

Retailer Report



Message from the Director:



It is my great pleasure to serve as the Maryland Lottery's Interim Director and I'm happy to have this opportunity to express my appreciation to all of you for your terrific work. Our retailers are truly the backbone of our business. Your efforts and support have helped us to achieve impressive sales even as we navigate a challenging economy.

Now, as we move forward, I am tremendously excited about what the future holds. We have welcomed **Powerball** to Maryland and we continue to implement creative new promotions and products in to our roster of games. Among our new initiatives are **Powerball** Power Play 10X, **Pick 3** Triple Play and **Racetrax** 6 for 5.

Speaking of **Racetrax**, we are very pleased that all of our Lottery retailers are now able to offer this thrilling virtual reality horseracing game, regardless of whether you have a monitor. I hope that you have taken the time to familiarize yourselves with the information provided by your sales representative. Remember, they are always eager to answer any questions you may have.

Again, thank you for your contributions and for encouraging your customers to "Let Themselves Play."

Gina M. Smith
Interim Director

The Lowdown on What's Up with Slots!

Slots implementation is moving forward with the Video Lottery Facility Location Commission having awarded three licenses for slots operations: one in Cecil County to Penn National Gaming; one in Worcester County to Ocean Downs; and one in Anne Arundel County to The Cordish Company. The Lottery hopes to have slots up and operating in the Cecil County location by late fall 2010. The Worcester County location is moving forward with building the facility, but there is no set timetable for its opening. While the Anne Arundel County license was awarded, due to a petition to change zoning legislation surrounding Arundel Mills, no work is being performed at this time. Slots implementation is progressing with GTech having been awarded the Central System Contract to monitor all slot machines. The Lottery is also in the process of finalizing the contract awards to Video Lottery Terminal (VLT) Machine Manufacturers, and is awaiting final approval from the Board of Public Works. We will keep you posted with updates as they occur.



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Retailer Spotlight: Top Ten Convenience Store in Salisbury



This issue's spotlight shines on the Top Ten Convenience Store. Their Lottery Representative, Tom Faulkner, tells us that the store's owners – brothers Vipul and Ashish Thakore – are always there, very “hands-on” and he credits their success to this work ethic. The store carries all Maryland Lottery games, with **Keno** and **Racetrax** the newest additions to the roster. At Top Ten, scratch-offs and **Keno** are his players' most popular picks. Recently, sales of both games surpassed expectations.

A tip of the cap to Top Ten and to the Thakore brothers. An enthusiastic Lottery attitude and a “hands-on” management style can make all the difference.

Representative of the Quarter



Mark Hantske

According to Mark's manager, Donna Zawitoski, he does an outstanding job with the point-of-sale in his agent locations. During a recent Instant Ticket activation, Mark's territory finished first for the month of December out of 40 territories participating. This is the second time that he has received this award. *Congratulations Mark!*

Welcome Aboard!

“Attention KMART shoppers.” The popular store chain has joined the Lottery's roster of retail locations. All 21 of their Maryland stores now carry the full assortment of Maryland Lottery products. More than 100 KMART employees have attended training in selling and marketing Lottery games – we applaud their enthusiasm!



Powerball Rolled into Maryland

The Maryland Lottery wants to say thanks to all of you for your help in promoting and selling **Powerball**. Remember, should your retail store sell a winning high-tier ticket, you will receive the following:

- A \$25,000 bonus, paid to the Maryland retailer for selling a winning top-tier ticket
- A \$2,500 bonus, paid to the Maryland retailer for selling a \$200,000 second-tier winning ticket with the Power Play option
- A \$1,000 bonus, paid to the Maryland retailer for selling a \$200,000 second-tier winning ticket without the Power Play option



CONGRATULATIONS!

Kudos to Royal Farms on the opening of their 101st Maryland location (Store #16 in Glen Burnie).

Racetrax™



Racetrax® 6 for 5 Promotion Returns

As you know, *Racetrax* offers players the thrill of being at the track with the payout and prizes similar to live horse betting. From April 26th to May 23rd, our *Racetrax* 6 for 5 promotion returns, encouraging players to gallop to their local Lottery retailer and get a \$6 Trifecta *Racetrax* wager for \$5. Reminder: *Racetrax* is now available in all locations.

PICK 3

Pick 3 Triple Play Promotion

From May 17th through June 20th, players will have additional chances to win on the Lottery's *Pick 3* game! This *Pick 3*-only promotion will randomly produce Bonus Coupons with 8-digit codes for players. If the coupon's last two digits match the last two digits of that evening's *Pick 3*, the player will win \$100. If the last two digits do not match that evening's *Pick 3* drawing, players should save the coupon for that week's Weekly Prize Drawing, which draws an entire 8-digit coupon number. Weekly prizes range from \$10,000 to \$250,000!

MARYLAND



POWERBALL POWER PLAY 10X

For the entire month of May, *Powerball* players will have the option to increase their *Powerball* prizes...even more! By purchasing the Power Play option – for an extra \$1 per *Powerball* play – players with winning tickets could boost their *Powerball* prizes (except the jackpot) by up to TEN times the original prize amount. Power Play must be added at the time of *Powerball* ticket purchase.

Promotions

Now players can hit the jackpot 6 days a week!

Mon	Tue	Wed	Thu	Fri	Sat	Sun
MULTI MATCH new day!	MEGA MILLION	POWERBALL	MULTI MATCH new day!	MEGA MILLION	POWERBALL	
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New Scratch-Offs

APRIL 19th LAUNCH

Black Cherry Doubler

Top Prize: \$10,000

Lucky Casino

Top Prize: \$100,000

MAY 3rd LAUNCH

Fire & Dice

Top Prize: \$10,000

Gold Rush Doubler

Top Prize: \$50,000



Second-Chance Contest Updates



Livin' Lucky –

Enter Lucky Codes online at mdlottery.com/lucky to win up to \$100,000

Ultimate Payday –

Mail in "TPD" tickets for a chance to win \$1 million. Deadline for Entries: July 7, 2010
Drawing: July 8, 2010

Cinema Cash –

Mail in two non-winning Cinema Cash scratch-offs to win cool movie-themed prizes

Platinum Rewards –

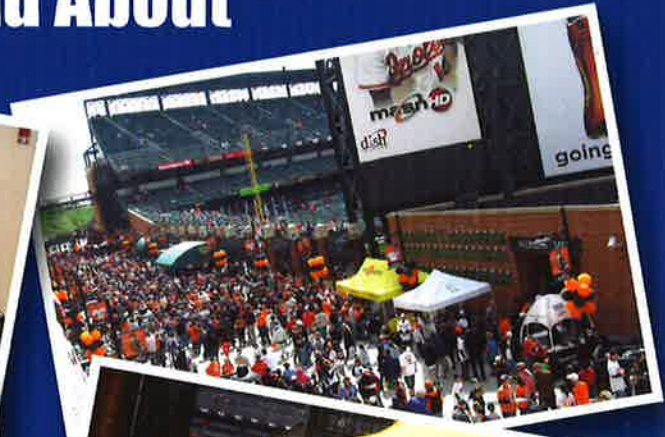
Chance to win \$1 million with the top-prize drawing

Set for Life 2 –

Collect C-A-S-H and mail in for chance to win \$1,000 a week for 20 years



Out and About



Mark your calendar for these upcoming events!

April

April 27 **Orioles vs. Yankees** Baltimore

May

May 1-2 **Washington International Arts Festival** National Harbor
 May 7 **MULBA Beverage Show** Baltimore
 May 15-16 **Wine in the Woods** Columbia
 May 21-23 **Cruisin' Ocean City** Ocean City



Keeping You In-The-Know

The Maryland Lottery is on both **Facebook** and **Twitter** giving you the inside scoop. Simply "follow" the Lottery on Twitter and "Become a Fan" on Facebook to stay in-the-loop 24/7. Make sure you also check out our new blog located at <http://marylandlottery.wordpress.com>.



Events

Winners



Waterbury Liquors in Crownsville sold a \$4.45 million *Multi-Match* winning jackpot ticket to John Obradovic from Severna Park.



Lowest Price in Baltimore sold a winning \$50,000 *Sizzlin' Spot Crossword* scratch-off to Lawanda Purvey of Baltimore.



BP Gas Station in Hagerstown sold a winning \$250,000 second-tier *Mega Millions* ticket to James Barbour from Pennsylvania.



Best One Food Mart in Seat Pleasant sold a winning \$30,000 *Rings of Cash* ticket to Reatha Butler of Laurel.



Royal Farm Store in Conowingo sold a winning top-tier \$50,000 *Bonus Match 5* ticket to Russell Eberwein from Conowingo.



Southside Deli in Berlin sold a winning \$10,000 third-tier *Mega Millions* ticket to John Walls from Berlin.

Retailer Reminder

COMAR regulation states "If the agent issues or cashes checks for Lottery winnings, the agent will not charge any fees for their cashing, regardless of the source of the checks."

A further listing of the Maryland Lottery Rules and Regulations is contained in the Code of Maryland Regulations (COMAR), Title 14, Independent Agencies.

ALL AGENTS MUST ADHERE TO THESE REGULATIONS

