

Retailer Report

Ravens Cash Fantasy Bigger. Better. More Fantastic.

Given the success of last year's ticket, the Lottery is teaming up for the second time with the Baltimore Ravens. The new *Ravens Cash Fantasy* scratch-off launched on August 9th and has three instant top prizes of \$1 million.

Remind your players to enter their EXTRA YARDS at mdlottery.com/ravens. And, players now have added incentives to collect those EXTRA YARDS. Because, as their total yards grow, so do their chances of winning. Here's how it works:

- Collect 300+ yards:
Automatically entered to win a five-pack of autographed photos.
- Collect 1,000+ yards:
Receive a second entry into every drawing they enter.
- Collect 5,000+ yards:
Receive double the number of yards every time yards are entered.

Some of last year's Internet prizes were so successful, we decided to bring them back for another year. Plus, we added exciting new prizes!

Returning 2010 Ravens Cash Fantasy Internet Promotion Prizes

- Ravens Season Tickets For Life
- Season Tickets for One Season
- Luxury Skybox Tickets
- Away Trip With the Team
- VIP Ravens Training Facility Passes
- Club Level Single Game Tickets
- Autographed Footballs
- Autographed Ravens Photographs

NEW PRIZES!

- Ravens Draft Day Party and Trip to NYC
- Private Monday Night Football Skybox Party at M&T Bank Stadium
- Game Day Sideline Access
- Punt, Pass & Kick Event at Ravens Training Facility
- Autographed & Framed Jerseys
- Autographed Mini Helmets



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Message from the Director:



Rudos! I want to extend my congratulations and appreciation to all of you for achieving the Lottery's 13th straight year of record sales. Despite a challenging economy and two historic snowstorms, sales surpassed the \$1.706 billion mark in Fiscal Year 2010. This achievement is testament to your hard work and speaks greatly to the efforts that you put forth each day. Prizes paid to players also set a new record, exceeding \$1 billion for the second time in Lottery history. Most gratifying is the fact that the Lottery contributed nearly \$510 million to the state at a time when it is greatly needed.

As we move forward in Fiscal Year 2011, we must work harder and seek more innovative ways to continue our record of success. I am confident that our future promotions, products and initiatives will foster the loyalty of Lottery fans, as well as bolster our player base.

The new *Ravens Cash Fantasy* scratch-off launched recently, and we are proud to once again partner with the Ravens to offer this wildly popular ticket. In other news, *Mega Millions* soon will feature the Megaplier, and the Lottery website will debut in early fall with a fresh look and user-friendly format.

Fall also will bring the opening of Maryland's first slots facility with the opening of Hollywood Casino in Cecil County. While we have had to navigate a number of challenges, we are moving forward with slots gaming, and I will keep you informed of our progress.

Again, thank you for your hard work and dedication, and let's shoot for our 14th record-breaker!

Stephen Martino

We've Got Your "Numbers"

MARYLAND LOTTERY FISCAL YEAR 2010

The Lottery achieved its 13th straight year of record sales, topping the \$1.706 billion dollar mark, an increase of \$8.5 million more than last year! Other fiscal year-end highlights include:

- Revenue of \$509.7 million, \$16.5 million more than last fiscal year and the 2nd highest return in Lottery's history
- Prizes paid to players reached more than \$1 billion for the second time in Lottery history, reflecting an increase of \$6.8 million over last fiscal year – a new record!
- Commissions earned by retailers totaled \$113.1 million
- *Powerball*, which rolled into Maryland on January 31st, produced nearly \$29 million in sales





Two huge jackpot games...four drawings every week! The chance to cash in on millions! Plus, remind your players that there are lots of ways to take home the BIG money with great second and third-tier prizes also waiting to be won.

Two Exciting Promotions Began on August 23rd...



Players can double or triple their Keno winnings with the Keno Sprinkler promotion through September 6th!



Racetrax 6 for 5 promotion returns and runs through September 19th. Players get six Racetrax plays for only \$5!

Second-Chance Contest Updates

Reese's™ Hit It Here –

Send in two non-winning Reese's scratch-offs for a chance to win \$100,000

Winning Hand –

Mail in \$10 worth of these non-winning tickets to win poker-themed prizes: Trump Card, Blackjack Blowout and High Roller

Cinema Cash –

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

Livin' Lucky –

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

Set for Life 2 –

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

Platinum Rewards –

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



Online Gaming System Contract Extension

On May 19, 2010, the Maryland Board of Public Works approved a contract extension for our current on-line vendor, Scientific Games International, Inc. Under this extension, Sci-Games will be the Maryland Lottery's on-line vendor until June of 2016. Our retailer network will soon be seeing some of the new and exciting innovations which will be implemented during this contract extension. Here are just a few of them:

I. TERMINAL UPGRADES

Every terminal will be completely upgraded to include expanded memory capacity, new digital hard drives, video cards and all components will be tested to make sure that they meet our current specifications. Your existing terminal will be swapped for an upgraded terminal and the down time should be minimal. You will be notified in advance of the replacement service call.

II. LIMS

Lottery In Motion – A point-of-sale digital merchandising device. Retailers will be receiving a 17-inch flat panel display on which the Lottery will be sending real-time information for your Lottery customers to help them with their Lottery purchase.

III. RETAILER SALES IMPROVEMENT PROGRAM

We will be conducting retailer seminars around the state to help educate and motivate attendees to promote their Lottery products. Additionally, your Lottery sales team will be assisting each retailer to ensure that the Lottery products are well-placed in your retailer location.

During the next 12 months, the Lottery and Sci-Games will be working very hard to implement many of these projects. Your Lottery District Manager will keep you informed on our progress. FY-2011 will be a very exciting year for the Maryland Lottery and Lottery Retailers.



From the Finance Division

All retailers must take their Invoice Report from the terminal and then deposit the amount due on Mondays. Failure to deposit funds on Monday could result in having non-sufficient funds in your account for the bank sweep. Thank you for your attention to this matter.



FY 2010 **TOP TEN** RETAILERS:



- Soda Pop Shop #8 *Baltimore*
- Marlow Wing House *Temple Hills*
- E-Z Convenience *Baltimore*
- Best One Food *District Heights*
- Express Mart *Bowie*
- Santoni's #1 *Baltimore*
- Jolly's Food *Baltimore*
- S&W Liquors *Temple Hills*
- Holiday Liquors *Waldorf*
- Aspen Hill LBW *Silver Spring*

Retailer Spotlight

The Winning Store in Silver Spring

When Sunil and Madhu Kapoor opened The Winning Store on Georgia Avenue in Silver Spring this past April, they knew they were taking a risk – the economy was at the beginning stages of recovery and there were no guarantees of success. But they forged ahead anyway because, as Madhu said, “I saw a need in the market; there was nothing there for residents.”



Mrs. Kapoor poses in front of The Winning Store's Lottery display.

The Winning Store, located right near the Maryland-DC line, offers Maryland Lottery, Cricket telephone service and supplies, Western Union and, most recently, a check cashing service. The store has become very popular in the neighborhood and Lottery sales have risen every week since it opened. Their rep, Fred Masterson, said, “The Winning Store has above-average Lottery sales because they know the value of serving the Lottery customer’s needs and are willing to listen to suggestions and recommendations to increase sales.”

“We know most of our customers on a first-name basis,” Mrs. Kapoor said, “and we do our best to accommodate everyone.”

Congratulations to Mr. and Mrs. Kapoor on the success of The Winning Store!

Congratulations to the Representative of the 3rd Quarter!

John O'Connor

“John has an excellent rapport with his retailers, who highly respect his suggestions and opinions. Several retailers have increased their sales as a result of his input. He is extremely knowledgeable about Lottery products and he consistently looks for new Lottery retail opportunities, recently recruiting two new retailers. We are lucky to have John O'Connor on our Sales team and he truly deserves this award.”

– Valarie Blackwell
Regional Sales Manager





The *Ultimate Payday* top-prize drawing took place on July 8th. Paula Evans, from Landover, was randomly selected as the \$1 million winner.



Standard Deli & Grocery in Baltimore sold a winning \$200,000 second-tier *Powerball* ticket to Edward Stevens from Brooklyn.



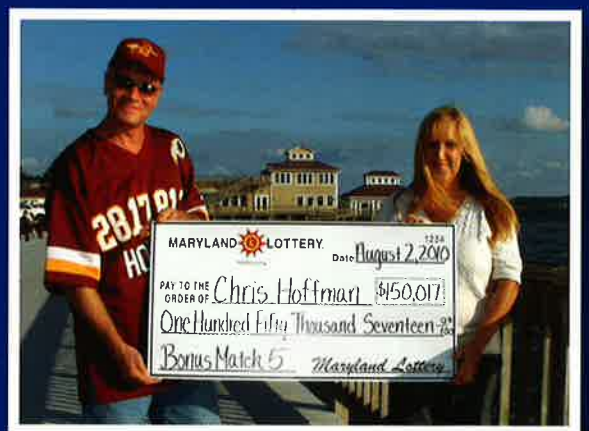
Safeway on Old Georgetown Rd. in Bethesda sold a winning \$30,000 top-prize *Red Hot & Blue 7s* scratch-off to Steven Hertslef from Boyds.



Mountain Road Shell in Pasadena sold a winning \$100,000 top-prize *Winner Weather* scratch-off to Heather Esterling from Pasadena.



The **Eagles Nest in Aberdeen** sold a winning \$50,000 *Bonus Match 5* ticket to Gabriel Jones from Aberdeen.



Ranch Liquor in Lusby sold three winning \$50,000 *Bonus Match 5* tickets to Chris Hoffman from Lusby.

Winners