

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY-SEPTEMBER 2025

**RAVENS
SCRATCH-OFFS &
SECOND-CHANCE
PROMOTION RETURN
PAGE 10**



Summer is Time to Heat Up for a New Fiscal Year



It's the middle of the summer, but on the Maryland Lottery's calendar that means it's the beginning of a brand-new fiscal year.

We're still tallying up the numbers from Fiscal Year 2025, which ended June 30, and we'll release our summary report in August. While there were some challenges along the way, we thank you for helping us close out a successful year. And as we look ahead, we're excited about the games and promotions that are on the horizon.

On July 1, we launched the Maryland Treasures Art Contest, where we're providing Maryland artists an opportunity to create original artwork for use on an

upcoming scratch-off ticket. We're eager to see what local artists design. Look for the Maryland Treasures ticket to go on sale in March 2026.

August marks the return of the Ravens scratch-offs and second-chance promotion, a consistent favorite with our players. You can find all the details on **Page 10**. If you have scratch-off fans among your customers — and we know you do — encourage them to enter their non-winning tickets into *My Lottery Rewards*. The Ravens drawings will begin in late August and continue throughout the football season.

In October and early November, look for our 2025 holiday-themed scratch-off and FAST PLAY tickets as well as our second-chance promotion. And not long after that, we'll have another ticket for you to sell around the holidays. We aren't ready to share the details

yet, but we'll have lots more information about it in the next edition of Retailer Report. So check your inbox the first week of October.

In the coming weeks and months, our Sales team will be working with you to hit the ground running for the new fiscal year. Managing Director of Sales and Marketing **Sol Ramsey** and Director of Sales **James Young** will hold Retailer Advisory Board meetings during September and October in Aberdeen, Frederick, College Park, Waldorf and Linthicum.

In the meantime, keep your scratch-off bins full and ticket stock in good supply because there are lots of great selling opportunities on the way.

**GOOD LUCK AND
GOOD SELLING!**

Friday Launches for Instant Tickets: A Win-Win

By Brandon Renninger, Lead Instant Ticket Product Manager

Starting July 18, 2025, you'll be able to start selling new scratch-off games a little sooner.

Beginning with the new tickets for July, we'll be launching scratch-off games on Fridays, rather than Mondays, which offers significant advantages for both players and retailers. This strategic shift ensures that exciting new games are available just in time for the peak weekend playing period, maximizing initial sales and player engagement. For retailers,

a Friday launch streamlines operations, aligning with their typical schedules for filling dispensers and vending machines.

Activate the tickets in your "RED BAG" immediately upon delivery so you can quickly get new tickets on sale, capitalizing on the weekend rush and ultimately boosting revenue.



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Retailer Banners Help Promote Lucky Sales

Check out our featured retailers



RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline
CALL 1-800-GAMBLER | CHAT mdproblemgambling.com
Click on chat.

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure and Winners Play Responsibly pamphlet. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact **Responsible Gambling staff** at 410-230-8798 or email responsible.gaming@maryland.gov.

MARYLAND  LOTTERY®

RETAILER REPORT

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mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal, PlayCentral HD (PHD),
PlayCentral EX (PEX)

888-427-7568 (service issues)

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

Tel-Sell Orders
866-832-1477

Maryland Lottery Headquarters
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS
accounting.mlgca@maryland.gov

MARYLAND LOTTERY AND GAMING

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CONNECT WITH US:





Refreshed Responsible Play Page Separates Lottery Facts From Myths

By Seth Elkin, Managing Director of Communications

The Maryland Lottery recently refreshed the Responsible Play page of mdlottery.com with an emphasis on player education.

The page is loaded with great information for your customers and for you, including an interactive series of “Fact or Myth?” questions designed to help everyone steer clear of misconceptions about the Lottery.

For example, have you talked to Lottery players who are convinced

that their number is “due” to hit? Educate yourself, and then you can help to educate your customers: Let them know that there’s no such thing as a number being “due,” because the results are always random. The page also has links and phone numbers that people can use to reach out for help with a gambling problem.

The Lottery always strives to keep players well-informed, and as our retail partners, you play a signi-

ficant role in that effort. Familiarize yourself with details about how the Lottery works, and you can be a trusted source of fact-based information for all of your Lottery customers.

**>>LEARN
MORE**

CONGRATULATIONS CHILLUM WINE & SPIRITS!

Manager Sunny Patel (right) and Clerk Frank Williams holding their most recent \$50,000 scratch-off winner banner.



**District
Sales Manager**
Stan Lundy





(Left to right): Maryland Lottery Sales Division staff members Cindy Limbert, Sol Ramsey, Sandra Holland and J. R. Wells

RETAILER ADVISORY BOARD MEETING

OCEAN CITY, MD

By Mike Powell, Assistant Director of Communications for Public Affairs

We held our latest Retailer Advisory Board (RAB) meeting on April 10 at the Hilton Suites Oceanfront in Ocean City. Director of Sales **James Young** and Managing Director of Sales & Marketing **Sol Ramsey** led the session, where retailers came together for updates on policies, procedures and upcoming promotions.

Shoutout to Mr. Ahmad from Chicken Man Food Store in Salisbury —



Raffle Winner: Mr. Ahmad of Chicken Man Food Store in Salisbury (right) with **Sol Ramsey**, managing director of sales and marketing.

he walked away with a book of scratch-offs from a drawing we conducted.

Make sure we've got your store's current email address on file so you don't miss your invitation to future meetings. We'll also post invites on Retailer Corner, include them in Retailer Preview videos and mention them in your monthly agency emails. Once invites go out, RSVP ASAP.

Quick reminder: If you're part of the Expanded Cashing Authority Program (XCAP), attendance at an RAB meeting is required — unless you're on the Eastern Shore and already joined us this past spring.

These meetings are your chance to connect directly with the Lottery's Sales leadership team, see all upcoming Lottery promotions and initiatives, and get updated Lottery rules. Ask your Lottery-related questions and get details on XCAP renewals.

If you missed the spring session, don't worry—there's still time. We've got five more meetings happening

this September and October. Email invites will go out in the fall, so keep an eye on your inbox.

Stay plugged in. Don't miss out.

UPCOMING DATES & LOCATIONS*

Tuesday, 9/16
Aberdeen

Thursday, 9/18
Frederick

Wednesday, 10/8
College Park

Thursday, 10/9
Waldorf

Thursday, 10/16
Linthicum

**Dates subject to change.*



(Left to right): Todd Cearfoss, Mary Reed, Carolyn Mack and Tyrone Williams

Four Longtime Sales Division Employees Retire

By Jim Kennedy, Public Affairs Specialist

A quartet of longtime Lottery sales staff had the same idea at the beginning of 2025: It's time to retire. The four, **Carolyn Mack** with 34 years, **Tyrone Williams** with 32, **Mary Reed** with 30 and **Todd Cearfoss** with more than 17, have a combined total of more than 110 years of Lottery experience.

Carolyn started at the Lottery in 1991 as a front desk receptionist. Most of her Lottery years have been in the Sales Division, first as a district manager before being promoted to assistant regional manager. Carolyn

looks forward to focusing more on her work with New Shiloh Baptist Church in Baltimore.

After 32 years with the State of Maryland, including 27 with the Lottery, Tyrone is retiring from the position of director of field sales. While he is looking forward to spending more time fishing and barbecuing, Tyrone will miss working at the Lottery because of the strong relationships with colleagues and retailers.

Mary started in Agent Administration processing retailer applications, but she quickly missed the

interaction with the public she had in previous jobs and moved to the Sales Division. Mary says she is most comfortable meeting customers, working with retailers and building relationships.

Todd started with the Lottery in 2008 and has enjoyed the work, largely because of the people. He said the thing he loves about the Lottery is the people, both co-workers and the retailers. In retirement, Todd looks forward to traveling with his wife.

Thanks for your years of service – we will miss you all!

Mary Newman-Haynes Looking Forward to Lottery Growth in Her New Position

As the Maryland Lottery's new field sales manager, **Mary Newman-Haynes** is applying insights she's been gathering since her days as a corporate accounts manager, a role she began in 2001. When a late-June heatwave hit, she immediately prioritized team well-being with a reminder to district managers about

staying hydrated and safe. Looking ahead, Mary is focused on navigating the challenges of growth and the retirements of several longtime Sales Division staff members, emphasizing the importance of strategic planning, leadership transitions, and strong retailer support.



Field Sales Manager
Mary Newman-Haynes



PRODUCTS & PROMOTIONS

NEW SCRATCH-OFFS!

LAUNCH: JULY 18

- \$1 – CASH / #754
\$1,000 top prize (19)
- \$5 – Cash Scratch Fever / #755
\$50,000 top prize (7)
- \$5 – Gold Bar Bingo 6th Edition / #756
\$50,000 top prize (8)
- \$10 – Double Your Money / #757
\$100,000 top prize (14)
- \$20 – All About Cash / #758
\$1 million top prize (5)



LAUNCH: AUG. 22

- \$2 – Ravens X2 / #759
\$20,000 top prize (5)
- \$5 – Break the Bank / #761
\$50,000 top prize (8)
- \$10 – Ravens X10 / #760
\$200,000 top prize (4)
- \$10 – \$100,000 Crossword 9th Edition / #762
\$100,000 top prize (9)



LAUNCH: SEPT. 19

- \$5 – Deluxe Crossword
10th Edition / #763
\$50,000 top prize (8)
- \$5 – JURASSIC PARK / #764
\$50,000 top prize (6)
- \$10 – Kings & Queens / #765
\$100,000 top prize (7)
- \$30 – Ace of Spades / #766
\$2 million top prize (3)





ONGOING PROMOTIONS



FAST PLAY FIREWORKS!

ALL-GAME PROMOTION THROUGH JULY 27

Buy any draw or FAST PLAY game for the chance to win a \$1, \$2, \$5 or \$20 FAST PLAY ticket.

PLAY THIS!



WIN THIS!



FAST PLAY Home Run Riches Walk-Off Winnings Second-Chance Promotion

We have awarded more than \$100,000 thus far. Contestants of the Game get \$500 for being selected, \$500 for each Orioles home run and \$5,000 for Orioles grand slams during their designated game.

Walk off
with a Win!



Remaining entry deadlines: July 28 and Aug. 25

SECOND CHANCE TO WIN CASH OR A VIP TRIP TO HOLLYWOOD!

Let's Make a Deal® Second-Chance Promotion

One trip winner and four \$5,000 cash winners are selected during each drawing. Trip winners get a three-night excursion for two to Los Angeles which includes access to a taping of Let's Make a Deal and participation in a Let's Make a Deal Cash Prize giveaway contest.

Remaining entry deadlines: July 14, Aug. 11 and Sept. 8





UPCOMING PROMOTIONS

CASH POP BOGO

Buy one CASH POP 5-pop ticket, get one free!



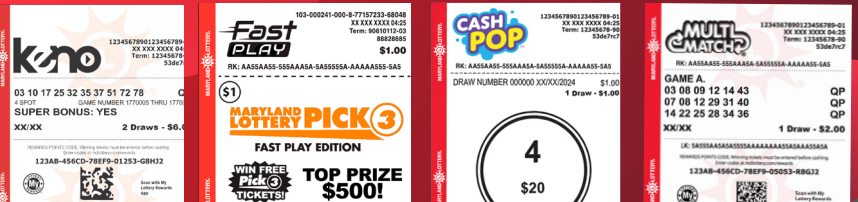
July 7-Aug. 3



Lottery Week

July 14-20

In celebration of National Lottery Week, play any draw or FAST PLAY game and you could receive a \$1 4-Spot Keno, \$1 Maryland Lottery Pick 3 FAST PLAY edition, \$1 CASH POP or \$2 Multi-Match ticket.



Home Run Riches Walk-Off Wednesdays

Buy a Home Run Riches Walk-Off Winnings FAST PLAY ticket, get one free! While supplies last.

Wednesdays ONLY

July 23-Aug. 20

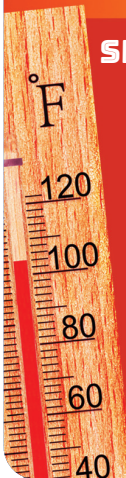


CASH HEATWAVE

SECOND-CHANCE PROMOTION

Pick 3/4/5 and CASH POP players will have the chance to win prizes of \$2,500-\$10,000 based on the official high temp at BWI Airport the previous week.

Aug. 4-31



keno Sprinkler



Aug. 18-Sept. 7

A chance to double or triple winnings up to \$100,000.



Buy \$6 in Racetrax tickets for \$5.

Aug. 18-Sept. 7

UNLOCK THE CASH SECOND-CHANCE PROMOTION

Enter a non-winning Break the Bank scratch-off AND a winning or non-winning Cash Combination FAST PLAY ticket for the chance to win cash prizes while playing a fun game at Lottery headquarters.

Aug. 22-Oct. 22



SUMMER SEND-OFF Promotion

Sept. 1-7

Play any draw or FAST PLAY game for a chance to randomly receive a \$2, \$5 or \$10 coupon.



Lottery Hopes to Score Touchdown with Return of Ravens Scratch-Offs and Second-Chance Promotion

By Benjamin Boehl, Public Affairs Officer

Aug. 22-Jan. 4

With the start of the 2025 NFL season approaching, we are teaming up with the Baltimore Ravens for the 17th consecutive year to release Ravens-themed scratch-offs and a second-chance promotion. We will once again offer \$2 Ravens X2 and \$10 Ravens X10 scratch-offs.

Non-winning Ravens scratch-offs can be entered into the second-chance promotion through My Lottery Rewards.

All of the popular prizes return, most notably the grand prize of Ravens Seats For 20 Years. But the promotion, which runs throughout the football season, offers many other prizes, including \$10,000 cash, single-season ticket packages for 2025 and 2026, an away-game trip with the team, nine Pass for Cash on-field experiences and one Fan of the Game prize for each of the 17 regular season games.

Go to mdlottery.com/ravens on Aug. 22 for more details.



BANNERS PROMOTE YOUR LUCKY LOTTERY BUSINESS

CONGRATULATIONS to these lucky retailers! They recently received banners to promote their sale of a jackpot or top-prize winning scratch-off or big winning tickets in draw games and FAST PLAY games. Way to go!



7-ELEVEN #36164, CUMBERLAND:
(Left to right) Manager Stacey Woodrum and Clerk Kim Ayres



BJ'S W/S CLUB #071, ABINGDON: (Left to right) Front End Manager Vicky Powell and Asst. Club Manager Eve Pettigrew



BELVEDERE PLAZA, BALTIMORE CITY:
(Left to right) Amritpal Singh and Ravi Singh



CROSSROADS FOOD MART, SALISBURY: (Left to right) Deli Manager Tracey and District Sales Manager Sandra Holland



EXPRESS LANE, SALISBURY:
(Left to right) Manish Patel and Owner Priti Patel



E-Z CONVENIENCE 2, BALTIMORE CITY:
(Left to right) Manish Patel and Bishwas Gurung



HILLANDALE BEER & WINE, SILVER SPRING:
Owner Jigar Thakkar



HUB CITY LIQUORS, HAGERSTOWN:
(Left to right) Manager Darren Chea and Clerk Tyler Dorman



MOUNTAIN VIEW CONVENIENCE STORE, THURMONT:
(Left to right) Divya Damania and Atizh Damania



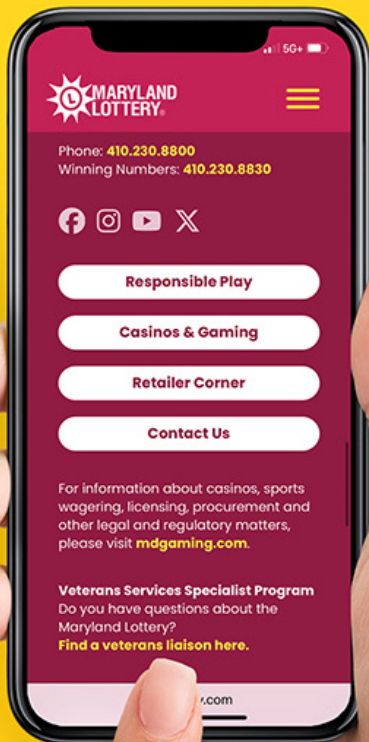
THE VILLAGE PUMP, COLLEGE PARK:
(Left to right) Maniskumar Patel, Shilpaben Patel, Sandeep Patel, Vijaykumar Patel and Alex Cruz



US FUEL, BALTIMORE CITY:
Cashier Isa Syed



U5 FOOD, EASTON:
Clerk Sam



KNOW THE NUMBERS TO CALL

MARYLAND LOTTERY & GAMING CONTROL AGENCY

RETAILER TECHNICAL ISSUES	888-427-7568	LOTTERY / VENDING MACHINES, KENO MONITORS, TERMINAL ISSUES
TEL-SELL	866-832-1477	TEL-SELL REPRESENTATIVES (8 AM TO 5 PM / M-F)
MD LOTTERY REWARDS CUSTOMER SERVICE	800-201-0108	ALL ACCOUNT AND TECHNICAL ISSUES
RETAILER COMMISSIONS AND 1099S RETAILER PAYMENTS	410-230-8753 410-230-8760	RETAILER PAYMENT AND ACCOUNTING QUESTIONS
AGENT APPLICATION REQUEST BOND OR ESCROW	410-230-8720	RETAILER LICENSING ISSUES
INSTANT TICKET LOTTERY MACHINE (ITLM)	800-886-9978	INSTANT TICKET LOTTERY MACHINE (ITLM) (VETERANS SERVICES ORGANIZATIONS ONLY)



RETAILER SPOTLIGHT

REGION 1

WASHINGTONIAN EXPRESS, FREDERICK



Retailer: Abu Sayedall

REASON FOR SELECTION:

Nominated by Lottery District Manager **Bryan Byers**, Abu has been selling Lottery games for an impressive 18 years — and the numbers speak for themselves. With a 13-week sales average that is \$50,000 more than the average for the rest of the retailers in his zip code, he's not just consistent — he's elite. Abu takes pride in keeping his

50-counter dispensers and two PHDs fully stocked, ensuring players always have access to the latest games. As soon as new scratch-offs arrive, they're activated and ready to play.

But what really sets him apart? "It's the way he treats his players," Bryan says. "Whether they're regulars or first-timers, Abu always offers a smile and a cheerful send-off: 'Good luck — hit the million dollars!'"



**District Sales
Manager:**
Bryan Byers



Frederick
County



RETAILER SPOTLIGHT

REGION 2

MARTIN EXXON, MIDDLE RIVER



(Left to right) Manager Wasiq Akram and Clerk Helen Sam

Retailer: Moazzam Sheraz

REASON FOR SELECTION:

Nominated by Assistant Regional Manager, **Shelise Mascetti Cassidy**, Martin Exxon is a true standout! This location has been crushing it in Middle River with a 13-week sales average that is more than \$20,000 above the average of other retailers in the zip code. They're also well above the regional average, proving this team is playing in the big leagues.

And, they didn't stop there. Martin Exxon brought that

same Lottery energy straight to our Wine in the Woods event on May 17–18, 2025, racking up over \$7,000 in total sales over just one weekend!

On top of it all, Martin Exxon was recently upgraded to an Expanded Authority Cashing Program retailer, which means players can now cash winning tickets up to \$5,000 right on site. Congratulations to their team.



**Assistant
Regional Manager**
Shelise Mascetti Cassidy



Lucky Retailers May 2025

Congratulations to these lucky retailers, which sold winning tickets and scratch-offs of \$50,000 or more from May 1-31.

DRAW, JACKPOT & MONITOR GAMES

BONUS MATCH 5

7-Eleven #34237, Waldorf	\$100,000
Belvedere Plaza Liquors, Baltimore	\$50,000
Jolly's Food Mart, Baltimore*	\$50,000
Shoppers #02399, Baltimore	\$50,000
State Line Market, Silver Spring*	\$50,000

PICK 5

Dash In #18962, Frederick	\$250,000
E-Z Convenience 2, Baltimore*	\$200,000
Royal Farms #169, Baltimore	\$100,000
Sheetz #696, Frederick	\$100,000

POWERBALL

Horseshoe Casino, Baltimore*	\$50,000
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RACETRAX

Eastover Liquors, Oxon Hill*	\$54,140
Short Stop Convenience, Columbia	\$53,438

INSTANT GAMES

FAST PLAY

Wise Avenue Quick Mart, Dundalk Super 777	\$685,656
Saubel's Market, Whiteford Home Run Riches Walk-Off Winnings	\$84,503
Safeway #945, Potomac Double Win	\$50,000

SCRATCH-OFFS

\$2 Million

7-Eleven #42119, Baltimore	Fire
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*Expanded Cashing Authority Program Retailer

INSTANT GAMES (CONT.)

SCRATCH-OFFS

\$1 Million

Chesapeake Exxon, Annapolis	Lucky 777
Express Lane, Salisbury	\$1 Million Royale
Hillandale Beer & Wine, Silver Spring*	Gold Rush 777
Travel Centers of America, Elkton	MONOPOLY™ X100

\$500,000

Village Pump Liquors, College Park	Bonus Bingo X20
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\$250,000

DMV Convenience & Wireless, Temple Hills	Money Bags
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\$200,000

Sheetz #713, Hagerstown	Ravens X10
US Fuel, Baltimore	Ravens X10

\$100,000

Bill's Wine & Liquor, Hyattsville	Ice
Crofton Liquors, Crofton	\$5,000,000 Fortune
Forbes BP, Lanham	MONOPOLY™ X50
Royal Farms #102, White Marsh	Bingo X10

\$50,000

DeSantis' Pizza Grill & Bar, Nottingham*	Big Money
Forest Hill Sunoco, Forest Hill*	Ice
Hub City Liquors, Hagerstown	\$50,000 Cash
Lake Forest Exxon, Gaithersburg	Bonus Bingo X20
Marlow Wings, Temple Hills	Lucky 777
Mount Airy Shell, Mount Airy	Let's Make A Deal®
RC Checks Cashed, Silver Spring	Fire
Royal Farms #93, Fallston	MONOPOLY™ X20
Safeway #1716, Bethesda	\$5,000,000 Fortune
Sheetz #316, Joppa	Let's Make A Deal®
Speedy Mart, Baltimore*	\$50,000 Cash
Tony's Liquors, Laurel*	Let's Make A Deal®