

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY-SEPTEMBER 2022

For a 2nd Chance to win CASH OR RAVENS PRIZES, visit mdlottery.com!

\$2



TOP PRIZE \$20,000!

WINNING NUMBERS

	\$	\$
	\$	\$
	\$	\$

Match any of YOUR NUMBERS to any 1 or more of the WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "0" symbol, win that PRIZE automatically. Reveal a "5X" symbol, win 5X the PRIZE shown for that symbol.

My Rewards

For a 2nd Chance to win CASH OR RAVENS PRIZES, visit mdlottery.com!

\$5



RAVENS X5

TOP PRIZE \$100,000!

BONUS: Reveal a "0" symbol, win prize shown automatically!



WINNING NUMBERS

--	--	--	--

YOUR NUMBERS

\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$

16 CHANCES TO WIN!

Match any of YOUR NUMBERS to any 1 or more of the 4 WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "0" symbol, win the prize shown for that symbol! Reveal a "5X" symbol, win 5X the prize for that symbol!

My Rewards


PRIZE CHECK

001

For a 2nd Chance to win CASH OR RAVENS PRIZES, visit mdlottery.com!

RAVENS PRIZES, visit mdlottery.com!

RAVENS X2



TOP PRIZE \$20,000!

YOUR NUMBERS

\$	\$	\$
\$	\$	\$
\$	\$	\$

Match any of YOUR NUMBERS to any 1 or more of the WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "0" symbol, win that PRIZE automatically. Reveal a "2X" symbol, win 2X the PRIZE shown for that SYMBOL!

My Rewards

PRIZE CHECK

001

GAME DAY EVERY DAY

FAN-FAVORITE SCRATCH-OFFS RETURN TO THE ROOST: Pages 6-7

A MESSAGE FROM DIRECTOR JOHN MARTIN:

SPRINT TO THE FINISH PUSHES FY 2022 SALES TO NEW HEIGHTS



YOU DID IT AGAIN! We're ready to celebrate new records and accomplishments set in Fiscal Year 2022, which ends on June 30. When the final numbers are tallied, we expect to surpass last year's record sales total of \$2.61 billion. Thank you, thank you, thank you!

Your fantastic efforts at the retail level combined with several solid jackpot rolls in *Powerball*, *Mega Millions* and *Multi-Match* helped generate much-needed revenues to benefit Maryland's good causes. The success of our *Pick 5* game launched in February and the growing popularity of *Racetrax*, *FAST PLAY* and scratch-offs helped us cross the finish line

in style. We'll share details of the year's records and highlights in the October-December issue of the *Retailer Report* newsletter and on Retailer Corner.

In the meantime, we've got exciting news in this issue about the return of the fan-favorite *Ravens* scratch-offs and second-chance promotion, a New Year's Eve promotion for *Powerball* players and an initiative to help retailers analyze their scratch-off sales by price points.

We're looking forward to the start of Fiscal Year 2023 and, in January, celebrating the Lottery's 50th anniversary with you and our players. Thanks again for all that you do.

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RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline
CALL 1-800-GAMBLER
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.

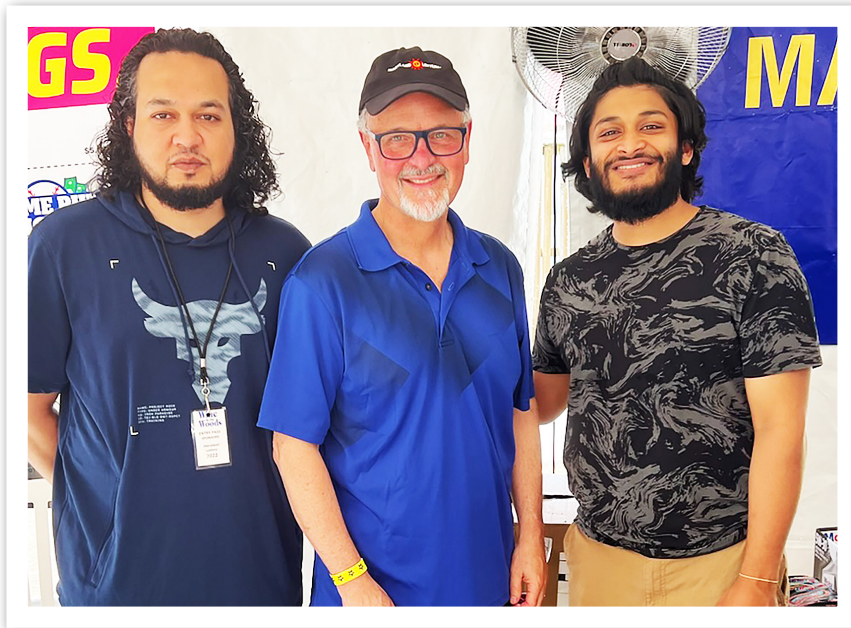
GREAT NEWS!

Selling commissions rise to 6% in October. Check Retailer Corner in September for details!

50TH ANNIVERSARY PLANNING CONTINUES

WE'RE LOOKING FOR Lottery history! Do you have old-time photos of a Lottery event at your store, maybe a *Keno* party or retailer check presentation? Would you like to show off a cool Lottery keepsake from the 1970s, '80s or '90s? Let us know! Email deborah.mcdaniel-shaughney@maryland.gov.

WINE IN THE WOODS FESTIVAL GENERATES STEADY SALES



Two days of fun at the annual Wine in the Woods festival in May had employees of Elkridge Marathon ringing up sale after sale. (From left) Store employee Salman "Mani" Jamal, Lottery Director John Martin and employee Rafay Ahmad. The store is located at 6315 Washington Boulevard in Elkridge.

TEST YOUR GAMBLING LITERACY

WHEN PLAYERS ASK QUESTIONS about the odds of winning in our most popular games, do you know where to get the answers? Everything is available in the [Games section](#) at mdlottery.com!

For jackpot games, the data is under the link to the prize structure. For *FAST PLAY* and scratch-offs, the information is listed with each individual game. Test your knowledge here and then check your answers on **page 12**.

- 1 The odds of winning the jackpot in an in-state game like *Multi-Match* are better than winning a *Powerball* jackpot? **True / False**
- 2 Players can improve their odds of winning in *Pick 3*, *Pick 4* or *Pick 5* by playing the same number each time? **True / False**
- 3 The odds are better for winning a top prize on a \$5 scratch-off vs. a \$10 scratch-off? **True / False**
- 4 A *Keno* 1-spot bet has 1 in 4 chances of winning. **True / False**
- 5 In *Racetrax*, the probability of the No. 12 horse coming in first place is better than the probability of the No. 1 horse finishing first. **True / False**



RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal,
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PlayCentral EX (PEX)

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Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
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accounting.mlcca@maryland.gov

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TAKE US OUT TO THE BALL GAME!



Attending the game were (from left) Usman Hashmi with Arundel Mills Exxon, the Lottery's Sol Ramsey and Landover Hills Exxon's Baljit Singh.

The Maryland Lottery treated 10 retailers to suite seats at the May 20 Baltimore Orioles game against the Tampa Bay Rays. What a night! The Rays floundered, losing to our hometown team in extra innings on a walk-off home run.

Attending as Lottery hosts were **Sol Ramsey**, managing director of sales and marketing; **Tyrone Williams**, sales manager; **James Young**, director of corporate sales; and **Michael LaVardera**, sales support manager. The Lottery had access to the suite as part of its promotional contract with MASN.



Harbour Liquors' James Kiriazoglou, owner, and his wife Kathy with the Lottery's Sol Ramsey (right).

RED HOT SALES AT ORIOLES OPENING DAY

Pradip Bidari (left) and Bishoram Gopali from Quick Mart of Cockeysville sold tickets from the Lottery booth at the Orioles opening day game in April. Their store is located at 576 Cranbrook Road in Cockeysville.



RIGHT-SIZE YOUR SCRATCH-OFF DISPLAYS



Rt. 40 Sunoco in Baltimore offers players 236 scratch-off facings sold through three PHDs and counter dispensers. Sajid Jamal welcomes players.



Store employee Babadur



Rt. 40 Sunoco, Baltimore



Store employees (from left) Ali and Parth

HOW YOU DISPLAY YOUR INSTANT TICKETS can impact your store's Lottery sales. A proven best practice to boost revenue involves working with your Lottery district sales manager to regularly review how you display scratch-offs, whether your price points are at the right mix and how long to display low-selling games.

- Determine whether you have **enough** countertop instant ticket dispensers or **too many**. Are dispensers visible to players? Are they in good condition without cracks or scratches? Bigger isn't always better, especially if the dispensers hold games your players won't buy.
- Do you have the **right price points** in those dispensers based on customers' buying patterns?

Find out by running sales reports through gemRetailer or your Lottery district sales manager can analyze sales data with you. Review sales patterns at your store and in your area to see how fast games at each price point sell through.

- Visit Retailer Corner to review weekly scratch-off sales data at [Resources > Scratch-off Orders and Information](#). We detail the top five best-selling scratch-offs in each price point statewide as well as the top 40 best-selling scratch-offs statewide. Take a look!
- Remove slow-moving, low price-point games.
- **REMEMBER:** New inventory always sells fast! Get new games activated and on display when they arrive in the Red Bag each month.



NEW SCRATCH-OFFS

LAUNCH: JULY 18

\$1 – Double Blackjack / #590
\$1,000 top prize (32)

\$5 – Gold Bar Bingo 3rd Edition / #592
\$50,000 top prize (8)

\$5 – Extreme Green / #597
\$50,000 top prize (8)

\$10 – Money Rush / #595
\$100,000 top prize (8)

\$20 – Million Dollar Mega Multiplier / #596
\$1 million top prize (7)

LAUNCH: AUG. 22

\$2 – Ravens X2 / #591
\$20,000 top prize (6)

\$5 – Ravens X5 / #593
\$100,000 top prize (7)

\$10 – Win \$50, \$100 or \$200 / #598
\$200 top prize

\$10 – \$100,000 Crossword 6th Edition / #594
\$100,000 top prize (8)

LAUNCH: SEPT. 19

\$1 – Fast Ca\$h / #599

\$5 – Power Shot Multiplier / #600

\$5 – Deluxe Crossword 7th Edition / #601

\$10 – Lady Luck / #602

\$30 – Cash Is King / #603



Fast PLAY

LAUNCH: JULY 4

\$2 – Crazy 8s / #43
\$8,888 top prize (10)

\$5 – Sevens / #44
\$57,777 top prize (20)

\$10 – Towering 10s / #45
\$100,000 top prize (30)

UPCOMING PROMOTIONS

RAVENS SECOND-CHANCE PROMOTION RETURNS



Our fan-favorite Ravens second-chance promotion is back, loaded with popular prizes like seats for 20 years and season tickets. The second-chance fun kicks off when the \$2 and \$5 scratch-offs launch on Aug. 22.

We'll post a Retailer Information Flier on Retailer Corner in August and review promotion details in our monthly *Retailer Review* videos, which are accessible on Retailer Corner or through your monthly retailer update email. You can also check mdlottery.com beginning Aug. 22 for scratch-off and promotion information.

GO RAVENS!



WIN FIRST MILLIONAIRE OF 2023 HONORS

The *Powerball First Millionaire of the Year* second-chance promotion is back! Maryland Lottery players can join other lottery players from around the country vying to win a VIP trip for two to New York City to ring in the New Year as finalists for the chance to win \$1 million. Watch Retailer Corner for details.

RETAILER SPOTLIGHTS

REGION 1 HAMPSTEAD LIQUORS, HAMPSTEAD

Retailer: Cristin Cellitto



District Sales Manager:
Nicole Sample



Neil, a store clerk

Reason for Selection: A longtime Lottery retailer, Hampstead Liquors began selling Lottery games about 25 years ago and is a valued member of the community.

This owner-managed business is celebrating its May 9 sale of a \$5.1 million *Multi-Match* record-setting ticket that was claimed by an anonymous winner.

“This store reminds you of old town places where everyone knows your name,”

said Lottery District Sales Manager **Nicole Sample**.

As an Expanded Cashing Authority Program (XCAP) retailer, the business owned by **Cristin Cellitto** attracts lots of customers who come to cash winning tickets up to and including \$5,000. They can then choose from 72 scratch-off facings along with all other games.

The store is on pace to achieve its Fiscal Year 2022 sales goal, thanks to an exceptional first and second quarter performance.

REGION 2 RR LIQUOR BEER & WINE, EASTON

Retailer: Andy Patel



District Sales Manager:
Keith Dixon



Retailer Andy Patel

Reason for Selection: A former New Jersey pharmacist, **Andy Patel** recognized the potential of an Easton convenience store location and opened RR Liquor Beer & Wine in January 2017. He renovated the interior and coolers as well the Lottery sales area.

Good customer service is a major factor in the business' success. The retailer, his wife Anisha and other employees offer friendly service and maintain a clean, inviting Lottery

play area with 48 scratch-off facings.

Throughout the pandemic, business continued to grow. Patel added a self-serve PHD and became an Expanded Cashing Authority Program (XCAP) retailer able to cash winning tickets up to and including \$5,000. In a very competitive market, RR Liquor Beer & Wine maintains \$10,000 above the average weekly district sales.

And, on March 28, the business sold a \$50,000-winning *Pick 5* ticket.

RETAILER SPOTLIGHTS



REGION 3
7-ELEVEN #25410, SEVERN
Retailer: Aarti Pathare



District Sales Manager:
Rob Austera

Reason for Selection: A Lottery retailer for 16 years, **Aarti Pathare** owns this 7-Eleven and continues to build her customer base with store improvements. She recently installed gas pumps at the site and is still attracting players because of her store's sale of a \$1 million winning *Mega Millions* ticket on Jan. 18.

"Her store consistently performs better than others in my territory," said **Rob Austera**, *Lottery district sales manager*. "She always follows my suggestions, activates new games as soon as they arrive, keeps Lottery point-of-sale materials updated and visible."

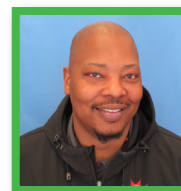
Pathare's sales are so strong her convenience store is on the list to receive a self-serve vending machine this year. Until then, she continues to sell games and 24 scratch-off facings from the counter.



Manish Shrestha (right), the manager, with clerk Roku Thapamagar




REGION 4
CANTON BP, BALTIMORE
Retailer: Jae Park



District Sales Manager:
Walter Griffin



Retailer Jae Park

Reason for Selection: Excellent customer service and outstanding Lottery management are key to the success of **Jae Park**, who owns and operates this busy location. An Expanded Cashing Authority Program (XCAP) retailer, Canton BP has a steady flow of customers buying games and claiming prizes.

Park came to Maryland 23 years ago and joined the Lottery retailer network about 17 years ago. Customers can choose from 76 scratch-off facings sold from a self-serve PHD and countertop dispensers as

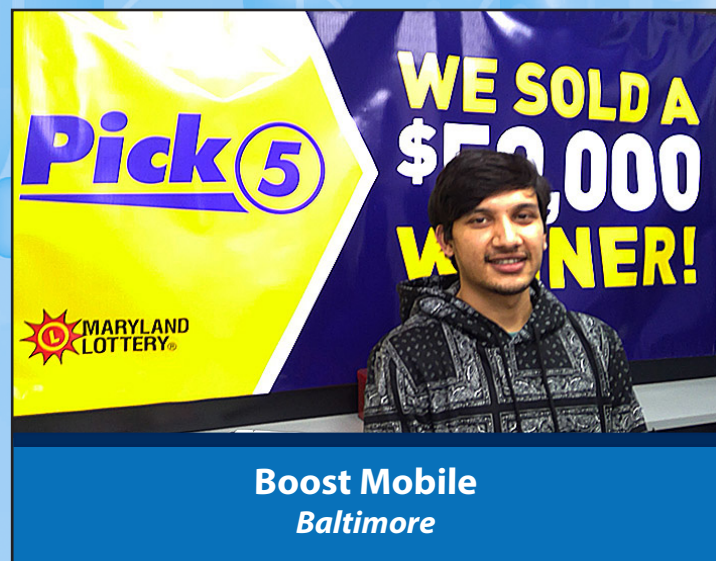
well as buy other Lottery games through two Wave terminals. In April, a winner claimed a \$250,000 top-prize winning \$250,000 *Gold Rush* scratch-off that was sold by Canton BP and, in 2021, the store sold a \$50,000 winning *24 Karat Gold* instant ticket.

"Jae is well known and respected by his customers and in the neighborhood as a good person and great retailer," said **Walter Griffin**, *Lottery district sales manager*. "He is one of the many gems in my sales territory."



Banners Promote Your
**LUCKY LOTTERY
 BUSINESS**

CONGRATULATIONS to these lucky retailers!
 They received banners to promote their sale
 of a jackpot or top-prize winning scratch-off
 or big winning tickets in draw games and *FAST PLAY*
 games. Way to go!



**Boost Mobile
 Baltimore**



**Bottle & Cork Liquors
 Towson**



**Chesapeake Liquors
 Glen Burnie**



**Kings Creek
 Princess Anne**



**Maria's
 Parkville**



Monument Street Shell
Baltimore



Naylor Food Mart
Salisbury



Peach Town Liberty
Hagerstown



Royal Farms #009
Baltimore



Royal Farms #087
Conowingo



Soda Pop Shop
Catonsville

TERMINAL DOWN? CALL THE SG HOTLINE!

EQUIPMENT HELP IS AVAILABLE 24 hours a day, seven days a week on the **SCIENTIFIC GAMES HOTLINE**. Call **1-888-427-7568**.

This number appears on the red sticker we put on **ALL TERMINALS**. Call this number to get help with Lottery issues. Calling the hotline number is the **only** way to get assistance with your Lottery equipment. If you call the Lottery office, you will be referred to the hotline. **SAVE TIME, CALL THE HOTLINE!**

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Wave terminals

SCIENTIFIC GAMES HOTLINE

SGI Call Center 1-888-427-7568 24HRS/7 days per week	Tel-Sel Representatives 1-866-832-1477 8 A.M. to 5 P.M./M-F Lottery Customer Service 1-800-388-1333
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Flair terminals



XCAP RETAILERS: WATCH FOR RENEWAL NOTICES

RENEWAL TIME ARRIVES THIS FALL for most of the 430 Maryland Lottery retailers that are members of our Expanded Cashing Authority Program (XCAP). Keep an eye on your official store email for details about the renewal process and how to access the on-line application. Renewal emails will go out in August and September.

Don't miss your renewal notice! If we don't have your current store email, send an email containing your retailer store number and store name to **Fred Masterson**, *director of sales force automation*: fred.masterson@maryland.gov.

GAMBLING LITERACY QUIZ ANSWERS

- True.** The probability of winning a jackpot on a \$2 *Multi-Match* ticket are 1 in 2,032,151.7. Odds of winning the *Powerball* jackpot are 1 in 292,201,338.
- False.** The odds never change. Each combination of numbers has the same probability of being drawn in each and every drawing: 1 in 1,000 for *Pick 3*; 1 in 10,000 for *Pick 4*; and 1 in 100,000 for *Pick 5*.
- Trick question!** Odds vary for each scratch-off so check the data on mdlottery.com.
- True.** The odds for each bet type are listed in the game's prize structure.
- False.** The probability for the No. 1 horse is 1 in 4.5 while the odds for the No. 12 horse are 1 in 45.05. The horses in *Racetrax* are weighted. The lower-numbered horses finish in the top four more often than the higher-numbered horses do. The payouts are larger when the higher-numbered horses win.

BREAKING NEWS!



Howard Benjamin (left) with Sales Director Al Ringgold.

THE LOTTERY BID FAREWELL to longtime Sales Department employee **Howard Benjamin**, who retired effective July 1 after 49 years of service. He received citations from both the State Comptroller and Governor's office.

Benjamin joined the Lottery when it began operations in 1973 and first worked in the Accounting department. He launched the first Lottery subscription program and served in a variety of roles including assistant to the deputy director, special projects assistant, district sales manager to Prince George's County and sales director. He worked as a sales research analyst from 1989 until his retirement. Best of luck!

LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO these retailers that sold winning tickets of \$50,000 and up or a winning scratch-off of \$50,000 and up in May. Visit Retailer Corner each month to see the lists of lucky retailers selling winning games of \$10,000 and up.

DRAW, JACKPOT & MONITOR GAMES

GAME/RETAILER	PRIZE
BONUS MATCH 5	
Outpost 544, Millington*	\$150,000
Daddy Pa's Mart & Deli, Brooklyn Park	\$50,000
KENO	
Talbert's Ice & Beverage Service, Bethesda (2 tickets)	\$64,000
FAST PLAY	
I HEART CASH	
Giant #335, Frederick	\$ 50,000
MEGA MILLIONS	
Star Gas Mart, Rising Sun*	\$1,000,000
MULTI-MATCH	
Hampstead Liquors, Hampstead*	\$5.1 million
PICK 5	
Best 1 Food Market, Capitol Heights (3 tickets)*	\$150,000
Brenbrook Shell, Randallstown	\$50,000
Buckeystown Mart, Buckeystown	\$50,000
Canopy Liquors, Lexington Park (2 tickets)*	\$50,000
Lakeside Liquors, Owings Mills*	\$50,000
Meadows Market & Restaurant, Upper Marlboro*	\$50,000



Tobacco Barrel #307: (From left) Latoya Oakley, sales clerk, with Brenda Weber, manager

POWERBALL	
Best One Food Market, Capitol Heights*	\$100,000
Marlton Liquors, Upper Marlboro*	\$100,000
Tobacco Barrel #307, Baltimore	\$50,004
7-Eleven #26253, Baltimore	\$50,000
Giant #169, Germantown	\$50,000
J Convenience, Parkville*	\$50,000
Sheetz #209, Boonsboro	\$50,000

RACETRAX	
29 Convenience Mart, Silver Spring*	\$102,419
Edgewood Amoco BP, Edgewood*	\$86,842

SCRATCH-OFFS

RETAILER	GAME
\$1 MILLION	
Goose Creek #03, Mardella Springs	Show Me \$1,000,000!
\$500,000	
Quick Stop Food Mart, Bladensburg*	Bonus Bingo X20
\$100,000	
7-Eleven #21054, Baltimore	\$100,000 Extreme Cash
99 Cent Plus Discount, Silver Spring	MONOPOLY™ X50
Crisfield Oceanic, Crisfield*	Big Cash Riches
E-Z Convenience, Towson*	Big Cash Riches
Gem Liquors, Lanham	\$100,000 Extreme Cash
M&M Lounge, Baltimore	\$100,000 Crossword 5 th Edition
Sun M Food Market, Baltimore	\$100,000 Lucky
Village Beer & Wine, Poolesville	\$100,000 Extreme Cash
Westpoint Shell, Annapolis	\$100,000 Lucky
\$50,000	
2 Go Convenience & Deli, Savage*	Deluxe Crossword 6 th Edition
Boost Mobile, Baltimore*	Multiplier Money
Crazy John's, Baltimore*	FAMILY FEUD®
Dash In #001, Westover	Ca\$h Bonus
Meadowridge Wine & Spirits, Elkridge	Show Me \$1,000,000!
Parsonsborg Quick Stop, Parsonsborg	\$2,000,000 Gold Rush
Randolph Beer & Wine, Rockville	Lucky
Royal Farms #088, Monkton	Fat Wallet
Royal Farms #174, Sykesville	Ca\$h To Go
Super Save, Baltimore	Gold Bar Bingo 2 nd Edition
Three Brothers, Baltimore*	Power 5s
Weis Markets #86, Baltimore	MONOPOLY™ X20
Woodlawn Shell, Baltimore*	FAMILY FEUD®

