MARYLAND LOTTERY®

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER - DECEMBER 2020

UNWRAP A WINNING HOLIDAY SEASON

DUST OFF YOUR WINTER HOLIDAY DECORATIONS and untangle those strings of twinkly lights. Our holiday scratch-offs are coming to town **Oct. 19!** We're packing your October RED BAG with festive scratch-offs that overflow with prizes and good cheer.

Players will enjoy the new *Holiday Luck* family of games, which builds on our success with multiplier families of games. The multiplier feature will keep your customers coming back for more.

We're also bringing back the scented $3 *Peppermint Payout* game that proved so popular with players last year. We added a 3X multiplier to sweeten some of the wins. See **page 4** for October scratch-off details.

Also returning is our player-pleasing *Holiday Cash & Dash Second-Chance Promotion*. And, we're planning a retailer bonus program for those who sell, sell, sell! See **page 5** for details on the second-chance promotion and **page 6** for facts on the holiday bonus program. Best of luck!

RETAILER SPOTLIGHT
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A MESSAGE FROM MARYLAND LOTTERY DIRECTOR GORDON MEDENICA

TOGETHER, WE ACHIEVED SUCCESS IN FISCAL YEAR 2020

Congratulations and heartfelt thanks for your tremendous teamwork in Fiscal Year 2020. Incredibly, we were less than a percentage point away from setting all-time records for Lottery sales and profits. Given the difficult circumstances due to the COVID-19 pandemic, these results are simply amazing. And, of course, we never could have done it without all of you.

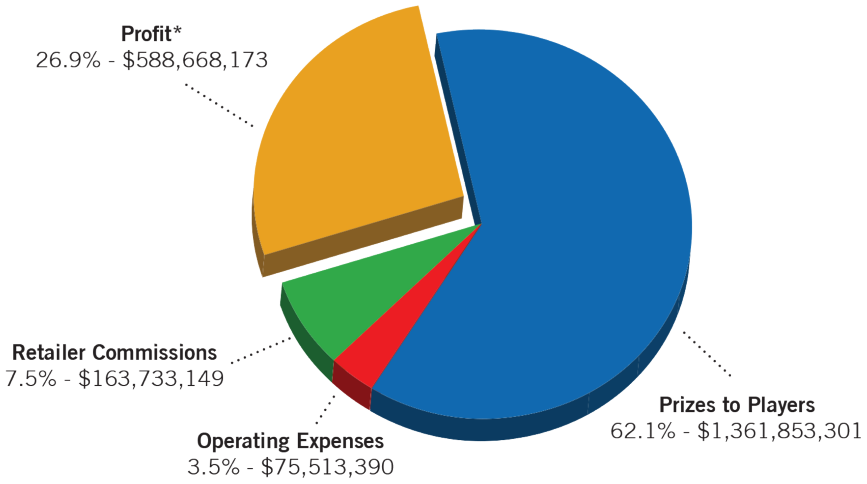
You successfully adopted new ways of doing business safely. Our recently announced FY2020 results show that we passed the $2 billion mark in Lottery sales for the third year in a row. We also set a new record — for the sixth consecutive year — in scratch-off sales, which reached $852.7 million, a 5 percent increase from FY2019.

A fantastic fourth quarter put us across the finish line with outstanding results. Retailers earned $163.7 million from sales and cashing commissions, down only 1.1 percent from last year's record-setting total. On average, Lottery retailers earned more than $37,000 in commissions. Way to go!

Review the chart on this page for more FY2020 highlights. And, thanks again for all that you do!

WHERE THE MONEY GOES

FY2020 Lottery Sales: $2,189,768,012**



*Profit is distributed to:

Maryland General Fund	$548.5 million
Maryland Stadium Authority:	$20.0 million
Baltimore City Schools:	$20.0 million
Veterans' Organizations:	$156 thousand

** All Fiscal Year 2020 figures are unaudited.

Lottery FY2020 Growth Drivers

- **A sixth consecutive record year for scratch-off sales: $852.7 million**
  - $40.3 million (5.0%) more than the prior record of $812.4 million FY2019
- **A record year for combined sales of Pick 3 and Pick 4: $585.4 million**
  - $27.6 million (4.9%) more than the prior record of $557.8 million FY2019
- **A successful launch of Fast Play: $31.2 million in sales**
  - Launched in February, the Lottery's first new game type in four years

MARYLAND LOTTERY®

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
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 "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email *jasmine.countess@maryland.gov*.

MARYLAND LOTTERY AND GAMING
Gordon Medenica, *director*
John Martin, *managing director, chief revenue officer*
Al Ringgold, *director of sales*

Retailer Report Contributors:
Debbie McDaniel-Shaughney, *editor*
Mary Clark, *graphic designer*

Connect with us:

BEST PRACTICES:
New Techniques to Attract, Retain Customers

The COVID-19 pandemic has forced retailers to end many proven practices for building customer loyalty. Gone are the days of the friendly handshake and welcoming visible smile.

Yet, you can attract new customers and keep your current players coming back for more despite the fact that everyone is wearing masks and socially distancing. Retailer groups around the country suggest adopting some of these best practices:

- **SHOW** customers you are happy to see them. Employees should stop what they are doing to make eye contact with each customer and say hello.
- **SMILE** behind your mask. The smile will show in your eyes!
- **SPEAK CLEARLY** behind your mask.
- **TALK WITH** customers. Tell them how nice it is to see them. Ask how they are doing and whether they need help.
- **USE BODY LANGUAGE** to connect with customers. Gesture with your hands. Nod your head during conversations. Stand up straight. Do not cross your arms.
- **PROMOTE SOCIAL DISTANCING** with spacing indicators on the floor near registers and Lottery vending equipment.
- **POST SIGNS** outside your business to be clear about your policy: *No Shoes, No Shirt, No Mask, No Service*. Decide in advance how employees and managers should handle a difficult customer. Give them talking points, directions and strategies.

EASTERN SHORE'S SANDRA HOLLAND WINS TOP SALES HONORS

Sandra Holland

CONGRATULATIONS TO Sandra Holland of Somerset County, who won the coveted Frank E. Hemberger III District Manager of the Year Award.

"I want to thank my retailers for always doing what I ask them to do because without their efforts, this honor wouldn't have come my way," said Holland, who was surprised with the award on July 15 during the online sales meeting. "I tell my retailers if they focus on the Lottery, there is money to be made. Seeing their achievements gives me personal satisfaction."

The district sales manager joined Maryland Lottery and Gaming in October 2018 after a 17-year career in wholesale sales. Holland manages 100 Eastern Shore retailers, primarily in Wicomico County. Way to go!

OCTOBER XCAP WEBINAR

WATCH FOR DETAILS in your business email and on *Retailer Corner*. Expanded Cashing Authority Program (XCAP) retailers **MUST** watch the webinar for information on renewing their XCAP status. Questions? Ask your Lottery district sales manager.

SCRATCH-OFF UPDATE

LAUNCH: OCT. 19

$1 — Holiday Luck / #505*
$1,000 top prize (32)

$2 — Holiday Luck X2 / #506*
$10,000 top prize (7)

$3 — Peppermint Payout X3 / #507*
$30,000 top prize (4)

$5 — Holiday Luck X5 / #508*
$50,000 top prize (8)

$10 — Holiday Luck X10 / #509*
$100,000 top prize (8)

Second-chance promotion

LAUNCH: NOV. 16

$2 — Ruby 6s / #495
$10,000 top prize (7)

$5 — Fantasy 5s / #501
$50,000 top prize (8)

$10 — Terrific 10s / #510
$100,000 top prize (8)

$20 — 100X The Cash / #511
$1 million top prize (6)
Paid by 20-year annuity

LAUNCH: DEC. 28

$1 — Ca$h on The Spot / #512
$1,000 top prize

$5 — Plu$ The Money / #513
$50,000 top prize

$10 — Bankroll Buck$ / #514
$100,000 top prize

PLAN-O-GRAMS, ORDER SHEETS ONLINE

WE KEEP adding resources to the *Retailer Corner* section of *mdlottery.com* to benefit you. Look for the "Resources" tab toward the top left side of the page and click on links to the "Plan-O-Gram" page and to the "Scratch-off Orders" page for the order sheet. Check it out!

UPCOMING PROMOTIONS

***Racetrax* $6 for $5**	Through *Oct. 11 (six weeks)*
***Multi-Match* Bonus**	Through *Oct. 11 (four weeks)*
All-Games ThanksWINNING	*Nov. 2-Dec. 6 (five weeks)*
***Racetrax* Breeders Cup 2020**	*Nov. 4-7 (four days)*
***Pick 3* / *Pick 4* Let it Snow**	*Nov. 30-Dec. 27 (four weeks)*
Keno Sprinkler	*Nov. 30-Dec. 27 (four weeks)*
***Racetrax Race* into 2021**	*Dec. 31-Jan. 2 (three days)*

NEW! Fast PLAY

GAMES COMING!

These holiday games will launch in November.

$1 — Snow Me The Money / #014
$1,000 top prize

$5 — Jack Frost Jackpot / #015
$50,000 top prize

$10 — Cold Hard Cash / #016
$100,000 top prize / Progressive jackpot

FISCAL YEAR 2020 FUN FACTS

July 1, 2019-June 30, 2020

MEMBERSHIP: Grew by more than 41,000 Maryland Lottery players to nearly 280,000 total members!

COUPONS: Awarded more than 500,000 coupons to players since December 2019 with 54 percent of coupons redeemed at retail!

PRIZES: Awarded more than $5.7 million in prizes to members from Prize Store redemptions and Points for Drawings.

TOP PRIZE STORE ITEM: The $25 Your Choice Digital Gift Card to more than 500 retailers.

TOP POINTS FOR DRAWING: A chance to win 10,000 Prize Points.

HOLIDAY CASH & DASH FUN RETURNS

NON-WINNING HOLIDAY SCRATCH-OFFS could be your customers' ticket to a 90-second shopping spree in a merchandise warehouse. The popular *Holiday Cash & Dash 2020 Second-Chance Promotion* is on track for another race against the clock.

Four players will win a 2021 trip to the warehouse in Chicago. We're also awarding 234 cash prizes of $1,000 to $25,000 and 100 merchandise prizes throughout this promotion. Visit *mdlottery.com/holiday* starting **Oct. 19** for details on all of the fun.

DUNDALK RETAILER WINS LUCKY 7s BONUS PROGRAM

Sunny Singh of winning retailer Quick Mart Trappe Road in Dundalk celebrates the store's achievement.

CONGRATULATIONS TO these winners of our fabulous *Lucky 7s* Summer Bonus Program. **Quick Mart Trappe Road** in Dundalk was our grand-prize winner and claimed the cash equivalent of a trip to Las Vegas. In all, 2,592 retailers qualified. We salute these weekly winners as well:

- **June 1: $777** — **Charles Station**, *Waldorf*; **Easton Sunoco**, *Easton*; **Pep Up #7**, *Cambridge*; and **Stevens Forest Exxon**, *Columbia*.
- **June 8: $1,777** — **Aberdeen Shell**, *Aberdeen*; **Boatman's Mini Mart**, *Mechanicsville*; **Mutts Liquors**, *Indian Head*; and **Royal Farms #006**, *Baltimore*.
- **June 15: $2,777** — **Dash In #001**, *Westover*; **Pantry 1 Food Mart & Deli**, *Randallstown*; **Shop Stop**, *Hurlock*; and **Sunshine Ethio**, *Takoma Park*.
- **June 22: $3,777** — **Common Brook Liquor**s, *Owings Mills*; **Garden Liquor**, *Baltimore*; **Giant #337**, *Baltimore*; and **Morgan's BP**, *Baltimore*.
- **June 29: $4,777** — **Crestlyn Market**, *Baltimore*; **Dash In #123**, *White Plains*; **Elbe's Beer & Wine**, *Wheaton*; and **Wegmans #60**, *Gambrills*.
- **July 7: $5,777** — **7-Eleven #11730**, *Hyattsville*; **Barnes Liquors**, *Frederick*; **Base Liquor**, *Suitland*; **Great Mills Citgo**, *Lexington Park*; **Howard Street BP**, *Baltimore*; and **Royal Farms #039-E**, *Pasadena*.

BOOST HOLIDAY SALES TO EARN BONUSES

OUR POPULAR HOLIDAY BONUS PROGRAM returns on Oct. 19 with a new multiplier twist. For details on the Holiday Multiplier Frenzy:

- ***Review*** the flier in the October RED BAG containing your holiday scratch-offs.
- ***Watch*** the October Lottery Update video.
- ***Visit*** Retailer Corner at *mdlottery.com* and look for the post on the Holiday Bonus Program.

GOOD LUCK, EVERYONE!

COMPLETE NEW RESPONSIBLE GAMING WEBINAR

WE'RE ASKING all retailers to complete the 2020 Retailer Responsible Gaming webinar by **Dec. 31**. This update suggests ways to respond to situations involving problem gaming and prohibiting underaged play. It also reviews our Voluntary Exclusion Program and player resources.

Access the webinar **HERE**. Be sure to click the link at the end of the webinar to have your mandatory participation recorded.

RETAILER SPOTLIGHT

REGION 1

EAST STREET LIBERTY, FREDERICK

Retailer: Terry Bentz

Owner Terry Bentz

Reason for Selection: This lucky retailer sold a $50,000 top-prize winning *MAGIC 8 BALL™ Bingo* scratch-off plus four $5,000 winning *Pick 4* tickets this year. The store, run by Terry Bentz for nearly 30 years, offers customers a choice of 31 scratch-off facings along with all other Lottery games. A boom in fourth-quarter sales helped the Frederick County retailer surpass its sales goal from April to June and exceed its Fiscal Year 2020 goal. So far, in Fiscal Year 2021, sales are up by double digits compared to the same period last year.

District Sales Manager:
Bryan Byers

REGION 2

SHAHVERDI'S LIQUORS, GLEN BURNIE

Retailer: Albert Shahverdi

Reason for Selection: This owner-run liquor store has been in business and a Lottery partner for 26 years. Albert Shahverdi aggressively promotes the Lottery, carrying 52 scratch-off facings and providing players with a stay-and-play area that allows for social distancing. The business sold a $20,200 top-prize-winning *2020 Cash* scratch-off that was claimed in August. This retailer is easy to work with and does everything asked of him in promoting and selling Lottery games, which is why his sales are strong.

District Sales Manager:
Todd Cearfoss

Store Clerk Sean Meyad

RETAILER SPOTLIGHT

REGION 3

MODERN LIQUORS, TEMPLE HILLS

Retailers: Brandon Slice and Henry Slice

Reason for Selection: A father-and-son team runs this fourth-generation family business, which has served the community for 68 years. An 1,100-square-foot store expansion and remodeling completed in February created a separate game room for Lottery players, who can buy games from vending equipment or five terminals. This high-volume store offers more than 150 scratch-off facings, several stay-and-play tables, additional seating along a wall plus multiple monitors for *Keno* and *Racetrax* fans.

During the COVID-19 pandemic, Modern Liquors maintained its Lottery sales while following Play Safe guidelines. The Lottery is a top priority for this Expanded Cashing Authority Program retailer, which achieved 112 percent of its Fiscal Year 2020 sales goal and is already on pace to surpass its Fiscal Year 2021 sales goal.

District Sales Manager: Wade Harris

Owners Henry Slice, left and Brandon Slice

REGION 4

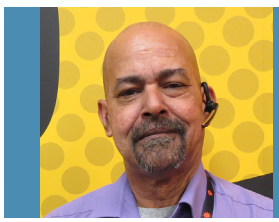
FOOD STOP MINI MART 2, BALTIMORE

Retailer: Getachew Melekot

Retailer Getachew Melekot and his sister-in-law Tigist

Reason for Selection: This Southwest Baltimore business is the largest Lottery retailer in the area with a loyal customer base. In the five years since Getachew Melekot became owner, the business has sold three big winning tickets: a $20,200 *2020 Cash* scratch-off in April, a $10,800 *Keno* ticket and a $10,000 *Maryland* scratch-off in 2016. Players flock to the store for its 88 scratch-off facings and expert customer service. Azerb, the retailer's wife, joined the store's staff in 1999 and is now general manager.

The couple's expertise led to stellar fourth-quarter Lottery sales, rising 122 percent over the store's goal and helping the retailer surpass its FY 2020 sales goal. Strong sales in the first quarter of Fiscal Year 2021 show its top-performer trend continues.



District Sales Manager: Van Daniels

LUCKY RETAILERS

Congratulations to this partial list of lucky retailers for August. 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
BONUS MATCH 5	
Giant #143, *Ellicott City*	$50,600
Newtown Sunoco, *Owings Mills*	$50,030
Cambridge Gulf, *Cambridge*	$50,000
Pantry 1 Food Mart, *Randallstown**	$50,000
Windsor Park Liquors, *Windsor Mill*	$50,000
POWERBALL	
7-Eleven #40062h, *Columbia*	$50,004
7-Eleven #19925, *Phoenix*	$50,000
Cana Beer & Wine, *Germantown**	$50,000
Cranberry Liquors, *Westminster*	$50,000
Harford Road Shell, *Parkville*	$50,000
Jessup Shell, *Jessup*	$50,000
Ken Mar Liquors, *Prince Frederick**	$50,000
Fast Play	
LUCKY NUMBERS	
Wawa #584-E, *La Plata*	$174,996
MONEY MULTIPLIER	
7-Eleven #11666, *Takoma Park*	$50,000
PAYDAY	
Soda Pop Shop #8, *Catonsville*	$86,525

**** Expanded Cashing Authority Program Retailer***

LOTTERY GAMES ARE NOT CHILD'S PLAY

AS THE HOLIDAY SEASON approaches, the Lottery will once again be participating in the National Council on Problem Gambling's annual Holiday Campaign — an international effort to discourage underage gambling. We remind our players and retailers that Lottery tickets are not sold or marketed to anyone under the age of 18, and they are not appropriate gifts for children.

MONITOR GAMES

RETAILER	GAME
Keno	
Broadneck Grill, *Annapolis*	$50,020
Racetrax	
La Mexicana, *Germantown*	$103,182
Food Mart Citgo, *Waldorf**	$72,328
Wheaton Winery, *Silver Spring**	$55,605

SCRATCH-OFF GAMES

RETAILER	GAME
$100,000	
7-Eleven #27124, *Capitol Heights*	Rose Gold
B&B Beer & Wine, *Gaithersburg*	$100,000 Instant Jackpot
Food Lion #1414, *Upper Marlboro*	Rose Gold
Giant #362, *Germantown*	Cash Club
Lee's Mini Market, *District Heights*	Ravens
Martin's #6003, *Cumberland*	Ravens
New Carrollton Liquors, *Hyattsville**	Cash Club
$57,777	
Captain Kidd's, *Deale**	Lucky 7s Tripler
Town Center Liquors, *Laurel*	Lucky 7s Tripler
$50,000	
Chesapeake Liquors, *Glen Burnie**	Strike It Rich
Georgia Fuel and Treats, *Silver Spring*	Strike It Rich
Lark Brown Liquors, *Elkridge*	7
Rodman's Discount Gourmet, *Kensington*	Lucky 777
Royal Farms #060, *Baltimore*	20X The Cash