

# Retailer Report

January/February 2013

## *Forty and Fabulous!*

When the Lottery had its first drawing in May 1973, no one could have predicted how successful it would become. Since then, the Lottery has entertained players with exciting games and promotions, created countless millionaires and generated more than \$12.8 billion in revenue for the state. Maryland Lottery revenue supports important causes such as education, public health, public safety and the environment. Through the years, retailers like you have earned a lot of commission from the Lottery. In Fiscal Year 2012, retailers received more than \$118 million in commission.

So why not celebrate 40 years of growth and accomplishment with some great initiatives and promotions? Earlier this month, the *40 Rubies* scratch-off kicked off our “ruby” anniversary. The \$10 ticket has a top prize of \$100,000 and a unique second-chance contest with four drawings. Players can mail in non-winning tickets to be entered for the drawings held throughout the year. At each drawing, four winners will be selected – one will win \$40,000 and three will each win \$4,000. The selected winners will be notified, but to keep up the suspense, they must come to a Lottery sponsored event to discover how much they won.

In addition to the ticket, beginning March 2, the Maryland Lottery will have a featured exhibit at the Baltimore Museum of Industry in downtown Baltimore. The exhibit, which will explore the history of the agency, will showcase 40 years of Maryland Lottery tickets, signage, televised drawings, drawings machines, photographs and more.



### **Congratulations! These retailers have been selling Maryland Lottery tickets since day one!**

Angel's Food Market in Pasadena  
Angle Inn in Baltimore  
Bakers Liquors in Chester  
Browns Discount Liquors in Frederick  
Drug City Pharmacy in Baltimore  
Eastover Liquors in Oxon Hill  
Elbes Beer/Wine in Silver Spring  
Fibus Drug Store in Baltimore  
Garden Bar in Baltimore  
Gold's in Baltimore  
Goldberg's Cut Rate in Baltimore  
Marchones Italian Deli in Silver Spring  
Mars Supermarket #1 in Baltimore

Maryland News Center in Hyattsville  
McKay's Foodland in Hollywood  
Montgomery Plaza Liquors in Baltimore  
Pops Tavern in Baltimore  
Royal Farms #02 in Baltimore  
Royal Farms #07 in Pasadena  
Royal Farms #11 in Baltimore  
Royal Farms #14 in Baltimore  
Royal Farms #15 in Baltimore  
Royal Farms #20 in Baltimore  
Royal Farms #28 in Baltimore  
Royal Farms #29 in Baltimore  
S&W Liquors in Temple Hills

Seibels Dairy Bar in Burtonsville  
State Line Liquors in Elkton  
Stricks Restaurant in Temple Hills  
Three Brothers in Baltimore  
Triple L Restaurant in Baltimore  
7-11 #11647 in Riverdale  
7-11 #11655 in Glenarden  
7-11 #11657 in Landover  
7-11 #11663 in Mt. Ranier  
7-11 #22053 in Wheaton  
7-11 #27670 in Bladensburg  
7-11 #29216 in Silver Spring

**If you have any pictures of your store when the Lottery first began in 1973, please email them to Gail Pelovitz at [gpelovitz@msla.state.md.us](mailto:gpelovitz@msla.state.md.us)**

## Message from the Director:

I hope you had an enjoyable holiday season with your loved ones and have jumped head-first into the New Year. There are big things happening with the Lottery in 2013 that we are excited to share with you and our players. From the game show-themed *The Price is Right* scratch-off to the commemorative *40 Rubies* ticket, we have quite a few new and fun games that we will introduce.

The New Year also brings new commissions for all Lottery retailers. As you may have seen, your sales commission was raised from 5% to 5.5% as of January 1. If you have any questions about this change, please ask your sales rep – they're happy to help.

As always, I want to express my gratitude for all of your efforts and dedication during the last year. We often have players come into our headquarters, grateful for the helpfulness and kindness shown by you, our retailer partners. The relationships that you build with players are often the most important factor in what keeps them coming back.

Again, I want to thank you for being a dedicated member of our Lottery family and want to wish you happiness, success and good health in the New Year.

Stephen Martino



## Congratulations to Two Impressive District Managers

John Martin, Assistant Director for Lottery, presents awards

### Scott Kershow (Fourth Quarter FY2012)



"Scott is a very dependable and optimistic employee. The 'singing salesman' is ready to go at a moment's notice and is enthusiastic when it's time to help the team overcome obstacles."

- Mary Newman  
Regional Manager

### Bob Crawford (First Quarter FY2013)



"Bob continues to expand his business in Prince George's County and Southern Maryland. He added nine new locations and two upgrades in FY12. Bob is very attentive to his retailers."

- Donna Zawitowski  
Regional Manager



# ***It's a Wonderful Life*** **Retailer Incentive Winners**

Quick Mart Annapolis  
Crossroads Food Mart  
7-11 #25403  
Edgewood Amoco BP  
Shore Stop #264  
Largo Liquors  
S. Potomac Shell  
Best One Food Mart  
Milford Liquors (twice!)  
Lime Tree Liquors  
Connie's Market  
Ranch Liquors

Northside Liquors  
Piscataway Liquors  
Noah's Super Market  
Rockville Service Center  
Mars #10  
Kenwood Liquors  
Ye Olde Farm Spirit Shoppe  
Plaza Liquors (Pasadena)  
Glen Burnie Texaco  
Suitland Rd. Chevron  
Glenmont Beer & Wine



## **You Ask ... We Answer!**

### **Retailer Question:**

I've noticed my Lottery sales are lagging compared to last year. What can you do to help me?

### **Answer:**

The Lottery offers numerous programs and strategies to help every retailer increase sales. We continue to offer approximately four new instant ticket games every month. You can help yourself by making sure these new games are activated, ready for sale and on display the day you receive them. Your district manager can offer merchandising suggestions to improve ticket displays on your sales counter and increase your selling opportunities. Also, make sure everyone on your sales staff is aware of the jackpot amounts during the week.

By asking each of your customers if they'd like a jackpot ticket for that night's drawing, you'll see incremental gains in your online sales. For additional information on these programs, and other sales improvement opportunities, speak with your Lottery district manager on their next visit.

## **Your Lottery Reference Guide**

Extrema Lottery Terminal & Player  
Activated Terminal (PAT)

**888-427-7568**

Instant Ticket Vending Machine (ITVM)

**800-820-7406**

Tel-Sell Scratch-Off Ticket Ordering

**866-832-1477**

Customer Service at Lottery Headquarters

**410-230-8800** (ask for your sales rep)



**Returns**  
**January 21 – February 17!**



# NEW SCRATCH-OFFS



## LAUNCHING FEBRUARY

### **\$2 *On the Money***

\$10,000 Top Prize

### **\$3 *Luck***

\$30,000 Top Prize

### **\$5 *The Price is Right*®**

\$50,000 Top Prize

## LAUNCHING MARCH

### **\$1 *3's a Charm***

\$1,000 Top Prize

### **\$2 *2X Cash***

\$20,000 Top Prize

### **\$5 *\$50 Grand Slam***

\$50,000 Top Prize

### **\$10 *Green Streak***

\$100,000 Top Prize

## **“Come on Down” and Play *The Price is Right*®!**

Everyone's favorite game show, *The Price is Right*®, is now a scratch-off! Beginning January 28, players will have the chance to win up to \$50,000 instantly and can enter online bonus drawings. Six winners will be selected and travel to Las Vegas where they will play the Las Vegas Game Show Experience for a chance to win up to \$1 million. Drawings will be held on a monthly basis beginning in March and ending in August.



# TOP-NOTCH WINNER AWARENESS!

Many retailers hold second-chance drawings where players enter non-winning tickets to win cool prizes.



8 Days a Week in Parkville presents an autographed Haloti Ngata football.



A Maiden Choice Liquors customer in Baltimore won an autographed Terrell Suggs football.



2 Go Convenience & Deli in Savage gave away an autographed Torrey Smith football.



An autographed Ray Rice football was awarded at Brantwood Liquors in Elkton.

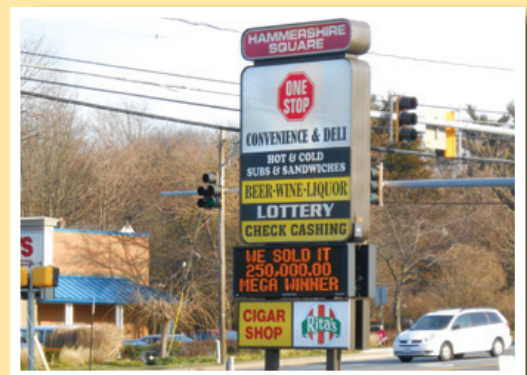


One lucky player went to a Ravens game, thanks to E-Z Convenience in Baltimore.

Advertise when you sell a winning ticket. It's a great way to increase your sales!



Herb's Deli & Spirits in Edgewood happily displays a sign touting the big winning ticket sold at their store. Last November, they sold Almerita Williams a \$2 million second-tier winning Powerball ticket!



One Stop Convenience & Deli in Reisterstown uses their electronic sign to advertise big winners sold at their store. They offer free tickets to those who cash winning tickets over \$250 – a surefire way to keep customers coming back!



# Big Scratch-Off Winners!

Store	City	Prize	Game
Sams Wine N' Spirit	Owings Mills	\$1,000,000	Lucky 7s Gamebook
Tobacco Outlet	Abingdon	\$250,000	Ravens Cash Fantasy
7-11 #28890	Mount Airy	\$100,000	Double Cash
Super H Convenience	Waldorf	\$100,000	10X Payday Payout
Eddie B's Market	Baltimore	\$100,000	A Wreath of Franklins
Town Center Market	Riverdale	\$100,000	Green Bucks
7-11 #11620	Bel Air	\$100,000	A Wreath of Franklins
Country Liquors	Westminster	\$50,000	Tax Free \$50,000
Woodlawn Sunoco	Baltimore	\$50,000	Monopoly
Wheaton Winery	Silver Spring	\$50,000	Triple Payout
Krauszer Food Shop	Baltimore	\$50,000	Lucky 7s Gamebook
J & J Grocery & Deli	Baltimore	\$50,000	Sweet Riches
New City Mart	Baltimore	\$50,000	Triple Green Crossowrd
Island Liquors	Joppa	\$50,000	The Golden Ticket
7-11 #28813	Gaithersburg	\$50,000	Aces High
Flamingo Inc.	Oxon Hill	\$50,000	Triple Green Crossowrd
Mars #17	Edgewood	\$50,000	Get Rich
Woodmoor Super Mart	Silver Spring	\$30,000	Stacked With Cash
Giant #352	Baltimore	\$30,000	Stacked With Cash
Belvedere Plaza Liquors	Baltimore	\$30,000	Hot Doubler
Urbana Liquors	Frederick	\$30,000	Red Line Bingo Tripler
Eutaw Market	Baltimore	\$30,000	Blackout Bingo
PI's Deli	Laurel	\$30,000	Crack the Code
Aspen Hill Liquors	Silver Spring	\$30,000	Blackout Bingo
Beer and Wine			
Harford Convenience	Baltimore	\$30,000	Fruit Twist Crossword
Royal Farm #016	Baltimore	\$30,000	Lucky Lines
Davidsonville BP	Davidsonville	\$20,000	It's A Wonderful Life
7-11 #11556	Bowie	\$20,000	It's A Wonderful Life
Sunoco Gas Station	Eldersburg	\$10,000	Triple Win
Molly's Mart	Kennedyville	\$10,000	Money Multiplier
Lake Forest Exxon	Gaithersburg	\$10,000	Money Multiplier
Spirit Shop	Ellicott City	\$10,000	Ravens Cash Fantasy
AC&T	Hagerstown	\$10,000	Diamonds
Maugans Avenue Shell	Hagerstown	\$10,000	Million Money Match
Potomac Liquors	Hagerstown	\$10,000	Payday Doubler
EZ Quick Food Mart	Pasadena	\$10,000	Lucky 7s Gamebook
House of Liquors	Westminster	\$10,000	Ravens Cash Fantasy
Odenton Liquors	Odenton	\$10,000	Cash Up Doubler
Jessup Deli	Elkridge	\$10,000	Payday Doubler
Pikesville Chevron	Baltimore	\$10,000	Wild 10s
Ballenger Creek	Frederick	\$10,000	A Wreath of Franklins
Pike Exxon			
Royal Farm #014	Baltimore	\$10,000	Blackout Bingo
Al's Supermarket	Oxon Hill	\$10,000	Cash Stash

Store	City	Prize	Game
Captain John's Crabhouse	Cobb Island	\$10,000	Aces High
Takis Pizza & Restaurant	Baltimore	\$10,000	Diamonds
Nursery Road Liquors	Linthicum	\$10,000	Fruit Twist Crossword
Royal Farm #047	Baltimore	\$10,000	Money Multiplier
Royal Farm #012	Lutherville	\$10,000	Money Multiplier
Forest Drive Liquors	Annapolis	\$10,000	A Wreath of Franklins
Quick Convenient Mart	Gaithersburg	\$10,000	Triple Green Crossword
Casa Blanca Chevron	Silver Spring	\$10,000	Aces High
7-11 #33046	Frederick	\$10,000	Cash Blast
7-11 #23753	Baltimore	\$10,000	A Wreath of Franklins
7-11 #26753	Baltimore	\$10,000	10X Payday Payout
Harford Road Liquors	Baltimore	\$10,000	Ravens Cash Fantasy
Greenbriar Wine & Spirits	Bel Air	\$10,000	A Wreath of Franklins
Langley Park Beer & Wine	Hyattsville	\$10,000	Diamonds
Oakland Mill Liquors	Sykesville	\$10,000	Get Rich
Cavetown Liquors	Cavetown	\$10,000	Lucky Streak
Rodman's Discount Stores	Silver Spring	\$10,000	A Wreath of Franklins
Tobacco Barn	Baltimore	\$10,000	Cash Blast
Center City Tiger Mart	Salisbury	\$10,000	Triple Green Crossowrd
Woodman Liquors	Baltimore	\$10,000	Blackout Bingo
Universal Supermarket	Takoma Park	\$10,000	Hot Casino Cash
Mall Spirits	Baltimore	\$10,000	Green Bucks
Lee's Market	Laurel	\$10,000	Cash Up Doubler
7-11 #32426	Prince Frederick	\$10,000	Ravens Cash Fantasy
Sheetz #068	Williamsport	\$10,000	A Wreath of Franklins
Village Way Liquors	Walkersville	\$10,000	Fruit Twist Crossword
Jerry's Bar	Baltimore	\$10,000	Payday Doubler
Easton Shell	Easton	\$10,000	Bonus Bucks
Royal Farm #070	Joppa	\$10,000	Ravens Cash Fantasy
7-11 #11727	Bethesda	\$10,000	Hot Casino Cash
Ranch Liquor	Lusby	\$10,000	Blackout Bingo
Lewisdale Market	Hyattsville	\$10,000	Cash Up Doubler
Largo Liquors	Upper Marlboro	\$10,000	Platinum Cash
E-Z Convenience	Baltimore	\$10,000	Silver and Gold
Omid's Crown	Columbia	\$10,000	Get Rich
Giant #338	Accokeek	\$10,000	Double Cash
Royal Farm #077	Edgewood	\$10,000	Double Cash
Food Lion #2587	Westminster	\$10,000	Double Jackpot
7-11 #23705	Annapolis	\$10,000	Cash Blast

