

Retailer Report

Fall 2011

Holiday Ticket Time!

\$10 Winner Riches

Top Prize \$100,000



\$5 Nutcracker Cash

Top Prize \$50,000

\$2 Santa Paws

Top Prize \$10,000

\$1 Sweet Winnings

Top Prize \$1,000



Check out ALL Lottery scratch-offs with remaining prize information at mdlottery.com/games/scratchoffs

Let the Games Begin...

Keno Sprinkler "Holiday"

Nov. 21 thru Jan. 1

Large prizes are in the forecast for Keno fans. Your players have the chance to double or triple their Keno winnings.

Pick 3 Let It Snow

Nov. 28 thru Jan. 1

The weather's getting chilly, but your players will warm up with the chance to win instant cash vouchers for up to \$50 when buying Pick 3 tickets of \$1 or more.

Message from the Director:

The football season has started strong and the third in our series of *Ravens Cash Fantasy* scratch-offs continues to score big with players. The Lottery has been busy promoting the ticket along with its Internet promotion at all Ravens home games and *Ravens Cash Fantasy* parties. I hope you're encouraging your customers to get in on the fun and to participate in our Ravens Rituals contest, which they can enter on mdlottery.com/ravens.



In other updates, the holidays are fast approaching and that means the launch of our festive seasonal scratch-offs. This year, as always, we have an assortment of instant tickets in an array of themes and price points. The new *Santa Paws* scratch-off will incorporate a Facebook photo contest that's certain to be a hit with your Lottery players. Additionally, the upcoming months will be busy with our popular *Keno Sprinkler* "Holiday" and *Pick 3* Let It Snow promotions.

Finally, on an entirely different topic, I want to thank all of you for your support of the recently implemented AMBER Alert program on the Lottery InMotion™ (LIM) screens. I'm sure you share my pride in being part of this important initiative.

Thank you for all of your hard work and I wish you and your family a safe and happy holiday season.

Stephen Martino

The Maryland Lottery's Rep of the Quarter

RALPH HENDERSON

"Ralph leads the region in instant facings," said Regional Manager Tyrone Williams. "As a result of his hard work and personable approach, his retailers have added games to their Lottery offerings and devoted attention to their Lottery business. This has helped to build their income, as well as Lottery revenue, making it a win for everyone. This is particularly impressive considering our challenging economy."



Maryland's First Powerball Jackpot Win!

Congratulations to Wine World of Abingdon for selling Maryland's first jackpot-winning *Powerball* ticket! The winning couple, who chose to remain anonymous, took home \$108.8 million. And, the Harford County-based wine shop/Lottery retailer received a cool \$25,000 bonus!



In the Spotlight...



Rosedale Shell Goes the Extra Mile

Rosedale Shell

7514 Pulaski Highway, Rosedale

How do you go from average weekly sales of \$2,000 to over \$33,000? It takes good old-fashioned customer service and a proactive management team working together with their Lottery representative to produce these dramatic results. When Gurnel Sandhu and his son, Gurbir, took over this location in 2008, weekly sales were approximately \$2,000 a week. Now, just three years later, they have two Lottery terminals, 70 instant ticket facings and are averaging \$33,500.

Maryland Lottery District Sales Manager, Linda Saunders, credits Sandhu for the enormous increase. "I have never seen an empty dispenser in this location," said Linda. "He is always open to suggestions and follows through on my recommendations." Mr. Sandhu also makes a practice of asking for the sale on the days that *Mega Millions* and *Powerball* are drawn, as well as encourages his players to incorporate the bonus feature for *Keno* and *Racetrax*.

"As a Lottery agent he does everything possible to increase his sales. He is an exemplary agent and a pleasure to work with," said Linda enthusiastically.



EZ Convenience Puts Lottery in the Forefront

EZ Convenience

5822 Hillen Road, Baltimore City

Dharmesh Shah, owner of EZ Convenience, has invested a lot of time making the Maryland Lottery very prominent in his store. Along with a wall covered with winning tickets and winner stories, Mr. Shah has purchased his own additional *Keno*, *Racetrax* and Lottery InMotion™ (LIM) monitors. When entering the store, patrons immediately see 120 scratch-off facings and are greeted by employees wearing shirts that display both the store name and "Maryland Lottery Super Agent."

"Mr. Shah goes above and beyond to make his Lottery customers happy and promote sales," said sales representative Dan "Rocky" Hyde. "With so many instant ticket facings, EZ Convenience enthusiastically encourages scratch-off purchases and also is proactive in selling jackpot games. Mr. Shah even creates his own promotions to attract attention and build Lottery business."

All of Shah's hard work and investment has paid off, as EZ Convenience has been the third-highest selling agent in the state of Maryland for the past two fiscal years.

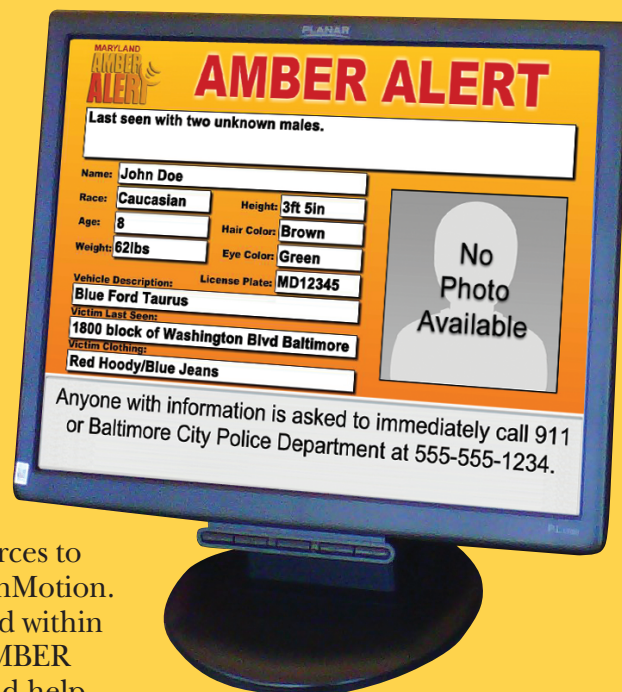


Lottery InMotion™... Making Sales and Making a Difference!

Lottery InMotion™ (LIM) is up and running all across Maryland at more than 3,700 Lottery retailers. This new technology is a great way to provide the latest updates on jackpots, new games, promotions and Lottery winners – helping to increase your sales. Even more importantly, the LIM screens are providing an invaluable public service.

The Maryland Lottery and the Maryland State Police have joined forces to help find missing children by displaying AMBER Alerts via Lottery InMotion. This alliance between the two state agencies allows alerts to be posted within 15 minutes of notification, significantly increasing the visibility of AMBER Alerts. It's a terrific tool to get the word out about a missing child and help to bring them home safely. Good work Lottery retailers!

If you have questions about the Lottery InMotion system, or need service, call the Scientific Games service hotline at 1-888-427-7568. They will be happy to help.



Tips from the Top...

TIP #1: Ask for the Sale

My number one tip is to always ask for the sale! Make sure your sales staff is aware of the jackpot amount for each game. The more tickets you sell, the more chances you have to sell the winning jackpot ticket. Did you know that when you sell the winning *Powerball* or *Mega Millions* jackpot ticket in your store, you qualify to receive a bonus up to \$25,000?

TIP #2: Make Your Store a Lottery Destination

Make sure your store is the Lottery destination in your area where everybody wants to come and play. Set up a play area for your regular players. A simple set-up includes a club table and two stools – a small investment to keep valuable customers in your store!

TIP #3: Post Big Winners

Always post your big winners so that your Lottery players know how lucky people are when they play in your store. Talk to your Lottery sales rep about winning posters for your location.

*Sales Tips Courtesy of Valarie Blackwell,
Maryland Lottery Regional Sales Manager*



Your Lottery Telephone Reference Guide



**Extrema Lottery Terminal
& Player Activated Terminal (PAT)
Vending Machine**
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)

Ravens Cash Fantasy **Scores a Touchdown!**

Your sales are sure to score a touchdown with the latest *Ravens Cash Fantasy* scratch-off and Internet promotion. It's no wonder – with big cash prizes and football-themed fun, Lottery and Ravens fans alike love this ticket. This year's *Ravens Cash Fantasy* features six (6) \$250,000 cash instant top prizes, plus players now have a chance to win a \$1 million cash prize through the Internet promotion. And, along with old favorites, we're offering exciting new Ravens-themed experiential and merchandise prizes. So stock your shelves! You're sure to win your customers over with *Ravens Cash Fantasy*.

And, players still have extra incentives to collect those extra yards. Just like last year, as total yards grow, so do the chances of winning. Here's how it works:

Collect 300+ yards:

Automatically entered into weekly drawings for a *Ravens Cash Fantasy* Prize Pack.

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.

**Remind your players to
enter their Extra Yards at
*mdlottery.com/ravens***



Returning Ravens Cash Fantasy Internet Promotion Prizes

- Ravens Season Tickets For Life
- Season Tickets for One Season
- Skybox Tickets for One Game – Entire Suite for 24
- Away Trip With the Team (Enhanced Prize)
- Private Away Game Viewing Party and M&T Bank Stadium Tour
- Premium Single Game Day Package Tickets (Enhanced Prize)
- Autographed Footballs
- Autographed Ravens Photographs

NEW Prizes!

- \$1 Million Cash
- Ravens Cheerleader Calendar Trip
- Ravens Cave
- Tailgate Party
- Breakfast with a Raven
- Autographed Standard Authentic Helmets



Winners! Winners! Winners!



Giant Food at 948 Bay Ridge Rd. in Annapolis sold a \$50,000 winning *Instant Riches* scratch-off to Quentin Sutherland of Baltimore.



Taste Diner at 8601 Cameron St. in Silver Spring sold a winning \$1 million *Platinum Rewards* scratch-off to Edna Ehrlich from Silver Spring.



Safeway #1826 at East Ridgeville Blvd. in Mt. Airy sold a \$100,000 winning *10X Cash* scratch-off to Francis Przybylek from Mt. Airy.



Singer Exxon at 2940 Emmorton Rd. in Abingdon sold a winning \$100,000 *Crown Jewel 7's* scratch-off to Michael Brown from Abingdon.



Harford Quick Mart at 654 Baltimore Pike in Bel Air sold a winning \$50,000 *Double Play* scratch-off to Kenny Der from Baldwin.



Marcelino Vilcarino Sr. of Baltimore was the winner of \$1,000 a week for 20 years in the Maryland Lottery's *Set for Life 2* second-chance contest.