

Fall 2010

MARYLAND LOTTERY

Retailer Report

Happy Holidays!



Yes, it's that time of year again when thoughts turn to holiday shopping. Help your customers alleviate the seasonal stress of trying to find fun, affordable gifts by introducing them to our festive holiday scratch-offs. And, be sure to remind them that *Mega Millions* and *Multi-Match* subscriptions are ideal for everyone on their gift list. They'll love your suggestions and you'll love the boost in Lottery sales.

\$10 Winter Riches
(top prize \$100,000)

\$3 Winter Green
(top prize \$30,000)

\$2 Holiday Treasures
(top prize \$10,000)

\$1 Happy Holidays
(top prize \$1,000)



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Message from the Director:

It's hard to believe, but the holidays are right around the corner. At the Maryland Lottery we are gearing up for the gift-giving season with our festive holiday scratch-offs as well as the introduction of numerous new products and promotions.

Our holiday inspired instant tickets feature a variety of engaging designs and are certain to be a hit with your Lottery customers. There is even a scratch-and-sniff ticket with the enticing scent of winter green. Other exciting launches include *Keno Sprinkler Holiday* and *Pick 3 Let it Snow*.

In other news, we launched the new *Mega Millions* and *Powerball* instant tickets, and soon our new cruise ticket will disembark. *Cruise for Cash* will be a first for the Maryland Lottery, and I am particularly excited about partnering with Royal Caribbean International to provide these sensational sea adventures.

Back on our home soil, we are moving forward with your Lottery In Motion installations, which will provide a terrific new tool for promoting your Lottery products. If you have any questions about this helpful new technology, please speak to your Lottery representative.

Thank you for all of your hard work and hope you have a great holiday season.

Stephen Martino



Representative of the Quarter!

SHARON STROUP

Sharon Stroup has been impressing folks with her work as a Lottery representative in Cecil County. Her territory is on the fast-track to the top of the sales list.

Sharon's co-workers tell us that her success is a result of fostering relationships with her Lottery retailers. She is actively involved in making each of their businesses a success.

Nice job, Sharon.



"Sharon has been in the territory for only one year and has already increased sales by almost ten percent," says Regional Manager Rick Forrester.



THE FORECAST CALLS FOR BIG PAYOUTS WITH THESE UPCOMING PROMOTIONS

Keno Sprinkler "Holiday"

Tell your customers to get out their umbrellas. Now through January 2nd it's raining cash with the chance to double or triple their *Keno* prizes.



Pick 3 Let It Snow

Baby, it's cold outside, but your players are sure to warm up to this fan favorite. Now through January 2nd, *Pick 3* players have the chance to win instant cash vouchers for up to \$50 when purchasing \$1 or more of *Pick 3* tickets.



Instant Gratification

Check out the Lottery's new scratch-offs – instant fun and instant prizes add up to instant profits!

- **Cash Spectacular** (top prize \$1 Million)
- **Instant Mega Millions/Powerball** (top prize \$100,000)



Retailer Spotlight: Region 1



Poolesville Beer Wine & Deli 19716 Fisher Avenue, Poolesville

About this time two years ago, the Kim family opened Poolesville Beer, Wine & Deli and started serving Lottery customers in their corner of Montgomery County. Nick and Joannie expected it to be a tough hill to climb because of other successful Lottery agents in the area, so they decided to focus on customer service to make a name for themselves. Nick said, "Taking care of customers is the only way to make sure our business grows." Fast forward two years: the Kims have connected with their customers so successfully that their shop is now the top in sales in the Poolesville area. Way to go!

Cimino's Liquors 5917 York Road, Baltimore

What a great way to promote the Lottery! Check out the new sign at Cimino's Liquors, a great attention-getting device. Well done!



Welcome to the Digital Age!

Introducing the new Lottery in Motion

The Maryland Lottery is excited to announce the launch of a new digital signage product in 2011 called LIM, or Lottery In Motion. This new addition will provide electronic point of sale (POS) advertising that captures the attention of your customers and increases the sales of all your Lottery products. Jackpots, new games, promotions and winner awareness will be easily and attractively displayed in vivid color.

The plan is to install LIM monitors at every Lottery retail location across the state. We'll remove your old Extrema terminal and replace it with an updated one. All of this will be done without interruption to you and your staff and installation will take less than 30 minutes.

Ask your sales representative when you can expect LIM at your store.



Ravens Cash Fantasy

Wins Big for Lottery Retailers

Sales for the *Ravens Cash Fantasy* scratch-off are through the roof, thanks to all of our great Lottery retailers. Along with the ticket being a huge success, many players have won football-themed prizes through the Internet promotion. To top it off, the Ravens are having a winning season, which is paying off for many retailers across the state.

Remember, every time you activate a book of *Ravens Cash Fantasy* tickets, you are entered into the weekly Retailer Incentive Drawings. After every Ravens game, three retailers are selected to win \$500, \$250 and \$125. If the Ravens win, prizes double to \$1,000, \$500 and \$250. Keep activating those tickets for your chance to win!

Retailer Incentive Drawing Winners as of 10/24/10

10/24/10

\$1,000	1383-1101	Main Street Liquors in Hampstead
\$500	7506-7001	Sterling Liquors in Dundalk
\$250	0229-8101	Rosedale Citgo in Rosedale

10/17/10

\$500	9061-1092	Royal Farm #018 in Chestertown
\$250	7188-5001	Dulaney Plaza Liquors in Towson
\$125	8822-0001	Sam's Lobby Shop in Baltimore

10/10/10

\$1,000	2248-4101	Harbor Shell in Baltimore
\$500	9439-8302	7-11 #11550 in Bowie
\$250	0396-8101	Campus Liquors in Bel Air

10/3/10

\$1,000	0004-0001	Hampstead Liquors in Hampstead
\$500	9439-5275	7-11 #11551 in Baltimore
\$250	8231-1001	Cindy's Spirits in Elkridge

9/26/10

\$1,000	0576-0101	Town Center Sunoco in Germantown
\$500	9012-0135	Giant #335 in Frederick
\$250	9061-5507	Royal Farm #017 in Baltimore

9/19/10

\$500	4921-5001	T J B W and L in Tacoma Park
\$250	9061-6099	Royal Farm #062 in Westminster
\$125	9438-0035	7-11 #21081 in Ellicott City

9/13/10

\$1,000	1452-5001	Murph's Liquors in Baltimore
\$500	1396-7101	Y&S Check Cash in Baltimore
\$250	2143-4101	Crossroads Food Mart in Salisbury



Ravens Cash Fantasy

Winners, Winners, Winners



Giant #117 in Baltimore sold a winning \$100,000 *Lucky Casino* scratch-off to Anthony Viscardi from Catonsville.



Jinx's Liquors Inc. in Stevensville sold a winning \$1,000,000 *Ravens Cash Fantasy* scratch-off to Marc LaGrossa from Stevensville.



MDBEP #005 Gene's Snack Bar in Woodlawn sold a winning \$250,000 *Mega Millions* ticket to Wendy Weber from Glen Burnie.



Sheetz #249 in Frederick sold a winning \$10,003 *Mega Millions* ticket to Sharon Corse from Middletown.



The Silver News in Silver Spring sold a winning \$50,000 *Bonus Match 5* ticket to Carlos Aguilar from Montgomery County.



Giant #136 in Ellicott City sold a winning \$10,000 *Powerball* ticket to Aynur Akbas from Ellicott City.