine, Germantown*	\$10,000

 7-Eleven #20640, Severna Park	\$50,000
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Talbert's Ice & Beverage Service, Bethesda	\$40,000
Lee's Market, Indian Head	\$20,080
J B Liquors, Forestville*	\$10,004
Riggs Road Mart, Hyattsville	\$10,000

MEGA MILLIONS

East Rockville Sunoco, Rockville	\$10,000
Langley Park Exxon, Hyattsville	\$10,000
Rockville Sunoco, Rockville	\$10,000

MULTI MATCH

Fastop #59, North Beach	\$800,000
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POWERBALL

Crescent Convenience, Bethesda*	\$50,000
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Racetrax™

Riggs Grocery, Riverdale	\$22,149.30
Clinton Mart, Clinton	\$18,120
Kwik Mart #2, Baltimore*	\$15,616.50
Liquor City, Lanham	\$15,616.50

SCRATCH-OFFS

RETAILER	GAME
\$2,000,000	
Best Price Market, McCoole	\$2,000,000 Richer
\$100,000	
Food Lion #1661, Rockville	THE PRICE IS RIGHT®
Food Lion #2559, Glen Burnie	\$20,000,000 Cash Payout!
Lanham Citgo, Lanham	Big Money Maker
Waverley Beer & Wine, Frederick	\$100,000 Crossword

\$50,000

Beacon Liquors, Callaway	\$15,000,000 Cash Payout!
Bethesda Beer & Wine, Bethesda	Gold Rush X20
BJ's Wholesale Club #322, Easton	Gold Rush X100
Edgewood Gas Station, Edgewood	LOTERIA™ Grande
Food Stop Mini Mart, Rockville*	Super Bonus Bucks
Greenway Liquors, Greenbelt*	Stacks of Cash
Left Field Pub, Dundalk	Lucky Numbers
Plaza Exxon, Baltimore	Super Bonus Bucks
Royal Farms #199, Forest Hill	Hot 5s Hot Streak (A)
South River Liquors, Edgewater	Gold Rush X50 (B)
Tubby's Diner, Laurel*	Lucky Numbers
Wawa #591, Prince Frederick	Gold Bar Bingo
Xtra Mart #7515, Brentwood	Gold Rush X50
Zip In Food Market, Hyattsville	\$2,000,000 Richer



A) Royal Farms #199: Rich Wiseman, customer-service leader



B) South River Liquors: (left) Anil Patel, cashier, with Indrajit Patel, owner