



Holiday Scratch-offs Adding A Merry Jingle to Fall & Winter Sales

GET READY, GET SET, ACTIVATE! *The Oct. 24 launch of our Holiday Family of Games is sure to put a smile on your face and some extra cash in your register. Our popular holiday-themed scratch-offs and Holiday Cash & Dash second-chance promotion are a fall sales booster. Share this information with your clerks so everybody can help you sell, sell, sell!*

HOLIDAY FAMILY OF GAMES

Display these games together in your After Glow countertop dispensers. Need a second dispenser or taller dispenser tower? Ask your district manager for help! Top prizes for these games are listed on **page 5**.

HOLIDAY CASH & DASH SECOND CHANCE

This popular promotion is back! Players can enter non-winning holiday scratch-offs into the second-chance contest through *My Lottery Rewards*. Drawings take place on Tuesdays Nov. 1 through Jan. 17. Full details will be available online. Players can win:

- **GRAND PRIZES:** 12 winners of a trip for two to Chicago for a dash through a merchandise-packed warehouse. The winner and a guest fill a shopping cart with as many items as possible in 90 seconds.
- **CASH PRIZES:** 12 winners receive \$10,000; 12 winners receive \$5,000 and 132 winners receive \$1,000.
- **MERCHANDISE:** 600 winners.



CHECK IT OUT!

Lottery sets multiple records for Fiscal Year 2016. See page 3.

RETAILER HOLIDAY BONUS PROGRAM

Earn extra cash! Activate holiday ticket books to enter the program. Talk to your district manager or check Retailer Corner at retailercorner.mdlottery.com for details.

GOOD LUCK!

CONTENTS

Scratch-off News	5
Retailer Spotlight	7
Lucky Retailers	8

RETAILER REPORT

**1800 Washington Blvd., Suite 330
Baltimore, MD 21230**

mdlottery.com
retailercorner.mdlottery.com
gaming.mdlottery.com

Extrema Lottery Terminal,
Player Activated Terminal (PAT) and
Play Central Terminal (PCT)
888-427-7568 (service issues)

Instant Ticket Vending Machine (ITVM)
800-820-7406

Tel-Sell Orders
886-832-1477

Retailer Customer Service
410-230-8800

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
800-886-9978

24/7 Problem Gambling Helpline
800-GAMBLER

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure with Lottery merchandise. Questions? Visit *mdlottery.com/about-us/responsible-play* or contact **Mary Drexler** at **410-230-8798** or *mary.drexler@maryland.gov*.

MARYLAND LOTTERY AND GAMING

Gordon Medenica, *director*
John Martin, *managing director,*
chief revenue officer
Al Ringgold, *director of sales*

Retailer Report Editor
Debbie McDaniel-Shaughney

Connect with us:



CONGRATULATIONS TO each of you on our unprecedented, record-breaking fiscal year! Maryland Lottery and Gaming, with your help, set more than a half dozen new records in Fiscal Year 2016. Thank you!

Our sales of \$1.908 billion set a new milestone, beating a previous record set in FY 2012 by more than 6 percent. Our 4,539 retailers earned an all-time high of \$141.2 million in sales commissions.

This increased the average FY 2016 commission per retailer to \$31,099. Check out **page 3** for more highlights of our record-breaking year.

We appreciate all of the hard work you do, day in and day out, promoting Lottery games and second-chance initiatives to our players. The fact that so many of them return to the same Lottery retailer again and again is a tribute to the stellar customer service you and your clerks provide.

On behalf of all of us at the Lottery, I want to again thank each of you for your efforts in Fiscal Year 2016 and wish you continued success.

Gordon Medenica
Director

BORSA, THORNE WIN TOP HONORS

CONGRATULATIONS TO our two final district manager award winners for Fiscal Year 2016!



STEVEN BORSA

Steven Borsa won District Manager of the 4th Quarter honors and **Leroy Thorne** won the FY 2016 District Manager of the Year Award.

Borsa works with retailers in Dundalk, Essex and Sparrows Point. He won the award for his successful efforts to improve his Baltimore County territory by recruiting new retailers, encouraging retailers to ask players if they would like to re-invest their winnings and working with retailers to keep stay-and-play areas in great shape.

Thorne's Western Maryland sales territory is concentrated in the Hagerstown area. This 17-year veteran helped his retailers achieve year-over-year, double-digit growth in the four categories of instants, terminal games, monitor games and overall sales.

He earned praise for educating retailers about products and

promotions as well as merchandising techniques. He also increased the number of instant ticket facings in his territory and improved exterior Lottery signage at many sites.

Congratulations, again, to this award-winning Sales duo!



Award winner Leroy Thorne, right, with John Martin, Lottery managing director and chief revenue officer.

FISCAL YEAR 2016 SETS NEW RECORDS

WAY TO GO, RETAILERS!

The Maryland Lottery set records in six categories in Fiscal Year 2016, which ran July 1, 2015 to June 30, 2016. Retailer commissions, prizes paid to players, scratch-off sales, profits to the state and *Powerball* sales all achieved new milestones. In addition, record total sales of \$1.908 billion beat the previous high set in FY 2012.

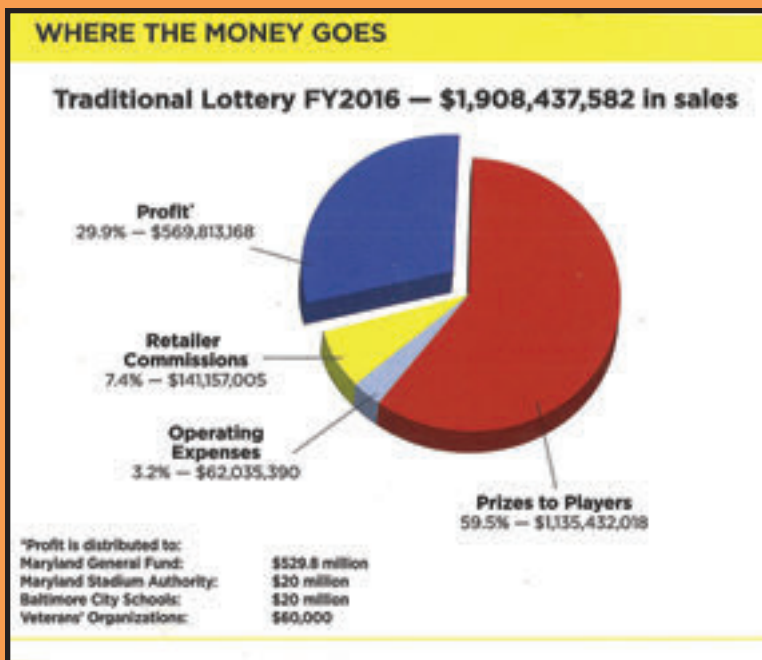
“The many milestones that we reached clearly reflect the good year we had, not just for the Lottery but for everyone – more prizes for our players, stronger commissions for our retailers and, most importantly, an all-time record contribution to the State of Maryland,” said **Gordon Medenica**, director of Maryland Lottery and Gaming.

Since it began in 1973, the Maryland Lottery has contributed more than \$15 billion to the State of Maryland and more than \$23.3 billion in prizes to players. Highlights of FY 2016 records include:

- **RETAILER COMMISSIONS** – \$141.2 million, a 9.8 percent increase from the previous record set in FY 2012. The average commission per retailer rose 9.7 percent to \$31,099.
- **PRIZES TO PLAYERS** – \$1.135 billion, a 6.5 percent increase over the FY 2012 previous record. The Lottery paid an average of \$3.1 million per day in prizes during FY 2016.
- **TICKET SALES** – \$1.908 billion, a 6.3 percent increase over the FY 2012 previous record.
- **SCRATCH-OFFS** – For a second consecutive year, scratch-off sales set a record, totalling \$611.3 million. This represents a 12 percent increase from FY 2015.

SALES BY LOTTERY GAME	
JACKPOT GAMES	
	Sales: \$143.5 million Profit: \$59.9 million
	Sales: \$73.2 million Profit: \$29.7 million
	Sales: \$31.1 million Profit: \$11.1 million
	Sales: \$12.0 million Profit: \$3.9 million
DAILY DRAW GAMES	
	Sales: \$241.6 million Profit: \$96.4 million
	Sales: \$280.8 million Profit: \$135.2 million
	Sales: \$20.6 million Profit: \$7.0 million
	Sales: \$5.9 million Profit: \$1.9 million
MONITOR GAMES	
	Sales: \$311.6 million Profit: \$85.8 million
	Sales: \$167.1 million Profit: \$37.7 million
INSTANT GAMES	
	Sales: \$611.3 million Profit: \$100.6 million
OTHER	
	Sales: \$9.8 million Profit: \$0.6 million

* Exclusive to Veterans' Organizations



MY LOTTERY REWARDS UPDATE

Membership Opens Doors to BIG PRIZES



OUR MORE THAN 249,600 members of *My Lottery Rewards* know all about the additional cash and prizes they can win by entering non-winning scratch-offs and both winning and non-winning terminal tickets into their Rewards accounts. Membership qualifies players to enter contests for everything from cash to vacations to Ravens season tickets for 20 years!

Signing up is easy, fast and free! Tell players to go to mdlottery.com/rewards or download our free *My Lottery Rewards* smartphone app. The app also makes it easy to scan scratch-offs and game tickets into accounts.

Check out these ongoing second-chance promotions and be sure to check *Retailer Corner* online each month for the latest list of *My Lottery Rewards* contests and additions to our online store.

POINTS FOR DRAWINGS

WASHINGTON REDSKINS 2017 TICKET PACKAGES

Through Jan. 1

Enter to win 2017 season tickets for just 25 points. Four winners total.



SECOND-CHANCE PROMOTIONS

THE PRICE IS RIGHT® SCRATCH-OFF

Through Oct. 26 — Enter by midnight on Oct. 26 for a final \$50,000 cash prize. Final drawing Oct. 27.

\$2,000 TUESDAYS

Through Oct. 31 — Enter \$2 scratch-offs bought during the promotion by midnight Mondays in October for a chance to win \$2,000 and 2,000 rewards points. Tuesday drawings award 10 winners per week.



\$2 AND \$5 RAVENS SCRATCH-OFFS

Through Jan. 16 — Enter scratch-offs into drawings for specific prizes. Prizes include season tickets for 20 years, \$10,000 cash, 2017 season tickets plus \$250 Ravens bucks, travel to New England by plane with the team for the Dec. 12 Patriots game plus \$500 cash. For details, visit ravens.mdlottery.com.

SCRATCH-OFF UPDATES

Visit *Retailer Corner* at retailercorner.mdlottery.com for monthly updates on scratch-off launches, ticket prizes and final claim dates.

LAUNCH: OCT. 24

- \$1** – *Winter Wins* (#295)
\$1,000 top prize (18)
- \$2** – *Jolly Jackpot* (#296)
\$10,000 top prize (4)
- \$3** – *Peppermint Payout* (#297)
\$30,000 top prize (4)
- \$5** – *Holiday Cash Times 10* (#298)
\$50,000 top prize (5)
- \$10** – *Winter Tripler* (#299)
\$100,000 top prize (4)

LAUNCH: NOV. 28

- \$2** – *Easy Money* (#289)
\$10,000 top prize (5)
- *BinGO* (#278)
\$30,000 top prize (4)
- \$5** – *Pay Me* (#290)
\$50,000 top prize (8)
- \$10** – *The Big \$10 Ticket* (#300)
\$100,000 top prize (8)
- \$20** – *100x The Cash* (#301)
\$1 million top prize (annuity) (6)

LAUNCH: DEC. 26

- \$1** – *Refund Check* (#302)
\$1,000 top prize (33)
- \$2** – *Bonus 7-11-21* (#284)
\$10,000 top prize (7)
- \$3** – *Treasure Hunt* (#303)
\$30,000 top prize (8)
- \$5** – *All Cash No Taxes* (#304)
\$50,000 top prize (9)



LAST DAY PLAYERS CAN CLAIM PRIZES

OCT. 31

\$2 – *Betty Boop™* / #217

NOV. 7

\$10 – *Gold Hard Cash* / #248

NOV. 9

\$10 – *Let it Snow Tripler* / #238

NOV. 28

\$3 – *Bonus Crossword* / #137

JAN. 24

\$10 – *Poker Showdown* / #220

JAN. 25

\$1 – *Neon x2* / #203

Lucky Bucks / #213

7-11-21® / #230

Lots of Loot / #233

\$2 – *Magic 8 Ball™* / #225

\$3 – *Bingo Series* / #227

\$10 – *Diamond 7s* / #239

\$20 – *Lucky Millionaire* / #138

\$1 Million Fortune / #158

Instant Millionaire / #192

ENJOY 50,000 REASONS TO PLAY

GREAT NEWS, RETAILERS! Our *50,000 Reasons to Play* promotion is back!

Players can win up to \$50,000 and 50,000 *My Lottery Rewards* points through this second-chance contest, which attracted more than 2 million entries when we ran it in summer 2015.

We're adding lots of value to your players' terminal game purchases. Eligible tickets are those purchased through **Nov. 13** for *Pick 3*, *Pick 4*, *Bonus Match 5*, *Cash4Life*, *5 Card Cash™*, *Multi-Match®*, *Mega Millions®*, *Powerball®*, *Keno* and *Racetrax®*.

Players enter the winning or non-winning ticket into *My Lottery Rewards* and receive one entry per ticket plus Rewards points. The online contest officially ends at 11:59 p.m. (midnight) Nov. 13.

Mark your store calendar for the **Nov. 14** drawing and check mdlottery.com/reasons for names of winners. Good luck to everyone!

PRIZES:

- One grand prize of \$50,000 and 50,000 *My Lottery Rewards* points.
- Five prizes of \$20,000 and 20,000 *My Lottery Rewards* points.
- Five prizes of \$10,000 and 10,000 *My Lottery Rewards* points.



TOP FY 2016 RETAILERS

By Overall Lottery Sales

WHO SOLD THE MOST Lottery games in Fiscal Year 2016? Check out the list below of the top three retailers by region. An extended list of the top 25 retailers by region appears on the *Retailer Corner* website, along with other Top 25 lists of top-selling retailers for specific games.

REGION 1

Aspen Hill Lottery Beer & Wine, *Silver Spring**

29 Convenience Mart, *Silver Spring**

Kensington Liberty Deli, *Kensington**

REGION 2

Soda Pop Store, *Dundalk**

EZ Quick Food Mart, *Pasadena**

Niki Food Mart & Lottery, *Baltimore**

REGION 3

Marlow Wings, *Marlow Heights**

Express Mart, *Bowie**

Landover Hills Exxon, *Landover**

REGION 4

Soda Pop Shop #8, *Baltimore**

E-Z Convenience, *Towson**

Rt. 40 BP, *Baltimore**

* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

UPCOMING FUN & GAMES

KENO SPRINKLER

Nov. 18-Jan. 1

Double or triple your winnings!

DECEMBER IS CUSTOMER APPRECIATION MONTH

Eligible games will give players \$2, \$5 & \$10 play vouchers on an nth ticket-sold basis. Ask your district manager for details or check *Retailer Corner* for information.

VISIT RETAILER CORNER

KEEP UP-TO-DATE on Lottery products and promotions, retailer news and more. Check out *Retailer Corner* regularly at mdlottery.com.

RETAILER SPOTLIGHT

REGION 1

Store Name: Kensington Liberty Deli, Kensington

Retailer: Bobby Wheeler

Type of Business: Gas and convenience store

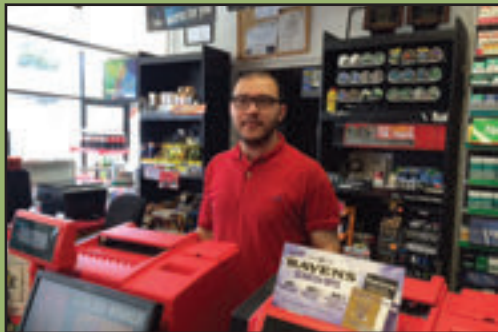
Reason for Selection: This retailer has experienced significant sales growth due to General Manager Jimmy Moturi's commitment to Lottery sales. He is always "asking for the sale" and makes sure all games are available for purchase. Jimmy also proudly displays news of winners, which contributes to the store's success.

District Manager: Lisa Reilly



Jimmy Moturi, general manager

REGION 2



Nofir Mir, manager

Store Name: Stevensville Citgo, Stevensville

Retailer: Nadeem Javed

Type of Business: Gas and convenience store

Reason for Selection: Already one of the top-selling retailers on the Eastern Shore, the store saw a 19 percent increase in its 13-week sales average compared to the last time period. Driving that increase were monitor game sales, which represented 32 percent of the store's overall sales. Those sales grew 66 percent! To improve Racetrax and Keno sales, Nadeem bought 48-inch TV monitors that improved his already impressive stay-and-play area.

District Manager: Keith Dixon

REGION 3

Store Name: AJ's Liquors, Brentwood

Retailer: Jaskinder Gill

Type of Business: Liquor store

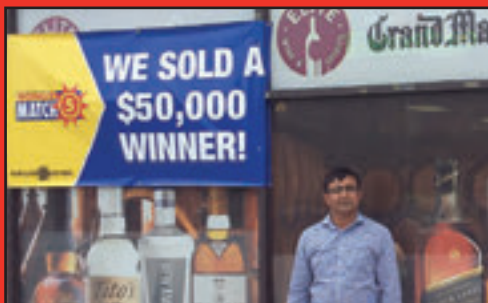
Reason for Selection: A store remodel allowed the retailer to increase its scratch-off facings and update its stay-and-play area with a new table and chairs. This enthusiastic retailer is constantly increasing the store's sales of Lottery games. In July, the store sold a winning Racetrax ticket with a \$19,002 prize.

District Manager: Robert Austera



Jaskinder Gill, retailer

REGION 4



Mayank Patel, retailer

Store Name: Elite Wine & Spirits, Randallstown

Retailers: Krishna Patel and Mayank Patel

Type of Business: Liquor store

Reason for Selection: Fairly new to the Lottery, this retailer of four years already sold its first \$50,000 top-prize Bonus Match 5 ticket. The customer who bought the winning ticket was visiting the store for the first time. While he was happy, the retailers are even happier because news of the win led more customers to play jackpot games and sales are on the rise!

District Manager: Aaron Johnson

LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO our July roster of lucky retailers! Be sure to check *Retailer Corner* at mdlottery.com for complete monthly lists of retailers that sell winning tickets and scratch-offs of \$10,000 or more.

TERMINAL & JACKPOT GAMES

RETAILER PRIZE

5 CARD CASH

Soda Pop Store, Dundalk*	\$10,003
Dolfield Fresh Food Market, Baltimore	\$10,000

BONUS MATCH 5

Elite Wine & Spirits, Randallstown	\$50,000
Elkton Fairhill Services, Elkton	\$50,000
Kellers Market, Accokeek*	\$50,000
Royal Farms #61, Baltimore	\$50,000

KENO

Green Tree Liquors, Baltimore	\$12,500
Modern Liquor Store, Temple Hills*	\$10,000
Soda Pop Store, Dundalk*	\$10,000

MEGA MILLIONS

Greenway Liquors, Greenbelt*	\$1 million
------------------------------	-------------

MULTI-MATCH

Landhope Farms, Port Deposit	\$825,000
Dash In #15521, Upper Marlboro	\$525,000

POWERBALL

Buy N Go, Glen Burnie*	\$100,000
Crofton Exxon, Crofton	\$50,004
7-Eleven #11620, Bel Air	\$50,000
7-Eleven #23706, Kensington	\$50,000
Food Lion #246, Ocean City	\$50,000
River Hill Sunoco, Clarksville	\$50,000

RACETRAX

Cradlerock Food Mart, Columbia	\$29,217
Seven Brothers Plaza Liquors, Waldorf	\$28,046
Tastee Diner, Silver Spring	\$24,668
Triangle Beer, Wine & Convenience, Beltsville	\$23,360
8 Days a Week, Parkville*	\$22,003
AJ's Liquors, Brentwood*	\$19,002
Riverdale Tiger Mart, Riverdale	\$14,903
Lucky Lottery, District Heights*	\$13,270
Dash In #1501, Baltimore	\$12,913



Congratulations to lucky retailers (top) Elite Wine & Spirits, (left to right) Buy N Go and Slide In Mart for selling winning tickets this summer. Keep up the good work!

** Expanded Cashing Authority Program retailer*

SCRATCH-OFFS

RETAILER

\$100,000

Slide In Mart, Glen Burnie	Poker Showdown
Tucker's Liquors, Clinton*	\$100,000 Gold Rush

\$50,000

7-Eleven #19354, Ocean City	Fantasy 5s
Giant #129, Glen Burnie	Extreme Green

Goshen Plaza Beer & Wine,

Gaithersburg*

Royal Farms #48, Baltimore

Yesteryears Discount Liquors,

Baltimore

Green Doubler

The Price is Right

Home Run Riches

\$30,000

7-Eleven #23694, Beltsville

Fastop #54, Lusby

Lewisdale Market, Hyattsville

Severn Liquor Discount Mart,

Glen Burnie

Loteria

Cash Craze Crossword

Loteria

Fruit Explosion