

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY-SEPTEMBER 2021

POWERBALL®

DOUBLE PLAY®

PREPARE FOR AUG. 23 POWERBALL CHANGES

New Monday Drawing,
Double Play® Feature
Creating Player Excitement
Pages 3-4

BEST PRACTICES:

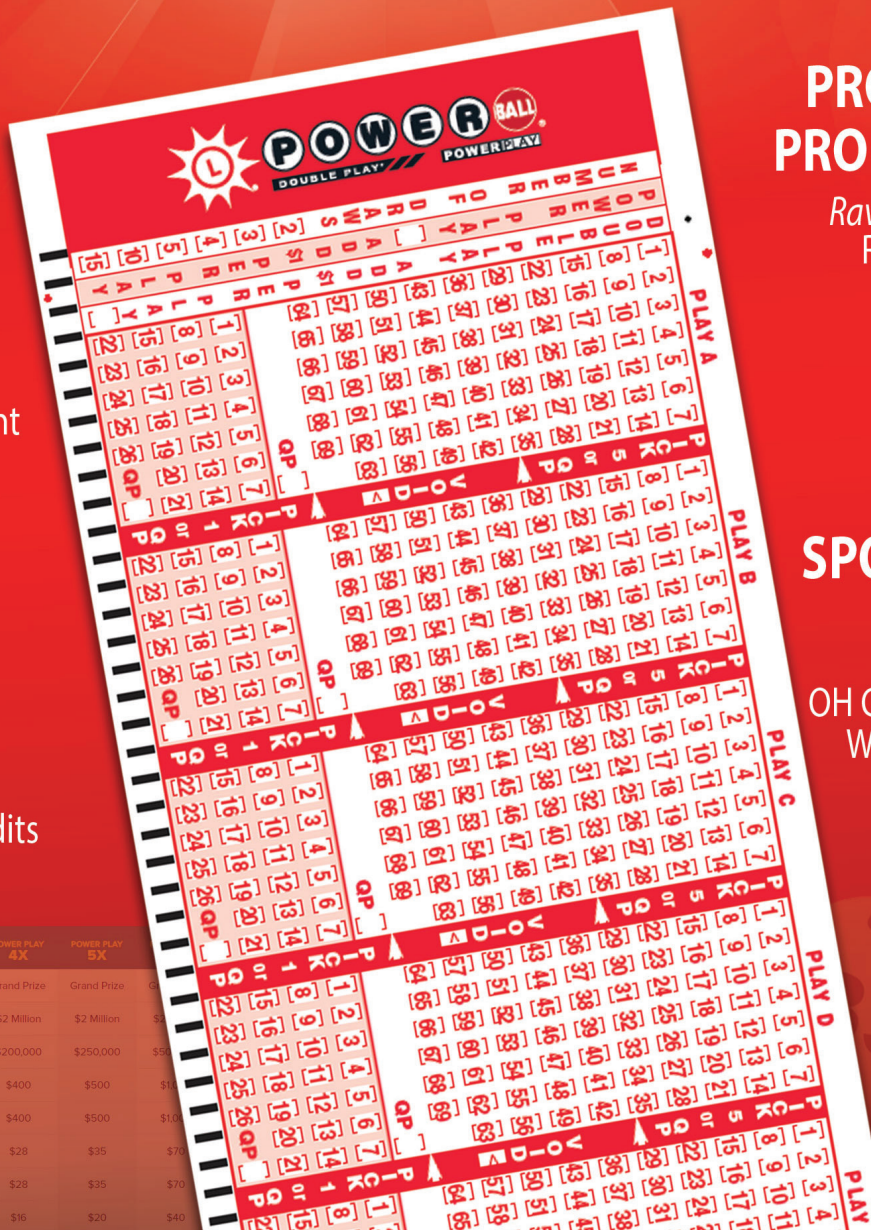
Help Players ID Problem
Gambling Resources/
Responsible Gaming Audits
Coming Soon
Pages 5-6

PRODUCTS & PROMOTIONS:

Ravens Scratch-offs
Return in August
Pages 6-7

RETAILER SPOTLIGHTS:

Hats off to
D&B Liquors,
OH Centreville Citgo,
Woodlawn Shell &
Zach's Liquors
Pages 8-9



MATCH	PRIZE	POWER PLAY 2X	POWER PLAY 3X	POWER PLAY 4X	POWER PLAY 5X
+ BALL	Grand Prize	Grand Prize	Grand Prize	Grand Prize	Grand Prize
	\$1 Million	\$2 Million	\$2 Million	\$2 Million	\$2 Million
+ BALL	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000
	\$100	\$200	\$300	\$400	\$500
+ BALL	\$100	\$200	\$300	\$400	\$500
	\$7	\$14	\$21	\$28	\$35
+ BALL	\$7	\$14	\$21	\$28	\$35
	\$4	\$8	\$12	\$16	\$20



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
CALL 800-522-4700 / 800-426-2537
CHAT mdproblemgambling.com
Click on chat.

VOLUNTARY EXCLUSION PROGRAM

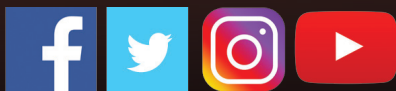
The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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A MESSAGE FROM OUTGOING MARYLAND LOTTERY DIRECTOR GORDON MEDENICA

Farewell & Happy Selling!



BY THE TIME THIS ISSUE arrives, I will have retired from my job as director of Maryland Lottery and Gaming. I left in June after six years of service and turned the reins over to **Jim Nielsen**, our Deputy Director and Chief Operating Officer. Jim will serve as Acting Director until Gov. **Larry Hogan** appoints a new director.

Jim has more than 35 years of lottery industry experience in the public and private sector, having worked in leadership roles for the New

York State Gaming Commission, New York Lottery, Scientific Games and GTECH (now IGT). You will find that he understands your business well and is highly responsive to retailers' concerns.

There is much to look forward to as *Powerball* expands in August with three drawings a week and the new *Double Play*® option (**see pages 3-4**). With two *Ravens* scratch-off games returning to our product lineup, too, your sales should finish strong in the first quarter of Fiscal Year 2022.

Thank you for always giving our players a first-rate customer experience and for pushing through the challenges posed by the COVID-19 pandemic. I appreciate all of your hard work and persistence. Most of all, I wish you continued success in the future!

COMMUNICATION COUNTS: Share Your Contact Information

DO WE HAVE your correct phone numbers and email addresses on file? How about a phone number for your store and for your manager? We are updating our records and need your help.

Communication is the key to a successful partnership. We must be able to reach you quickly if your store sells a \$200 million jackpot-winning ticket, for example, and a TV crew is on the way. Or, we may call to

say we are coming to collect outdated books of scratch-offs and run terminal reports.

Your email is just as important. We often have urgent information to share that is too detailed for a terminal message. We can also email you when we post new forms, fliers and monthly *Retailer Review* videos on *Retailer Corner* (resources).

Thanks, we appreciate your help!



ADDS THIRD WEEKLY DRAWING, DOUBLE PLAY® OPTION

Changes Start with Aug. 23 Drawing

WE'RE PICKING UP THE PACE to make *Powerball*® bigger and better for you and your players! On Aug. 23, the Maryland Lottery will join 47 other U.S. lotteries in adding a **Monday** drawing to the Wednesday/Saturday lineup. We will also double players' fun by launching the *Double Play* feature that day.

MONDAY DRAWING HIGHLIGHTS

- No change to the \$2 base game or its odds.
- Drawings take place at 10:59 p.m.
- Creates more prizes and jackpots due to additional sales.
- Offers more chances for you to earn a retailer bonus for selling a \$1 million second-tier winning ticket or a jackpot-winning ticket.
- Increases selling and cashing commissions!

DOUBLE PLAY = DOUBLE FUN

- Optional feature costs \$1 for each line of numbers.
- Drawings take place between 11:30-11:40 p.m.
- When customers add *Double Play* to their tickets, each set of numbers they play is good for both the *Powerball* drawing and the *Double Play* drawing.
- Has a separate prize structure for *Double Play*, ranging from \$7 up to \$10 million, with many prizes higher than in the *Powerball* drawing.
- *Power Play* feature is available only for the *Powerball* drawing, not the *Double Play* drawing.

We'll keep you updated on *Retailer Corner* in coming weeks. Be sure to watch the monthly *Retailer Review* videos, too.

NEW PLAYSLEIPS

We're sending new *Powerball* playslips your way in July that have a special sticker on the package. Check out the new design! **Set these playslips aside** and **do not** open or display them until **Sunday, Aug. 22**. You can then remove and recycle your old playslips.

NEW PLAY CENTER INSERTS

An eye-catching insert promoting the game changes is coming to retailers with play centers. Keep the center fully stocked and replenish supplies of playslips and pencils (available from Scientific Games) and *Responsible Gambling* brochures (available from your district sales manager).



POWERBALL UPDATE

DOUBLE PLAY

DOUBLE PLAY PRIZE MATRIX

Bigger prizes await those who win with *Double Play*! Six of *Double Play*'s prize tiers offer larger prizes than *Powerball* drawings, with payouts starting at \$7 and ranging up to \$10 million.

Match # of white balls	Powerball Matched?	ODDS	PRIZE
Five	Yes	1 in 292,201,338	\$10 million
Five	No	1 in 11,688,054	\$500,000
Four	Yes	1 in 913,129	\$50,000
Four	No	1 in 36,525	\$500 ✓
Three	Yes	1 in 14,494	\$500 ✓
Three	No	1 in 580	\$20 ✓
Two	Yes	1 in 701	\$20 ✓
One	Yes	1 in 92	\$10 ✓
—	Yes	1 in 38	\$7 ✓

✓ Prizes higher than in *Powerball* drawing.

The approximate overall probability of winning is 1 in 24.87, which is the same for the regular *Powerball* drawing.



ADVANCE SALES COUNTDOWN

Beginning July 4, our game system will automatically cut off advance sales that include any *Powerball* drawings after Aug. 21. If players ask why they cannot buy more games in advance, explain that we are changing *Powerball* starting Aug. 23. Advance sales for dates starting with Aug. 23 will resume after the Aug. 21 drawing.



MARKETING SUPPORT

Look for a robust player awareness campaign launching in Maryland starting **Aug. 28** via social media, TV commercials and radio spots. We will promote the game changes on your *Lottery in Motion* (LIM) monitor, too, so make sure the LIM is clearly visible to players in line at the register.



NEED MORE DETAILS?

We plan to post a **Retailer Information Sheet** on *Retailer Corner* (under the Resources tab) for you to view and download. You can also visit the *Powerball* how-to-play page on mdlottery.com or ask questions of your district sales manager.

'THE POWER PACK' ROLLS IN TO CLAIM \$731.1 MILLION POWERBALL JACKPOT

ANONYMOUS PLAYERS calling themselves "The Power Pack" won the \$731.1 million *Powerball* jackpot from the Jan. 20 drawing. They claimed the largest prize in Maryland Lottery history.

The single quick-pick ticket sold at **Coney Market in Lonaconing**, a small town in Western Maryland, was the only one the "Power Pack" purchased. The winners plan to invest the money to take care of their families and positively impact their communities "for generations to come."

The \$731.1 million jackpot was the fourth-largest in *Powerball* history and sixth-largest in U.S. lottery history. The Jan. 20 drawing marked Maryland's first *Powerball* jackpot win since 2011 and third jackpot win overall. Congratulations, again, to Coney Market, which received a \$100,000 bonus from the Lottery for selling the jackpot-winning ticket.



Mr. Powerball celebrated as the big winners claimed their prize at Maryland Lottery headquarters in Baltimore.

BEST PRACTICES

READ YOUR CUSTOMERS: Watch, Listen, Aid Problem Gamblers



HELPING CUSTOMERS keep their Lottery play in the fun zone is good business. We want players to enjoy Lottery games as a form of entertainment. Do your part to help customers who may be experiencing problem-gambling behaviors.

- **WATCH FOR CLUES** — Signs include spending lots of time in your store playing games, spending large amounts of money or complaining about their finances.

- **LISTEN** — Customers may say "I'm going to win back the money I lost yesterday," "I was counting on this ticket to win so I can pay bills," or "I spend a lot of money and never win."
- **OFFER HELP** — The *Responsible Gambling* video on *Retailer Corner* (under the Resources tab) offers strategies for common situations. You can also:
 - Use the button on your terminal to print the helpline number (1-800-426-2537) with the receipt.
 - Provide a *Responsible Gambling* brochure.
 - Let customers know help is available at no cost.
 - Tell them the helpline number is on the back of every ticket.
 - Explain the game odds or have them visit mdlottery.com/games.
 - Suggest they visit www.helpmygamblingproblem.org to find out about free resources.

This article appears in collaboration with the Maryland Center of Excellence on Problem Gambling. Information: www.helpmygamblingproblem.org.



RESPONSIBLE GAMING AUDITS COMING SOON

THIS SUMMER, our district sales managers will conduct *Responsible Gaming* Audits during in-store visits. These audits, which are part of the Maryland Lottery's continuous improvement program, will give us valuable insight into better ways to educate customers about responsible play.

Your district sales manager will complete a form that has 10 questions with yes / no answers. They will see if monitors are functioning correctly, for example, and note if there is a stay-and-play area. They will also determine if our *Responsible Gambling* brochure is visible and properly displayed.

Now is a great time to restock *Responsible Gambling* brochures if you are running low. Ask your district sales manager to bring a supply and show you how to display these helpful brochures. We appreciate your cooperation!

PRODUCTS & PROMOTIONS

\$120,000 SUMMER GIVEAWAY ARRIVES

BOOST YOUR SALES of lower-priced scratch-offs in July and August by promoting our **\$120,000 Summer Giveaway**. Starting July 1, players can enter any active non-winning \$1, \$2 and \$3 scratch-off into their *My Lottery Rewards* account to qualify for this second-chance promotion.



- **Entry:** Each scratch-off equals one entry. Entries do not carry over from one drawing to the next.
- **Prizes:** 16 winners of \$5,000 cash and 40 winners of \$1,000 cash.

- **Drawings:** July 6, 13, 20, 27 & Aug. 3, 10, 17, 24.
- **Details:** Visit *My Lottery Rewards*.

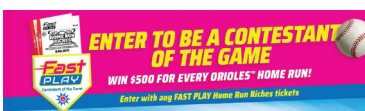
ONGOING SECOND-CHANCE PROMOTIONS



SUMMER FUN — **Prize:** \$2,500 cash (five winners per drawing.)
Remaining drawings: Aug. 3 & Sept. 8.
Details: mdlottery.com/summerfun



EVERLASTING MILLION CHALLENGE™ — **Prize:** Trip to Las Vegas, \$1,000 spending money and a chance to participate in the EVERLASTING MILLION CHALLENGE event, with a chance to win a cash prize from \$1,000 up to a lifetime prize of \$1 million a year.
Remaining drawings: July 6 & 27, Aug. 17 & Sept. 7.
Details: mdlottery.com/goldenticket



CONTESTANT OF THE GAME — **Prize:** \$500 for selection and \$500 for every Orioles™ home run hit during that game.
Remaining drawings: July 28 & Aug. 24.
Details: mdlottery.com/homerun

PRODUCTS & PROMOTIONS

NEW! SCRATCH-OFFS

DISTRIBUTION BEGINS: JULY 12

(Included in weekly auto orders)

\$5 — Gold Bar Bingo 2nd Edition / #549
\$50,000 top prize (8)

LAUNCH: JULY 19

\$1 — Aces High / #539
\$1,000 top prize (32)

\$3 — Diamond Bingo 2nd Edition / #541
\$30,000 top prize (7)

\$5 — Multiplier Money / #542
\$50,000 top prize (8)

\$10 — Win \$50 or \$100 3rd Edition / #543
\$100 top prize (130,000)

\$20 — Money Explosion / #544
\$1 million top prize (7)
Paid over 20 years

LAUNCH: AUG. 23

\$2 — Ravens X2 / #545
\$20,000 top prize (7)

\$5 — Ravens X5 / #546
\$100,000 top prize (7)

\$10 — \$100,000 Crossword 5th Edition / #547
\$100,000 top prize (8)

\$10 — Ca\$h Bonus / #548
\$100,000 top prize (8)



LAUNCH: SEPT. 20

\$1 — Blazing 777® / #550
\$777 top prize (24)

\$5 — Lucky / #551

\$10 — \$10,000 Lucky / #552

\$30 — \$100,000 Lucky / #553

NEW FAST PLAY GAMES!

LAUNCH: JULY 5

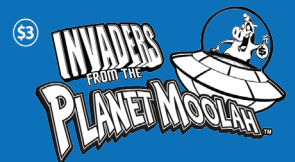
\$1 — Perfectly PEARed / #026
\$1,000 top prize (30)

\$3 — Invaders from the Planet Moolah™ / #029
\$30,000 top prize (10)

\$20 — Hit the Jackpot / #028
Progressive jackpot starts at \$250,000 (15)

LAUNCH: SEPT. 6

Visit Retailer Corner in August to see the list of fun new games coming your way!



D&B LIQUORS, *WALKERSVILLE*

REGION

1

RETAILER:
Neil Raval



District
Sales Manager:
Bryan Byers



Owner Neil Raval

Reason for Selection:

Owner **Neil Raval** took over the store in 2019, only months before COVID-19 ended business as usual. He used the time to remodel the store and increase its scratch-off facings to 44. The result: Fiscal Year 2021 sales are so strong the store surpassed its annual sales goal in early June.

D&B Liquors also sold a \$50,000-winning *Powerball* ticket on May 22, which is now a red letter day that marks the store's biggest

prize-winning ticket sale. Raval builds player loyalty by always displaying new games, providing excellent customer service and knowing many of his customers by name.

OH CENTREVILLE CITGO, *CENTREVILLE*

REGION

2

RETAILERS:
Thomas and
Maria Kim



District
Sales Manager:
Scott Kershaw



Owner Thomas Kim

Reason for Selection:

As an Expanded Cashing Authority Program retailer, OH Centreville Citgo welcomes lots of players and winners claiming prizes up to and including \$5,000. This busy Queen Anne's County retailer became a Lottery partner in March 2019.

The site's Lottery sales average is \$8,470 above the rest of Lottery

retailers within the same zip code. Lottery sales are so strong the business had already achieved its Fiscal Year 2021 sales goal by early June. The owners are proactive about Lottery products and promotions and always activate new games on the day they arrive each month. This keeps their inventory of 56 scratch-off facings new and exciting for their players.

ZACH'S LIQUORS, *HYATTSVILLE*



Owner Priyanka Malhotra

Reason for Selection: This new owner purchased Zach's Liquors and joined the Lottery retailer network in February. Although this is her first Lottery operation, she runs it like a pro.

Her store is clean and she provides exceptional customer service to Lottery players, which includes offering 50 scratch-off facings and a self-serve PEX machine. **Priyanka Malhotra** created a comfortable stay-and-play area and offers free bottles of water to her Lottery players. She's already sold a \$2,700 winning *Pick 4* ticket, too.

"Priyanka is super friendly and a pleasure to be around," said **DeUnka Wade**, *district sales manager*. "I am excited to see her store going to the next level."

REGION

3

RETAILER:
Priyanka Malhotra



District Sales Manager:
DeUnka Wade

WOODLAWN SHELL, *BALTIMORE*



Owner Qasim Mehmood (center) with Manager Sandra Navas (right) and Assistant Manager Naomi Vazquez.

Reason for Selection: Lottery sales are off the charts at this Expanded Cashing Authority Program retailer, which gives players incentives to cash in winning tickets. The Baltimore County business provides a choice of 120 scratch-off facings and has a strong base of *Pick 4* and *Racetrax* players. This year, the store has already sold 10 \$5,000-winning *Pick 4* tickets plus a \$10,000-winning scratch-off.

Claiming incentives abound! Owner **Qasim Mehmood** gives a \$50 gift card to customers who cash in a \$5,000-winning ticket. Those cashing in a \$500-winning ticket get \$4 in free play. Mehmood also offers free coffee, soda, juice and candy to

those who stay and play. "He's a bit of a comedian, so he keeps them laughing," said **Carolyn Mack**, *assistant regional sales manager*.

Lottery sales are strong and growing. The business surpassed its Lottery sales goals for the first three quarters of Fiscal Year 2021 by 118.6%, 112.3% and 113.6%, respectively. With weeks to go in FY21, Woodlawn Shell had already set a store record for its Lottery sales.

REGION

4

RETAILER:
Qasim Mehmood



Assistant Regional Sales Manager:
Carolyn Mack

LUCKY RETAILERS: MAY 2021

CONGRATULATIONS TO these lucky retailers! They sold winning draw and monitor game tickets of \$20,000 and up or winning scratch-offs of \$30,000 and up in May. Check *Retailer Corner* at mdlottery.com for a complete list of retailers that sold winning tickets of \$10,000 and up and winning scratch-offs of \$20,000 and up.

DRAW & MONITOR GAMES



A. Dyson's General Store:

Managing partners Hardik Shastri and Aashish Patel.

RETAILER	PRIZE
BONUS MATCH 5	
Royal Farms #188, Aberdeen	\$50,015
Outpost 544, Millington*	\$50,000
W Express, Takoma Park	\$50,000
Dyson's General Store, Brandywine*	\$50,000 (A)
FAST PLAY	
CHILI PEPPER PAYOUT / Royal Farms #101, Elkton	\$129,198
JACKPOT PARTY / Weis Markets #044, Pasadena	\$179,756
LUCKY NUMBERS / Race-N In, Mechanicsville	\$224,936
MONEY MULTIPLIER / 7-Eleven #34278, Queenstown	\$20,000
MEGA MILLIONS	
Plaza Liquors, Baltimore*	\$40,000
POWERBALL	
Giant #2312, Glen Burnie	\$1,000,000
D&B Liquors, Walkersville	\$50,000
Eastern CMF, Middle River	\$50,000
Marlboro Country, Upper Marlboro*	\$50,000
Weis Markets #070, Odenton	\$50,000
RACETRAX	
Dolfield Convenience Store, Baltimore*	\$57,856
Mitts Rosedale Liquors, Rosewood	\$31,294
Quick Mart Merritt Boulevard, Dundalk	\$27,480
Riverside Sunoco Plus, Belcamp*	\$20,601

SCRATCH-OFF GAMES

RETAILER	GAME
\$1 Million	
Springdale Food Mart, East New Market	Lucky 777
\$500,000	
Woodmoor Shell Food Mart, Baltimore	\$500,000 Crossword
\$250,000	
Chuck's Liquors, Mt. Rainier	CASH
\$100,000	
7-Eleven #38196, Baltimore	\$100,000 Crossword 4 th Edition
Hampton Mall Exxon, Capitol Heights	WILLY WONKA GOLDEN TICKET™
Lee's Market, Laurel*	WILLY WONKA GOLDEN TICKET™
Royal Farms #346, Baltimore	\$100,000 Extreme Cash
RRK Airpark Exxon, Gaithersburg	50X The Cash
Sharky's Bar & Grill, Baltimore	Terrific 10s
Valley Exxon, Lutherville	\$100,000 Extreme Cash
Wawa #558, Rosedale	\$100,000 Extreme Cash
\$50,000	
Benjamin's Store, Rising Sun	\$50,000 Bingo Doubler
Canton BP, Baltimore*	24 Karat Gold
Club Climax, Baltimore*	\$50,000 Bingo Doubler
Goose Creek Food Stores #11, Denton	20X The Cash
Hub City Liquor, Hagerstown	Gold Rush X100
Kensington Liberty, Kensington*	Win Win Win
Lusby Liquors, Lusby	Bankroll Buck\$ (B)
Old Orchard Liquors, Hagerstown	100X The Cash
Patapsco Village Liquors, Baltimore*	50X The Cash
Rosedale Crown, Baltimore	50X The Cash
Royal Farms #307, Frederick	Bankroll Buck\$
\$30,000	
Jaz Wholesale Market, District Heights	Super Tic Tac Toe
Martin's #6003, Cumberland	Bonus Crossword 3 rd Edition
Royal Farms #188, Aberdeen	Lucky Bingo



B. Lusby Liquors:

Husband and wife owners Rajnikant and Dipti Patel.