

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2021

MULTIPLIER FAMILY OF GAMES BOOSTS PLAYERS' FUN



HELP MAKE 2021 the year of more — more prizes, more second chances to win for players and more sales for you! Our Multiplier Family of Games starts the year off strong, featuring eye-catching scratch-offs with metallic ink in the bonus areas.

The \$20 game, *100X The Cash*, launched Nov. 16. Four other members of the Multiplier Family are set to arrive in stores on **Jan. 18**. Display these five games together and maximize your sales. Remind players they can win instantly or take advantage of the second-chance promotion for more cash prizes. Get scratch-off details on **page 4**.

MULTIPLIER SECOND-CHANCE PROMOTION — Jan. 18-April 27



Players can enter non-winning multiplier scratch-offs into *My Lottery Rewards* for the chance to win cash prizes of \$1,000 to \$50,000.

- **Entries:** Cumulative and carry over between drawings.
- **Drawings:** Feb. 10, March 3, March 31, April 28 (PLUS three surprise bonus drawings).
- **Prizes:** \$50,000 (3); \$10,000 (1); \$5,000 (1); \$2,500 (3); \$1,000 (23)

RETAILER SPOTLIGHT
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A MESSAGE FROM
MARYLAND LOTTERY DIRECTOR GORDON MEDENICA

HAPPY NEW YEAR!



Everyone hopes that 2021 will bring a return to more normal retail operations.

By now, wearing face masks and sanitizing

Lottery vending equipment have become routine business practices. Your careful and persistent effort has been essential to the Lottery's success during these turbulent months, and we salute your ongoing work to promote a "play safe" environment.

Meanwhile, we are developing exciting new games and promotions to keep players

returning to your stores. Our *Multiplier Family of Games*, for example, arrives in stores this month (see **page 1**) and builds on successful family of games promotions from previous years.

Also coming in 2021 is an addition to Lottery customers' payment options. Later this month, we will allow the use of debit cards to pay for Lottery purchases at select PHDs, PHDLs and PEX machines. We'll extend this option to all three vending machines in the coming months. The article on **page 3** explains our plans for the rollout, which requires adding debit-card readers to existing equipment.

Thanks again for all that you do to benefit Maryland. We're looking forward to another successful sales quarter and wish everyone the best of luck. Happy selling!

ACTIVATION REMINDER

DO NOT sell scratch-offs that are not activated! This often happens when store employees mistakenly load inactive books into vending equipment or dispensers. Doing so violates Lottery policies and upsets players.

Be sure to separate inactive books to avoid confusion. Remember, you are financially responsible for issues that occur if your store sells an inactive scratch-off. Thanks for your help!



Marlow Wing House & Sports Grill in Temple Hills keeps its customers happy.

YOU ASK — WE ANSWER



Q: What is the VEND button on the terminal and why is it there?

A: The VEND button appears on the terminal for retailers that have a self-service Lottery vending machine. Use the button to view vending machine reports from your terminal without having to go to the self-service unit.



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

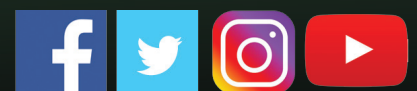
The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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COMING SOON: DEBIT CARD PAYMENTS AT VENDING EQUIPMENT

GOOD NEWS, RETAILERS! We are adding debit cards as a payment option for players who use our PlayCentral HD, PHDL and PEX vending equipment.

In late January and February, we will start activating debit-card readers that came with new vending equipment which was installed in recent months. We will alert stores that have this equipment when debit-card purchases can begin.

The Maryland Lottery has about 1,400 PHDs and 200 PEX machines in the field but few are equipped with debit-card readers. From February-May, Scientific Games staff members will schedule visits to retailers to retrofit the older equipment with debit-card readers and new software.

We will post frequently asked questions about our debit card initiative on Retailer Corner in January. You can also watch future [Retailer Review](#) videos on Retailer Corner for information.

Questions? Email or call your district sales manager for information.



EQUIPMENT TROUBLE? CHECK YOUR TERMINAL!

IT'S EASY to find the phone number to report equipment issues. Look on your terminal for the **red sticker** that says SCIENTIFIC GAMES HOTLINE. You can call for help 24 hours a day, seven days a week at **1-888-427-7568**.

When you call, choose **option 1** and have your eight-digit retailer identification number ready to give to the Scientific Games employee. As indicated in the Maryland Lottery and Gaming Fiscal Year 2020 Customer Service Annual Report, the Scientific Games call center does a great job getting you back up and running.

In Fiscal Year 2020 (July 1, 2019–June 30, 2020), this center received about 30,500 calls from Maryland retailers. On average, the call center answered 99% of retailer calls in less than 10 seconds. The call center solved the issue, on average, in about four minutes. Approximately 60% of problems are resolved over the phone. That's great news!

Remember to call the Scientific Games hotline number. If you call the Lottery office after hours or on the weekend, your call will not be answered until the next business day. Call **1-888-427-7568** for help!

SCIENTIFIC GAMES HOTLINE

SGI Call Center
1-888-427-7568
24HRS/7 days per week

Tel-Sell Representatives
1-866-832-1477
8 A.M. to 5 P.M./M-F

Lottery Customer Service
1-800-388-1333

Look for this sticker on your terminal when you need to contact Scientific Games to report equipment issues.



NEW!

SCRATCH-OFFS



LAUNCH: JAN. 18

- \$1 — 5X The Cash / #515*
\$1,000 top prize (51)
- \$2 — 10X The Cash / #516*
\$10,000 top prize (6)
- \$5 — 20X The Cash / #517*
\$50,000 top prize (10)
- \$10 — 50X The Cash / #518*
\$100,000 top prize (10)

LAUNCH: FEB. 22

- \$2 — Bonus Ca\$h / #519
\$10,000 top prize (7)
- \$3 — Bonus Crossword
3rd Edition / #520
\$30,000 top prize (8)
- \$5 — Double Your Money / #521
\$50,000 top prize (7)
- \$10 — CASH / #522
\$250,000 top prize (7)
- \$30 — VIP Club / #523
\$2 million top prize (5)
Paid by annuity

LAUNCH: MARCH 22

- \$1 — 7-11-21 Tripler / #524
- \$3 — Super Tic Tac Toe / #471
\$30,000 top prize (8)
- \$5 — Win Win Win / #525
- \$10 — Willy Wonka Golden
Ticket™ / #526*

* Second-chance promotion

**Fast
PLAY**

**LAUNCH:
JAN. 4**

- \$2 — Blackjack / #19
\$10,000 top prize (10)
- \$3 — Why Did the Chicken Cross thRoad? / #20
\$30,000 top prize (10)
- \$5 — Chili Pepper Payout / #18
Progressive top prize starts at \$40,000 (19)

- \$20 — Diamond Mine / #21
Progressive top prize starts at \$250,000 (15)

LAUNCH: MARCH 8

- \$5 — Home Run Riches / #22
Progressive jackpot starts at \$40,000 (20)

UPCOMING DRAW GAME PROMOTIONS



**Dec. 31-
Jan. 2**

"Race into 2021" (three days)
\$1 off purchase of \$6 ticket not to exceed
\$5 discount on purchases of \$30 or more.



**Through
Jan. 3**

Holiday Keno Sprinkler (four weeks)
Doubles or triples prizes



**Through
Jan. 3**

"Let it Snow" (four weeks)
Win a \$2 or \$5 coupon or a free *FAST PLAY*
Jack Frost Jackpot ticket.

MARCH IS PROBLEM GAMBLING AWARENESS MONTH



**PROBLEM GAMBLING
AWARENESS MONTH**

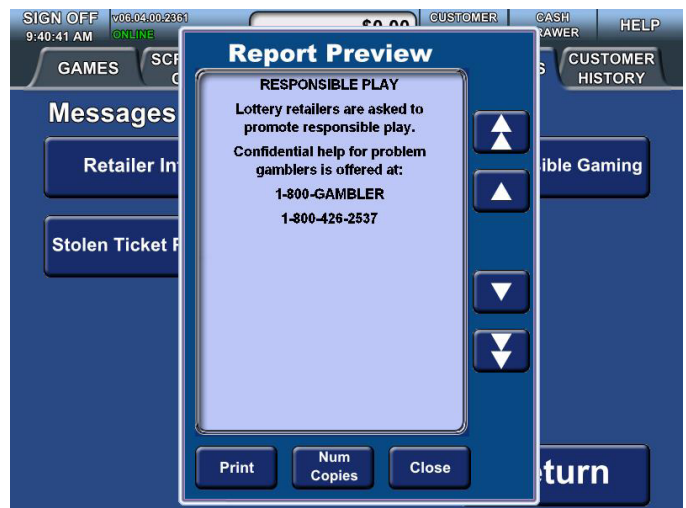
→ AWARENESS+ACTION

ENCOURAGE YOUR CUSTOMERS to play responsibly by taking advantage of the tools we give you. Problem Gambling Awareness Month is the perfect time to make sure your managers and clerks know about these resources.

Show them how to find the responsible gaming tab on Lottery terminals. Pushing that tab will print out the 1-800-GAMBLER information along with the receipt for a player's Lottery purchase. This is a great way to discreetly give information to players you

suspect may have problem gambling issues.

Also, be sure new members on your team complete our retailer webinar on responsible gambling. Access the webinar [online](#).



STOLEN SCRATCH-OFFS?



IF THE WORST HAPPENS, follow these two steps immediately and be sure to use the **NEW** number (shown below) for Lottery Security.

1) Call the local police and report the theft.
2) Call either:

- **Lottery Security** — **410-230-8755** if the theft takes place between 8 a.m.-4:30 p.m. Monday-Friday OR
- **Scientific Games** — **1-888-427-7568** if the theft takes place after 4:30 p.m. Monday-Friday or anytime on weekends or holidays.

Have your eight-digit retailer identification number ready to share as well as all relevant game numbers, pack numbers and individual ticket numbers of the stolen tickets so we can deactivate the scratch-offs. The complete stolen ticket policy is available on Retailer Corner under the FAQs tab or you can access and print a copy of the policy [HERE](#).

LOTTERY EXTENDS SCRATCH-OFF SETTLEMENT PERIODS

ARE YOU MANAGING your scratch-off inventory with the new settlement policy in mind? In December, the Maryland Lottery reinstated a policy that extends ticket settlement dates during the State of Maryland's COVID-19 continuing state of emergency.

The policy extends settlement periods from 60 days to 120 days until further notice. This action gives you two more months to sell your activated tickets. The policy applies to all books you activate

until the Lottery announces a change in the settlement terms and to all currently activated books in your inventory. This does NOT change the settlement periods for books that settle based on cashing 80% of low-tier prizes.

The Lottery reserves the right to go back to our 60-day settlement period once the state of emergency has eased. Watch for updates via email (make sure we have your current email address) and on Retailer Corner.

CASH WINNING TICKETS!



We receive numerous written, phone and social media complaints from players with winning tickets who say a retailer refused to cash their ticket.

We log and investigate these complaints by speaking with the player and then contacting your business (or corporate headquarters) to get your side of the story. Too often, players' complaints are valid.

Remind your managers and store clerks that your business earns a **3%** commission on anything cashed through the Lottery terminal. In addition, make sure they know that retailers **MUST** cash winning tickets up to and including \$600 to maintain a Lottery license. All Expanded Cashing Authority Program retailers must cash winning tickets up to and including \$5,000 to maintain XCAP status. Thanks for your help!

RETAILER SPOTLIGHT

REGION 1

LAUREL PARK LIQUOR & DELI, LAUREL

Retailer: Manjit Singh



Owner Manjit Singh, left, displays a Lottery celebration banner with his clerk, Willie.

Reason for Selection: This Expanded Cashing Authority Program retailer enjoyed a steady stream of customers during the pandemic, which led to its sale of a \$100,000 winning *Red Hot Riche\$* scratch-off. Players keep coming back for more Lottery fun at this owner-managed business. They enjoy excellent customer service in a clean, safe environment that employees maintain by carefully following COVID-19 safety precautions.



District Sales Manager:
Stanley Harris

REGION 2

HIGH'S #130, WHITE HALL

Reason for Selection: This Harford County retailer sold a top-prize winning *2020 Cash* scratch-off in 2020, marking the fifth time the store has sold a winning ticket valued at \$10,000 or more. In 2019, High's #130 sold two scratch-offs that carried \$10,000 prizes. In 2018, the store sold a \$30,000 winning *Bag Toss Bucks* scratch-off and in 2016, a \$50,000 winning *Powerball* ticket.



District Sales Manager:
Mary Reed



(From left) Manager Destiny Moore with Patricia Sheeler, food services.

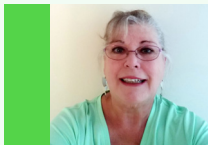


RETAILER SPOTLIGHT

REGION 3

SHEETZ #292, CALIFORNIA

Reason for Selection: Retailer bonuses rained down on this St. Mary's County retailer in 2020 for selling not one but two top-prize winning scratch-offs to lucky customers. Players can choose from 24 scratch-off facings and other Lottery games sold through a PHD. The store achieved 123% of its Fiscal Year 2021 first quarter sales goal and was on pace to reach or exceed its second-quarter goals.



**District Sales
Manager:**
Vivian Bell



Assistant Manager Antoinette Lowe

REGION 4

WELCOME ABOARD TO THESE NEW RETAILERS!

DENISON FOOD MARKET BALTIMORE

Retailers: Sunil and Lila Gurung



Lila and Sunil Gurung

Reason for Selection: This store joined the Lottery retailer network in July 2020 and is one of the fastest growing retailers in its area. Owned and operated by **Sunil Gurung** with his wife **Lila**, Denison Food Market is a neighborhood-focused store selling convenience and grocery items, 24 scratch-off facings

and other Lottery games. "We take pride in knowing our customers and providing good customer service," said the retailer.

E-MART CONVENIENCE BALTIMORE

Retailer: Erick Jarrett



*Manager Keki Collins with
Owner Erick Jarrett*

Reason for Selection: Reopening during the pandemic under new ownership, this Baltimore City store is the only Lottery location in its neighborhood. Word is out and players are visiting in growing numbers. Owner **Erick Jarrett** said that while it's rough starting a business in the middle of a global pandemic, he is determined to succeed. He currently offers players a choice of 24 scratch-off facings along with all other Lottery games.





District Sales Manager:
Van Daniels

LUCKY RETAILERS SELL WINNING TICKETS

Congratulations to these lucky retailers that sold winning tickets of \$13,000 and up or a winning scratch-off of \$30,000 and up in November. Visit Retailer Corner at mdlottery.com to see complete monthly lists of lucky retailers.

DRAW & JACKPOT GAMES

RETAILER	PRIZE
	
Apex Mini Mart, Arbutus	\$50,000
	
A1 Plaza Liquors and Wines, Waldorf	\$50,000
Auburn Exxon, Bethesda	\$50,000
Bowie Liquors, Bowie	\$50,000
Royal Farms #080-E, Queen Anne	\$50,000



COLD HARD CASH

Mel's Liquors, Jessup*	\$114,778
BFS Foods #76, La Vale	\$50,000
Compass Beer Pump Wine & Spirits, Middle River	\$50,000

JACK FROST JACKPOT

Early Bird, Hollywood*	\$50,000
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LUCKY NUMBERS

Forbes BP, Lanham*	\$50,000
Royal Farms #093, Fallston	\$50,000

MONEY MULTIPLIER

JK22, Easton	\$100,000
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PAYDAY

Norman's Liquor Store, Essex	\$104,290
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MONITOR GAMES



St. Mary's Landing, Charlotte Hall*	\$30,080
Oakland Mills Liquors, Columbia	\$15,000

* Expanded Cashing Authority Program Retailer

MONITOR GAMES

RETAILER	GAME
	
Harris Teeter #322, Columbia	\$73,116
E-Z Convenience, Towson*	\$29,698
Huntington Deli & Market, Columbia	\$23,822
Langley Park Exxon, Hyattsville	\$14,816
Soda Pop Shop, Catonsville	\$14,070
New Hampshire Sunoco, Takoma Park	\$13,980
Rodman's Discount Stores, Silver Spring*	\$13,270

SCRATCH-OFF GAMES

RETAILER	GAME
	\$2 Million
TJ Beer, Wine & Liquor, Takoma Park	Rose Gold Black
	\$100,000
7-Eleven #11534, Crofton	Bingo X10 3rd Edition
7-Eleven #39546, Randallstown	Ravens
Charles Station, Waldorf*	\$100,000 Extreme Cash
Easton Sunoco, Easton	Holiday Luck X10
Elkridge Marathon, Elkridge	Holiday Luck X10
Fastop #53, Chesapeake Beach	Holiday Luck X10
GT's Handi-Mart, Cascade	\$100,000 Extreme Cash
Jayco Liquors, Elkton	\$100,000 Extreme Cash
Long Branch Beer & Wine, Silver Spring*	\$100,000 Instant Jackpot
New Hampshire Avenue Liquors, Takoma Park	\$100,000 Crossword 4th Edition
Royal Farms #188, Aberdeen	Terrific 10s
	\$77,777
B&A Citgo, Linthicum	Lucky 7s Multiplier
	\$57,777
Classic Beer & Wine, Rockville*	Lucky 7s Tripler
	\$50,000
Budget Liquor, Baltimore	100X The Cash
Forest Glen BP, Silver Spring	\$500,000 Crossword
Giant #322, Reisterstown	Holiday Luck X5
Grinders Liquors, Marbury	Ca\$h Payout
Montpelier Liquors, Laurel	Strike It Rich
Muddy Creek Liquors, Edgewater	Ca\$h Payout
Wawa #8512, Elkton	\$
	\$30,000
Food Depot, Baltimore	Peppermint Payout X3
North Point Diner, Dundalk	UNO™
Wegmans #14, Hunt Valley	Peppermint Payout X3

