

RETAILER REPORT



Play Fast!
Win Fast!

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2020

New Product Joins Lottery Lineup

WE'RE MAKING HISTORY! In February, we will roll out a new product called *FAST PLAY* that is a proven success in 18 states. If you attended the October 2019 Regional Retailer Advisory Board meeting, you learned about this fun game.

"We're starting with *FAST PLAY* games that exist in some form in other jurisdictions," said **Kate Airey**, Maryland Lottery director of product development. "We will add games after we track player preferences to *FAST PLAY* price points and game play styles."

Visit retailercorner.mdlottery.com/fast-play/ to see how to play our fun new product.

FIRST GAMES TO LAUNCH:

- \$1 — Piggy Bank Bucks
- \$2 — Cherry Twist
- \$3 — Treasure Chase
- \$5 — Hit \$250
- \$10 — Lucky Numbers (progressive jackpot)

FAST FACTS

Tickets print individually, just as they do for draw games, but they play like instant tickets — minus the latex coating. No scratching required! No cancellations allowed, either!

- **Ticket Printing** — Via terminals and vending machines (PHD, PEX, PHDL). For terminal-based sales, go to PAGE 2 of the GAMES tab and select the *FAST PLAY* button. Select the player's game.
- **Play Styles** — Vary by game and include key number match, tic-tac-toe and symbol match.
- **Progressive Jackpot Games** — Jackpots grow with each ticket sale until a winning ticket is sold. The jackpot amount at the time of the ticket's sale appears on each ticket.



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A MESSAGE FROM MARYLAND LOTTERY DIRECTOR GORDON MEDENICA



THESE ARE EXCITING

and challenging times in the lottery industry. While we would love a repeat of last year's historic *Powerball* and *Mega Millions* rolling jackpots,

we can't take a wait-and-see approach when it comes to sales. Achieving our 2020 Vision requires innovation and initiative.

With those ideals in mind, in February we will launch a new game category called *FAST PLAY* to boost sales and renew player interest in all of our games. You can read about *FAST PLAY* on **page 1** and review the Retailer Informa-

tion Sheet in your January **Red Bag** of new scratch-offs.

Your district manager will deliver *FAST PLAY* point-of-sale and promotional materials to your business in coming weeks. February will bring statewide TV and radio ads and a social media blitz to build player interest. It's always exciting to add a new product line and this is our first new game since we started selling *Cash4Life* in January 2016.

In February and March, we also plan to launch a trio of exciting scratch-offs. Look for the \$10 *Rose Gold* and \$30 *Rose Gold Black* in February and \$5 *JAMES BOND 007™* in March. Find out more in this issue. Good luck, everyone!



RETAILER REPORT

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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
1-800-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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RSVP FOR SPRING REGIONAL ADVISORY BOARD MEETINGS APRIL 7-23



Retailers at a fall Montgomery Park session share the vision for 2020.

SHARE THE VISION! RSVP today for your spring session. 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. Don't delay!

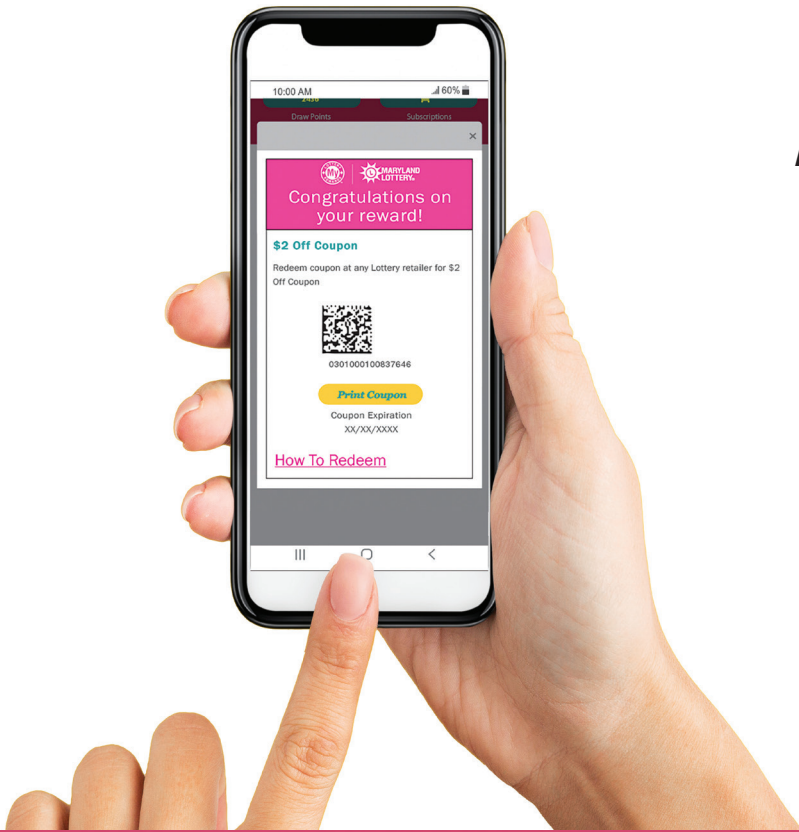


Connect with us:





MY LOTTERY REWARDS ROUNDUP



WATCH FOR MY LOTTERY REWARDS COUPONS

In December, *My Lottery Rewards* members began earning coupons through their accounts to use when purchasing Lottery games. Special promotions and achievements offer players multiple opportunities to earn free draw game coupons or money-off coupons.

Go online to Retailer Corner at mdlottery.com to get the details on redeeming coupons. And, as always, contact your district manager with any questions.

PROMOTION UPDATE

Stay on top of *My Lottery Rewards* offerings so you can promote specific games and help players get added value from Lottery purchases. Visit mdlottery.com/rewards for Second-Chance and Points for Drawings promotion details.

SECOND-CHANCE PROMOTIONS

Through Jan. 13 — Ravens; Holiday Cash & Dash
Starts Jan. 20 — January Multiplier Family of Games
Starts March 23 — JAMES BOND 007™

POINTS FOR DRAWINGS DEADLINES

Jan. 6 — Roomba® vacuum cleaner and \$25 gift card; TAG Heuer® watch set
Feb. 3 — Tech Package; Nashville, Tenn. vacation; car accessories package and gift card; Gold Apple® iPad mini®
March 3 — Instant Pot® and Omaha Steaks gift card; 14K gold and diamond necklace; New Year's resolution package

MARCH IS PROBLEM GAMBLING AWARENESS MONTH



PROBLEM GAMBLING AWARENESS MONTH
 → AWARENESS+ACTION

ENCOURAGE RESPONSIBLE GAMBLING. The national observance of March as Problem Gambling Awareness Month is a great time to make sure you, your managers and clerks have completed the retailer webinar on responsible gambling. The webinar is available online at <https://retailercorner.mdlottery.com/webinar>. The password is *training2*. Thank you!



SCRATCH-OFF UPDATE



LAUNCH: Jan. 20

- \$1 – 5X The Cash / #465*
\$1,000 top prize (33)
- \$2 – 10X The Cash / #466*
\$10,000 top prize (8)
- \$5 – 20X The Cash / #467*
\$50,000 top prize (9)
- \$10 – 50X The Cash / #468*
\$100,000 top prize (7)

LAUNCH: Feb. 24

- \$2 – Ca\$h Money / #470*
\$10,000 top prize (7)
- \$3 – Bonus Crossword / #469
\$30,000 top prize (8)
- \$5 – Strike It Rich / #451
\$50,000 top prize (7)
- \$10 – Rose Gold / #452
\$100,000 top prize (9)
- \$30 – Rose Gold Black / #453
\$2 million top prize (5)
Paid by annuity

LAUNCH: March 23

- \$1 – Triple It / #463
\$1,000 top prize
- \$3 – Super Tic Tac Toe / #471
\$30,000 top prize
- \$5 – JAMES BOND 007™ / #489*
\$50,000 top prize
- \$10 – Red Hot Riches / #474
\$100,000 top prize

* Second-chance promotion



BEAT JANUARY BLUES WITH CASH PRIZES

THE WEATHER OUTSIDE is frightful but our Multiplier Family of Games are quite delightful! Players can win instantly with a \$1, \$2, \$5 or \$10 scratch-off or enter non-winning scratch-offs into their **My Lottery Rewards** account for a chance to win cash prizes. Visit mdlottery.com/rewards for details.



TOP SECRET – JAMES BOND 007™ SCRATCH-OFF IS COMING!



THE SECRET IS OUT!

We're launching a \$5 JAMES BOND 007™ scratch-off and second-chance promotion on March 23, only weeks before release of the highly anticipated new film, *No Time to Die*.

Fans of the franchise can win instantly with our embossed scratch-off or through the **JAMES BOND Lottery Challenge** second-chance multistate promotion. Encour-

age players to sign up for *My Lottery Rewards* so they can join the second-chance excitement!

We're still firming up details but we plan to send winners to Las Vegas for five days and four nights of fun. A JAMES BOND themed stage event will give players the chance to go on stage and win prizes of up to \$1 million or more! We'll brief you on details as the game's March launch date nears.

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ROSE GOLD: GROW SALES WITH SCRATCH-OFF DUO

A GARDEN OF WINNINGS awaits players who try their luck with our fourth \$30 scratch-off, *Rose Gold Black*, and its riveting \$10 companion, *Rose Gold*. This stunning pair arrives in February to help your sales flourish.

"We merchandised these price points together in the past with a common theme and we were very successful," said **John Martin**, Lottery chief revenue officer. "We believe they will do just as well or better, especially with their eye-catching *Scratch-FX* coating."



CUSTOMER SATISFACTION REACHES NEW HIGH



THE RESULTS ARE IN! Retailers and players are even happier than last year with the customer service they receive from Maryland Lottery and Gaming and its partners. Our *FY19 Customer Service Annual Report* shows the agency achieved an 80 percent overall satisfaction rating for a second year while

performing significantly better in some areas.

For example, when asked, "Overall, how satisfied are you with the customer service provided," 80 percent of respondents reported satisfaction compared to 73 percent in Fiscal Year 2018. The State of Maryland received 59,895 total responses to the FY19 survey, with

51,860 reporting they were satisfied by their customer service experience with a state agency.

Results of our annual Retailer Survey are out, too. That survey found a high level of satisfaction across all segments measured including the performance of sales district managers and Tel-Sell representatives. Thanks for letting us know how we are doing!



Keith Dixon

DIXON WINS TOP SALES HONORS

CONGRATULATIONS TO Keith Dixon of Easton, who won the District Manager of the Quarter Award for achievements during the first quarter of Fiscal Year 2020. He last won the honor for the third quarter of Fiscal Year 2016.

Dixon grew up in a retail sales environment, working in his mom's drugstore in Easton. He later joined Staples for a decade and honed his sales techniques, time management and problem-solving skills as a customer service lead and a

manager. He joined the Lottery in June 2014.

"Keith achieved 107 percent of his territory sales goals this quarter," said **Mary Newman**, Dixon's regional manager, who nominated him for the honor. "His retailers' *Racetrax* sales increased 186 percent over the previous quarter." They also surpassed the scratch-off sales goal for his territory by 109 percent.

Also nominated were district managers **Jon Braithwaite**, **Walter Griffin** and **Wade Harris**. Congratulations to all and to their retailers!



RETAILER SPOTLIGHT

REGION 1

SHEETZ #210, WALKERSVILLE

Scratch-off sales were soaring in the first half of Fiscal Year 2020 at this lucky store, which sold a \$1 million *Mega Millions* ticket in June 2019. Its spacious seating area accommodates both Lottery players and diners. This corporate retailer, which keeps its PHD fully stocked and easily accessible, is among the top Lottery-selling Sheetz stores in Maryland.

District Manager:
Bryan Byers

REGION 3 TELEGRAPH LIQUORS, SEVERN

Monitor and scratch-off sales are climbing for the fiscal year to date at this lucky retailer, which sold a \$77,777 top-prize winning *Maryland 7s* scratch-off in 2018, a \$50,000 winning *Powerball* ticket in 2016, a \$50,000 winning *Bonus Match 5* ticket in 2015 and \$1 million *Powerball* ticket in 2014. The store offers players a choice of 40 scratch-offs and a stay-and-play area. The retailer is very customer friendly and knows many customers by their first name.

District Manager:
Rob Austeria

REGION 2

HAPPY MARKET, CAMBRIDGE

Located near downtown in a residential area, this retailer benefits from a steady stream of pedestrian traffic. Overall sales are up and the store achieved 117.7 percent of its first quarter sales goals. For the year through November, Happy Market sold 24 winning tickets of \$2,500 or more, including a \$50,000 scratch-off prize. "They are friendly with their customers and know just about everybody who comes in," said the Lottery's Keith Dixon.

District Manager:
Keith Dixon

REGION 4

BOTTLE AND CORK LIQUORS, TOWSON

This location has a full staff to provide customer service for Lottery players and two play areas for *Keno* and *Racetrax* players. The impressive seating area has four large monitors, five tables and seating for 12 people. This premier XCAP retailer has a large instant ticket display of 70 dispensers and cashes lots of winning tickets. The owner works tirelessly with his district manager and his outstanding sales show it!

District Manager:
Roger Insley



REGION 1 / SHEETZ #210, WALKERSVILLE
Manager Kelly Lemmon



REGION 2 / HAPPY MARKET, CAMBRIDGE
Manager Muhammad Laique



REGION 3
TELEGRAPH LIQUORS
SEVERN
Owner Niles Desai, left,
with clerk Shab Rangwala



REGION 4
BOTTLE AND CORK LIQUORS
TOWSON
Owner Utsehdh Kumar



LUCKY RETAILERS

SELL WINNING TICKETS

CONGRATULATIONS TO our October roster of lucky retailers. Be sure to check Retailer Corner at mdlottery.com for complete lists of lucky retailers posted each month to show those selling winning tickets and scratch-offs of \$50,000 and up.

TERMINAL & JACKPOT GAMES

RETAILER PRIZE



Rosedale Shell, Baltimore* \$10,000



Royal Farms #032, Pasadena \$50,030
Dollar Shop & Outlet, Baltimore \$50,000



Chicken Man, Salisbury* \$50,000
Best One Food Market, Capitol Heights \$30,000
Damanigas, Baltimore \$20,000
Mahaffey's Pub, Baltimore \$16,044
F&W Convenience, Fort Washington* \$10,000



Phoenix CMF, Phoenix \$30,000
7-Eleven #36494J, Silver Spring \$10,000
Hampstead Liquors, Hampstead* \$10,000
Royal Farms #003, Baltimore \$10,000
Vino Liquor & Bar, Dundalk \$10,000



Country Place Liquor Store, Bryans Road* \$200,016
Westway Liquors, Baltimore \$50,000



Corner Lounge, Upper Marlboro \$183,465.90
Sagar Beer & Wine, Gaithersburg \$61,155.30
White Oak Convenience Store, Silver Spring \$22,517
Vino's Liquor and Wine, La Plata* \$20,496
7-Eleven #26360, Gaithersburg \$18,174
2 Go Convenience & Deli, Savage* \$14,919.80
Bargain Outlet, Baltimore \$10,311.50

SCRATCH-OFFS

RETAILER GAME

\$100,000



A) 7-Eleven #27098:
Mary Reed, Lottery district manager (left) with Wilma Lim, franchise owner

7-Eleven #27098, Cockeysville	The Money Game (A)
Aspen Hill Laundromat and Cleaners, Silver Spring	The Money Game
Denton Shell, Denton	Emerald 10s
Montgomery Exxon, Elkridge	\$10 Ravens
Palmer Liquors, Landover	Big Money Maker
Quality BP, Rosedale	Winter Cash Tripler
Red Top, Faulkner*	\$10 Ravens
Royal Farms #193, Linthicum Heights	Big Money Maker
Woodmoor Shell Food Mart, Baltimore	Gold Rush X50

\$50,000

24 Seven Convenience Store, Laurel*	Hot 5s Hot Streak
7-Eleven #34644B, Baltimore	Lucky Numbers
AA State Hanover Check Cashing, Baltimore	Deluxe Crossword
Aberdeen Shell, Aberdeen	THE PRICE IS RIGHT®
Benfield Shell, Severna Park	Gold Bar Bingo
D&G Liquors, Hagerstown	THE PRICE IS RIGHT®
Dundalk Citgo, Baltimore	Winning Streak
Herling's Grocery Basket, Baltimore*	Home Run Riches
Ken Mar Liquors, Prince Frederick*	\$2,000,000 Richer
Lansdowne Citgo, Baltimore	\$500,000 Crossword
Phillips Mart, Sudlersville	88 Fortunes
Pleasant Hill Store, Elkton	Gold Rush X100
White Plains Wine & Spirits, White Plains	88 Fortunes

