



POWER CRUISE



Built in 2002, the Brilliance of the Seas carries 2,500 passengers.

ALL ABOARD!

WE'RE HOPING your *Powerball*® sales jump off the charts Feb. 5 through March 29 during this second-chance promotion. After all, who wouldn't like to win a five-night trip aboard a Royal Caribbean® Cruise ship? *Powerball* players from 25 U.S. lotteries will cruise in style. Ask your district manager for details or visit Retailer Corner at mdlottery.com.



PROMOTION HIGHLIGHTS

- 25 Maryland winners of passage for two.
- Cruise Jan. 15-20, 2018 from Tampa to the Caribbean.
- Board the Brilliance of the Seas, which boasts world-class entertainment; specialty restaurants; a casino; 16 bars, clubs and lounges; three pools; a fitness center and more.
- Includes round-trip airfare and overnight accommodations.

ENTER VIA A COLLECT 'N WIN APP

To enter the second-chance contest, you **must** download the *Power Cruise™ Collect 'N Win* mobile app to your smartphone through your app store. You cannot enter through *My Lottery Rewards*. The app gives you up to three play cards, each with five symbols, to match.

- Enter *Powerball* tickets by scanning their barcode with your smartphone or by manually entering the ticket number online.
- Each ticket entered randomly generates two to 10 symbols.
- Fill all five symbols on a card to get one drawing entry.
- Unused symbols roll over to the next drawing.
- Drawings are Feb. 22, March 1, March 8, March 15, March 22 and March 31.

CHECK IT OUT!

\$30 scratch-off launches Feb. 27 with \$2 million top prize. See page 4.

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RETAILER REPORT

**1800 Washington Blvd., Suite 330
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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:



DIRECTOR'S MESSAGE



HAPPY NEW YEAR! We hope everyone closed out 2016 with strong sales of holiday scratch-offs and other Lottery games. Those of you who attended our fall Regional Advisory Board Meetings already know about our exciting news for 2017.

In January and February, we are launching several innovative products plus a second-chance Powerball® promotion sure to get players rolling into your stores for *Powerball* tickets.

On Jan. 23, we'll launch the Multiplier Family of Games (**see page 5**). We're adding four games at the \$1, \$2, \$5 and \$10 price points to accompany the \$20 game – *100x The Cash* – already on sale. We follow up in February with our first \$30 scratch-off that carries a \$2 million top prize.

Also in February, *Powerball* players can try to win passage aboard our *Powerball Power Cruise™* to the Caribbean (**see page 1**). That promotion runs Feb. 5-March 29.

Working together, we can attract new customers and keep current players coming back for more Lottery fun and games. Thanks again for all that you do!

Gordon Medenica
Director



VANESSA FOUNTAIN

FOUNTAIN MOVES UP

CONGRATULATIONS TO Vanessa Fountain, who has served as acting regional manager for Region 4, on her Oct. 26 promotion to regional manager. Region 4 primarily encompasses Baltimore City and parts of Towson.

Fountain joined the agency in April 1988 as a district manager, earned promotion to assistant manager in May 2014 and was named acting regional manager in April 2016.

BYERS WINS DISTRICT MANAGER HONORS

CONGRATULATIONS TO Bryan Byers of Walkersville, who was honored as District Manager of the First Quarter for Fiscal Year 2017.

A native of Ellicott City, he has worked with 118 retailers in Montgomery County since joining Maryland Lottery & Gaming in 2015. "I like interacting with retailers and players, being out and about," Byers said.

The energetic self-starter has 15 years of sales experience. Byers was among 12 district managers whose territory achieved growth, compared year over year, in the categories of

instant tickets, jackpot games, draw/monitor games and overall sales.

He also won praise for leading all 40 district managers in percentage of retailers per territory activating all five September games in the two weeks after the Sept. 26 launch. Kudos!



BRYAN BYERS

HAPPY BIRTHDAY, CASH4LIFE!

TO CELEBRATE this game's 1st birthday, we brought back the [Cash4Life](#)® Best Day Ever promotion! Enter any [Cash4Life](#) ticket purchased through **Jan. 26** into [My Lottery Rewards](#) for a chance to win \$1,000 on a designated day in January or one of four bonus days.



- Entries are cumulative.
- Upcoming drawings are Jan. 5, Jan. 12, Jan. 19 and Jan. 26.
- 35 winners of \$1,000 each.

GET THE APPS!

DO YOUR PLAYERS KNOW they can take the Maryland Lottery with them wherever they go? Remind them to download our three Lottery apps on their smartphones.

They can check winning numbers, view scratch-off game details, scan tickets to see if they won, enter second-chance drawings, fill out ePlayslips, check [Keno](#) and [Racetrax](#)® game results and much more! Tell players to visit our mobile apps page on [mdlottery.com](#) to easily download all three apps!



HOME RUN RICHES SCRATCH-OFF RETURNS!

OUR BASEBALL-THEMED SCRATCH-OFF will swing back into store displays in late February! Look for this fan-favorite game to arrive during the very first week of the Orioles' spring training game schedule.



Players of this \$5 game can scratch their way to \$50,000 prizes, just like last year! We hope this seasonal top seller will help your spring sales soar to new heights. Ask your district manager for details on the 2017 *Home Run Riches* second-chance promotion, too. Looks like we've got another hit on our hands!

Remember to ask for the sale. Get in the game with *Home Run Riches*!

SAVE TIME & PAPER: PROMOTE ePLAYSLIPS

HOW DO YOU LIKE the ePlayslip option we added to our *My Lottery Rewards* smartphone app in December? Players who use ePlayslips get more control over their game purchases and your clerks save time.



HIGHLIGHTS

- **Step-by-step instructions on the app guide players to select numbers, creating a barcode for clerks to scan at the terminal that generates a ticket.**
- **Players can't use ePlayslips in Instant Ticket Vending Machines or Player Activated Terminals.**
- **All tickets that players buy using paper playslips are available for purchase through ePlayslips.**

RETAILER KEYS TO SUCCESS

HOW CAN YOU increase your weekly commissions on instant tickets? Follow these best practices!

KNOW WHEN NEW GAMES ARE COMING

- Usually, games launch the last Monday of the month. Mark your store calendar.
- Future launch dates appear on **page 5**.
- Ask your district manager.
- Watch for terminal messages with new game launch dates a week or more before the launch.

PREPARE FOR NEW GAMES

- Make room in your dispensers before the launch and return slow-moving inventory to your district manager. You get credit for unsold tickets you return!
- Add countertop dispensers. Your district manager carries neon green dispensers for higher visual impact. They can hold four or six games so you can group all new games or families of games together.



LAUNCH DAY = ACTION DAY

- The **RED** bag delivered by UPS contains all new games. Watch for its arrival on launch day.
- **OPEN IT!** Confirm your instant ticket order, activate and display at least one book of each game.

SELL, SELL, SELL

- Ask for the sale.
- Remind customers that new scratch-offs are here.
- Expect brisk sales of new \$5 and \$10 games. Have the next book of the game ready to activate. Consider double- or triple-facing these popular games for the first few weeks.
- Cash a big winner? Display the lucky ticket on your winner wall.
- Work closely with your district manager and Tel-Sell to get the right number of books weekly.

Simply follow these steps to instant ticket selling success and increase your earning potential.

\$30 SCRATCH-OFFS COMING

WOULD YOU LIKE TO EARN a \$2,000 bonus for selling a top-prize winning scratch-off? You can do just that starting **Feb. 27**, when we make history with the launch of our first \$30 scratch-off.

The *\$2,000,000 Fortune* game carries five \$2 million top prizes, paid through an annuity, and sales of the top-prize ticket will put a \$2,000 bonus in your pocket. Other states have enjoyed great success with scratch-off games priced higher than \$20. In fact, there are 17 states with scratch-offs of \$30 or more and Texas has a \$50 scratch-off.

"It is a trend in the industry and one in which we've seen positive results in other states," said **Gordon Medenica**, director of Maryland Lottery and Gaming.



SCRATCH-OFF UPDATES

LAUNCH: JAN. 23

- \$1** – *5x The Cash* (#305)
\$1,000 top prize (33)
- \$2** – *10x The Cash* (#306)
\$10,000 top prize (5)
- \$5** – *20x The Cash* (#307)
\$50,000 top prize (10)
- \$10** – *50x The Cash* (#308)
\$100,000 top prize (8)

LAUNCH: FEB. 27

- \$2** – *Big Money Spectacular* (#310)
\$20,000 top prize (4)
- \$5** – *Home Run Riches 2017* (#321)
\$50,000 top prize (6)
- \$10** – *\$250,000 Jackpot* (#311)
\$250,000 top prize (4)
- \$30** – *\$2,000,000 Fortune* (#312)
\$2 million top prize † (5)

LAUNCH: MARCH 27

- \$1** – *Super 7s Jackpot* (#314)
\$777 top prize*
- \$2** – *Betty Boop* (#322)
\$10,000 top prize*
- \$3** – *UNO* (#326)
\$30,000 top prize*
- \$5** – *Diamonds & Gold Doubler* (#313)
\$50,000 top prize (8)

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

* Number of top prizes TBD

† Paid through annuity



LAST DAY PLAYERS CAN CLAIM PRIZES

JAN. 24

#220 / *Poker Showdown* (\$10)

JAN. 25

- #138 / *Lucky Millionaire* (\$20)
- #158 / *\$1 Million Fortune* (\$20)
- #192 / *Instant Millionaire* (\$20)
- #203 / *Neon x2* / (\$1)
- #213 / *Lucky Bucks* (\$1)
- #225 / *Magic 8 Ball™* (\$2)
- #227 / *Bingo Series* (\$3)
- #230 / *7-11-21®* (\$1)
- #233 / *Lots of Loot* (\$1)
- #239 / *Diamond 7s* (\$10)



FEB. 10

#202 / *World Championship Poker* (\$3)

MARCH 9

#218 / *Bingo Multiplier* (\$5)

MARCH 12

#242 / *\$50,000 Gold Rush* (\$5)

MARCH 28

#250 / *\$250,000 High Rollers Club* (\$10)

HOLIDAY BONUS SUCCESS STORIES



HOW DID YOUR STORE do during our 2nd Annual Holiday Bonus Program? More than half of the state's 4,500 retailers qualified for bonuses during the first week of the initiative.

"We certainly outpaced last year in numbers," said **Tyrone Williams**, western field sales manager. "Retailers eagerly participated in the initial launch."

During the first week of the activation blitz, for example, 2,849 retailers activated all five holiday scratch-offs to qualify to earn a \$7 bonus per book. The state saw 21,716 books activated and on sale, which is almost double the number activated during Blitz Week 2015.

Retailers enjoyed bonuses totaling \$152,012 this year compared to \$100,179 last year. Way to go!

Visit Retailer Corner at mdlottery.com for the complete list of Top Performer winners of \$1,000 bonuses and the Grand Prize winners.

Congratulations, everyone!

TOP 25 RETAILERS

2016 Ravens Scratch-off Sales

PLAYERS FLOCKED to buy our \$2 and \$5 *Ravens* scratch-offs this year and feather their nests with prizes. From east to west and north to south, sales sizzled statewide.

Check out this list of the top five retailers by region by combined sales of the \$2 and \$5 *Ravens* scratch-offs. The list covers the sales period of July 25 through Oct. 30. Curious who else made this list? Check out the top 25 retailers by region on Retailer Corner. Thanks to everyone for maintaining strong sales of these popular games.

(LISTED IN SALES ORDER)

REGION 1

Rodman's Discount Stores,
*Silver Spring**
Aspen Hill Lottery, Beer & Wine,
*Silver Spring**
Cheese & Wine Shop, *Silver Spring*
7-Eleven #23666, *Silver Spring*
Hillandale Beer & Wine, *Silver Spring**

REGION 2

7-Eleven #32361, *Edgewood*
Lauer's Supermarket & Bakery,
Pasadena
Easton Super Soda Center, *Easton**
EZ Quick Food Mart, *Pasadena**
Weis Markets #86, *Baltimore*

REGION 3

Pantry 1 Food Mart & Deli,
Annapolis
Landover Hills Exxon, *Landover**
Langley Shop, *Langley Park*
Lewisdale Market, *Hyattsville*
Broadneck Exxon, *Annapolis**

REGION 4

Soda Pop Shop #8, *Baltimore**
J Convenience, *Parkville**
Rt. 40 BP, *Baltimore**
Erdman BP, *Baltimore**
E-Z Convenience, *Towson**

* **EXPANDED CASHING AUTHORITY PROGRAM RETAILER**

REMEMBER, MARCH IS ...



VISIT RETAILER CORNER

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



RETAILER SPOTLIGHT

REGION 1

B&B Beer and Wine, Gaithersburg

Retailer: Sovatha Huot

Type of Business: Beer and wine store

Reason for Selection: Sovatha doubled his store's Lottery sales this year over last year. He acts quickly to implement his district manager's suggestions and is eager to follow Lottery initiatives to grow his store's sales. He created a comfortable stay-and-play area for customers and invests in store equipment improvements to make playing the Lottery more enjoyable.

District Manager: Bryan Byers



Sovatha Huot, retailer

REGION 2



Ed Pickering, owner

Rock Hall Liquors, Rock Hall

Retailer: Ed Pickering

Type of Business: Liquor store

Reason for Selection: Rock Hall Liquors has established a solid track record as a good Lottery retailer. This Eastern shore store sold a \$100,000 Ravens scratch-off on Aug. 25, earning a \$1,000 bonus. Ed also has worked with his district manager to increase his store's total scratch-off ticket sales average by 26 percent.

District Manager: Scott Kershow

REGION 3

Marlton Liquors, Upper Marlboro

Retailer: K.C. Patel

Type of Business: Liquor store

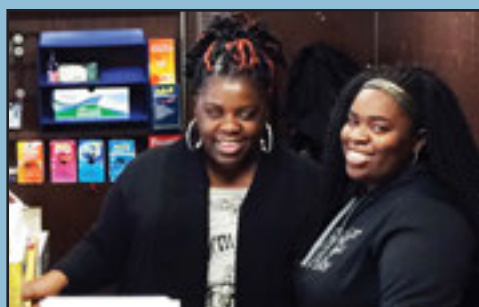
Reason for Selection: K.C. Patel manages his Lottery business as a top priority, giving customers the same attention as those buying other products in the store. He is always open to suggestions for ways to improve his store's Lottery sales.

District Manager: Sarah Proctor



K.C. Patel, general manager

REGION 4



Maya Redfearn, retailer, left with employee Keyshawn Harris

Sugar Shack, Baltimore

Retailer: Maya Redfearn

Type of Business: Convenience store in state office building

Reason for Selection: Despite being visually impaired, Maya offers customers a unique and winning experience that keeps them coming back for more. She is helping the Lottery achieve its goals by providing exceptional customer service and sharing all Lottery game information with customers.

District Manager: Stanley Harris

LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO our October roster of lucky retailers! Quick Convenience Mart of Gaithersburg enjoyed bonuses for selling an \$11,599 winning *Racetrax*® ticket and a \$50,000 top-prize *You Win* scratch-off. Way to go! Be sure to check Retailer Corner at mdlottery.com for lists of retailers that sell winning tickets and scratch-offs of \$10,000 and up.

TERMINAL & JACKPOT GAMES

RETAILER PRIZE

5 CARD CASH™

7-Eleven #11639, Dundalk \$10,000

BONUS MATCH 5

Coventry Way Exxon, Clinton* \$50,000
Esquire Liquors, Oxon Hill \$50,000 (A)
J Convenience, Parkville* \$50,000

KENO

Forbes BP, Lanham \$24,000
Taylor's Neighborhood Restaurant, Berlin \$24,000
Eastover Liquors, Oxon Hill* \$16,000
Sullivan's Steak & Beverage Co., Laurel \$12,503
Linthicum Market, Linthicum* \$12,500
The Bank Shot Bar & Grill, Laurel \$12,500
Brentwood Liberty, Brentwood* \$10,000
Summers, Baltimore \$10,000

MULTI-MATCH®

Maryland Line Service Center, Parkton \$750,000 (B)

POWERBALL®

Bowie Exxon, Bowie* \$100,000
High's #130, White Hall \$50,000 (C)

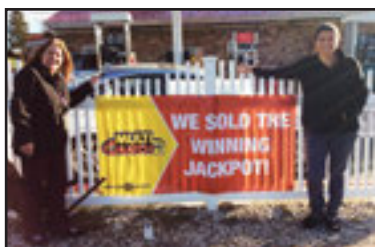
RACETRAX®

Wawa #593, Beltsville \$48,228
Rodman's Discount Stores, Silver Spring* \$14,154
Oceans Market, Ocean City \$12,680
Quick Convenience Mart, Gaithersburg* \$11,599
Johnson's Highland Inn Bar & Grill, Baltimore \$11,503

* Expanded Cashing Authority Program Retailer



(A) **Esquire Liquors:** Vicky Stewart, store Lottery manager, has worked at this lucky retailer for 10 years.



(B) **Maryland Line Service Center:** Mary Reed, Lottery district manager, left, with Ayda Swartz, owner.



(C) **High's #130:** Mary Reed, left, with Tulsa Lindsey, High's of Baltimore district manager and Deb Rowell, store manager.

SCRATCH-OFFS

RETAILER

GAME

\$100,000

7-Eleven #33290, Annapolis	Your Fortune
Beer, Wine & Spirits, Frostburg	Crossword Deluxe
Drug City Pharmacy, Baltimore*	Crossword Deluxe
Lakeside Beer & Wine, Gaithersburg*	\$10 Monopoly
Marlton Liquors, Upper Marlboro*	Winter Tripler
Maryland Business Enterprise Program #60, Baltimore	Bingo Gold
White Marsh Plaza Liquors, White Marsh	Blingo Bingo

\$77,777

One Stop Mart, Baltimore	7
Three Roads Liquors, Brandywine	7

\$50,000

24 Express, Oxon Hill	\$5 Ravens
7-Eleven #35003, Germantown	The Wizard of Oz
Centerway Mini Mart, Greenbelt*	Neon x10
Lothian Citgo, Lothian*	Triple Green Crossword
Quick Convenience Mart, Gaithersburg*	You Win
Riverdale BP, Riverdale	The Price is Right
Silver Spring Gulf, Silver Spring	Green Doubler
St. Barnabas Gulf, Oxon Hill	Diamond Spectacular
Twin Arch Spirits, Mt. Airy	\$20 Monopoly

\$30,000

Sheetz #177, Manchester	Diamond Bingo
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\$20,000

GP Liquors, Baltimore	\$2 Ravens
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