

Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Solomon Ramsey, Managing Director, Sales and Marketing

DIVISIONS: Sales and Marketing

DATE: September 25, 2025

SUBJECT: Report for the September 2025 Commission Meeting

Following is the status update of ongoing and special projects in Sales, Product Development and Creative Services for August.

1. Sales

August 2025, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$86,673,988	\$53,611,436	\$96,673,161	\$236,958,445
	2024	\$76,717,289	\$51,477,414	\$94,192,986	\$222,387,689
	Difference	\$9,956,700	\$2,133,881	\$2,480,175	\$14,570,756
	%YoY +/-	13.0%	4.1%	2.6%	6.6%
INDEPENDENT	2025	\$58,248,745	\$44,665,642	\$56,731,537	\$159,645,924
	2024	\$54,109,618	\$42,796,149	\$55,663,558	\$152,569,325
	Difference	\$4,139,128	\$1,869,493	\$1,067,979	\$7,076,600
	%YoY +/-	7.6%	4.4%	1.9%	4.6%
	% of State Sales	67.2%	83.3%	58.7%	67.4%
CORPORATE	2025	\$28,425,243	\$8,945,653	\$39,941,624	\$77,312,520
	2024	\$22,607,671	\$8,681,265	\$38,529,428	\$69,818,364
	Difference	\$5,817,572	\$224,388	\$1,412,196	\$7,494,156
	%YoY +/-	25.7%	3.0%	3.7%	10.7%
	% of State Sales	32.8%	16.7%	41.3%	32.6%

Instant ticket sales are based on recorded weekly settlements and may not agree with other Instant ticket sales displayed in other reports that may reflect activations or validations.

a) Sales Management

i. Key accomplishments last period:

1. The monthly sales meeting was conducted virtually August 20, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, & \$10 (2) price points.

- b. In conjunction with our instant products, two promotions were highlighted in the form of our *UNLOCK THE CASH Live Game* and *Summer Send-Off Promotion*.
2. District Managers with the best new launch week numbers by region/territory (year-over-year) for August:
 - Jon Braithwaite T-11
 - **Cindy Limbert T-27 (Awarded the DM of the month)**
 - Tim Perry T-37
 - David Rogers T-49
 3. Sales Management continues to prioritize the illegal “gray” machine initiative. A process has been developed and put into action to address these machines located at Maryland Lottery retailers. Only a few locations have been identified lately, all in Baltimore County. This appears to be a deliberate effort by the “Grey Machine Vendor” to get around the Lottery’s efforts to curb these machines in the market. We are beginning to look at our XCAP retailers in Baltimore City/County with these machines; A new policy is being adapted regarding those locations.

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the September instant ticket launch. The September launch will feature four (4) tickets at the \$5 (2), \$10 & \$30 price points.
2. Continued action regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 6,606 retailer communication contacts during August, which includes store visits, phone calls and emails.
2. The field sales team continues to make progress identifying illegal “gray” machines located at Maryland Lottery retailers. Once identified, they are tagging them in Gem Intelligence and reporting them to the Sales Management team.
3. The field sales team supported the Ravens Preseason Game on Thursday, August 7, 2025.
4. The Sales team participated in another successful Maryland State Fair Selling Event. Selling Retailer was EZ Quick Food Market from Pasadena. Total Sales were \$158,450, with Online sales almost equaling Scratch Ticket sales due to large Powerball jackpots.

ii. Upcoming tasks for this period:

1. The field sales team will continue to identify retailers for expansion of the Digital Menu Board project.
2. Support from our Sales staff will be provided at RavensWalk during home games with J Convenience from Parkville as our selling retailer.
3. District Managers continue to update contact information (email and cell phone numbers) as well as store photos.
4. Sales continues to work with the OAG and Lottery Security to identify any “gray” machines located at lottery retailer locations.
5. The field sales team will be communicating all upcoming holiday promotions with their retailers through December.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Seven (7) independent applications were processed and locations installed in the month of August.

ii. Upcoming tasks for this period:

1. Recruitment will continue to focus on high foot traffic locations and chain accounts where rapid development and retailer expansion opportunities exist.

d) Sales Support/Self-Service Vending Units

i. Key accomplishments last period:

1. Preparation for and execution of merchandising initiatives for our September instant ticket launch which includes development of POS, as well as identification of both types and quantities of pieces to be distributed to the field.
2. Continued execution of the recruitment strategy and expansion of the SCiQ instant ticket ecosystem program with two new retail locations installed in the month of August. The utilization of our central systems vendor partners marketing team to help cast a wider net has proven beneficial for recruitment and will continue for the foreseeable future.
3. Final preparation for our Fall Retailer Advisory Board meetings which includes retailer sign up, tracking of retailer registration, completion of presentation and final set-up/walkthrough meetings with vendor and locations of sessions.
4. Continued distribution of the Lottery jackpot towers. This new marketing tool has received a great response from retailers and players alike.
5. We continue to refine and adjust our plans for allocation of our self-service vending units. With limited inventory now available due to the resounding success of the self-service program, our focus will be to identify underperforming units/locations across our network to develop strategic plans for supporting sales growth. If sales growth cannot be achieved, our focus will then shift to relocating said units to retail locations with greater sales potential to maximize revenue.
6. Weekly evaluations of our Suspended retailers are being performed to help move these accounts to either Terminated or Reinstated status.
7. In conjunction with the Business Analytics Manager, new reports have been developed and processes implemented to identify opportunities for improvement for maximization of sales at retail. Out of Stock (OOS) percentage monthly reporting is now being provided to District Managers specific to their territory and retail account list to provide them another resource in an attempt to further address self-service out of stock percentages with their respective retailers.

ii. Upcoming tasks for this period:

1. Execution of the first two Retailer Advisory Board meetings (four sessions) located in Aberdeen and Frederick, Maryland.
2. Support and execution of our first Baltimore Ravens home game selling event.
3. Begin initial implementation of our adjusted self-service allocation plan.
4. Continue working with our Corporate and Field sales teams to expand both our SCiQ instant ticket ecosystem and Digital Menu Board programs to additional retailer locations.
5. Probationary Retailer Tracking and Self-Serve Sales Tracking to be initiated in the next month.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 8/31/25):
 - a. FY26 - \$145,728,656
 - b. FY25 - \$136,037,122
 - Up 7%
2. The Corporate Sales team has gained commitment from retail stakeholders and decision makers to reduce out of stock occurrences with regard to inventory replenishment at their respective vending locations. Retailers are aware of the Lottery's recourse in the event that out of stock rates do not improve, and they have communicated this to their management teams. This has resulted in the implementation of delegated tasks for store associates to complete on a proposed regular basis.
3. Business reviews were consistently completed with the following chains:
 - a. 7-Eleven
 - b. High's of Baltimore
 - c. Sheetz
 - d. Walmart
4. The first second-chance promotion of the fiscal year with High's was executed successfully with 2,000 entries.
5. Corporate Sales, in conjunction with Creative Services and Product Development, is continuing to build Corporate's second-chance promotion calendar and is preparing to launch a Holiday promotion with a large grocery chain, Giant Foods.

ii. Upcoming tasks for this period:

1. Corporate will continue to facilitate the launch of multiple promotions throughout FY26.
2. Corporate is continuously working to onboard new retail chains.
3. Corporate continues to monitor out of stock rates and is prioritizing Lottery equipment/resources away from underperforming retailers.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Intelligence:
 - a. Goals for FY26 are in the system. District Managers are reminded to update retailer info to include pictures, email addresses, phone numbers and contacts.
2. Gem Office:
 - a. JIRA's for Gem Office were tested and passed; installation for this will be in early September. Some changes include: Bonus app (back office only), updates to allow Agent Administration to correct errors more efficiently, ability to "clean up" incomplete apps out of the system, and verification of errors that may occur upon approval of new retailers to GMS.

ii. Upcoming tasks for this period:

1. Continue to work towards resolution with our vendor partner on our current JIRA list and monitor installation of approved Gem Office updates.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. September Scratch-Off Launch (9/19/25)
 - \$5 – *Deluxe Crossword 10th Edition*
 - \$5 – *JURASSIC PARK*
 - \$10 – *Kings & Queens*
 - \$30 – *Ace of Spades*
2. *Let's Make A Deal® Second-Chance Promotion*: The fifth and final drawing was held 9/9/25, 494,197 entries have been received.
3. *Ravens Second-Chance Promotion*: The first drawing was held 9/2/25, 355,788 entries were received. The second drawing is to be held 9/23/25; as of 9/15/25, 652,842 entries were received.
4. *Unlock the Cash Live Game Second-Chance Promotion*: The first drawing was held 9/11/25, 52,934 entries were received.
5. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
499	\$20	Bonus Bingo X20	\$63,222,860	\$47,832,110	\$15,390,750	8/25/2025
652	\$5	Cash Boom	\$14,863,280	\$10,706,021	\$4,157,259	8/25/2025
669	\$10	Money Drop	\$18,147,170	\$13,597,675	\$4,549,495	8/25/2025
673	\$2	10X The Cash	\$5,860,598	\$3,754,299	\$2,106,299	8/25/2025
674	\$5	20X The Cash	\$21,606,485	\$15,569,633	\$6,036,852	8/25/2025
675	\$10	50X The Cash	\$30,196,200	\$22,635,072	\$7,561,128	8/25/2025

ii. Upcoming tasks for this period:

1. October Scratch-Off Launch (10/17/25):
 - \$1 – *Just 1 Buck*
 - \$2 – *Snow Much Fun*
 - \$3 – *Candy Cane Cash*
 - \$5 – *Festive Fortune*
 - \$10 – *Silver Bell Bucks*
 - \$20 – *Gifts of Green*
2. *Ravens Second-Chance Promotion*: The third drawing will be held 10/16/25.
3. *Unlock the Cash Live Game Second-Chance Promotion*: The second drawing will be held 10/9/25; as of 9/15/25, 62,953 entries were received.
4. *JURASSIC PARK Second-Chance Promotion*: The first drawing will be held 10/14/25.
5. *Holiday 2025 Second-Chance Promotion*: Starting on 10/17/25, players may enter non-winning Holiday scratch-off tickets into the Holiday 2025 Second-Chance promotion for a chance to win cash prizes and a Cash & Dash Shopping Spree (62 winners total). Entries will be based on ticket price point (\$1 Just 1 Buck = 1 entry, \$2 Snow Much Fun = 2 entries, \$3 Candy Cane Cash = 3 entries, etc.) Entries will be cumulative and will be carried over after each drawing.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Pick3/4/5 & CASH POP Cash Heatwave Promotion* [8/4/25 – 8/31/25]: For 4 weeks, players who entered winning and non-winning Pick 3, Pick 4, Pick 5 and CASH POP tickets into My Lottery Rewards had the chance to win a cash prize. Players received one (1) entry per every \$1 in tickets entered and were cumulative.

The highest recorded temperatures and cash prize amounts awarded for each of the drawings are as follows:

- Drawing #1 8/11/25 = 85° (\$5,000 x 5)
 - Drawing #2 8/18/25 = 94° (\$7,500 x 5)
 - Drawing #3 8/25/25 = 83° (\$5,000 x 5)
 - Drawing #4 9/2/25 = 84° (\$5,000 x 5)
2. *State Fair Keno Sprinkler Promotion* [8/18/25 – 9/7/25]: For 3 weeks, players had the chance to Double or Triple their prizes while playing Keno. Doublers and Triplers were produced on an Nth ticket basis for Keno, Keno Bonus, Keno Super Bonus and Packaged Keno to Go tickets. If the player’s numbers were winners, their winnings were doubled or tripled.
 3. *State Fair Racetrax \$6 for \$5 Promotion* [8/18/25 – 9/7/25]: For 3 weeks, any player that made a \$6 Racetrax purchase received a \$1 discount. The maximum discount received was \$5 on any ticket valued at \$30 or more.
 4. *Summer Send-Off Promotion* [9/1/25 – 9/7/25]: For one week, to mark the end of the summer season, we awarded our players with instant win coupons just for playing their favorite terminal games. On an Nth ticket basis, any terminal game purchased could have triggered an award of a \$2, \$5 or \$10 instant win coupon.

ii. Upcoming tasks for this period:

1. *Hall-o-WIN* [10/1/25 – 10/30/25]: For the month of October, players may enter \$1 worth of Pick 3, Pick 4 or Pick 5 tickets purchased during the promotional period into My Lottery Rewards for a chance to win cash prizes of either \$5,000 or \$10,000. Entries are dollar for dollar (\$0.50 tickets are eligible for entry; two \$0.50 tickets will equal one entry). Additionally, with the purchase of any Pick game, players could win a free \$2 Mummy Money FAST PLAY ticket on an Nth ticket basis. Drawing will take place on 10/31/25.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. September FAST PLAY Launch (9/8/25):
 - \$3 – *Keno FAST PLAY Edition*
 - First horizontal FAST PLAY ticket layout for Maryland and the Lottery Industry
2. *Home Run Riches Walk-Off Winnings Contestant of the Game Second-Chance Promotion:* The sixth drawing to select the final 25 contestants of the season was held 8/26/25, 326,199 entries were received.
3. *Unlock the Cash Live Game Second-Chance Promotion* [8/22/25 – 10/22/25]: Please see section a)ii)3. Above for details regarding this promotion
4. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
083	\$1	Reindeer Riches	\$639,440	\$377,930	\$261,510	8/31/2025
084	\$5	Merry Money Match	\$1,192,490	\$832,164	\$360,326	8/31/2025
085	\$10	Winning Wonderland	\$1,005,070	\$730,375	\$274,695	8/31/2025

ii. Upcoming tasks for this period:

1. November FAST PLAY Launch (11/3/25):
 - \$1 – *Reindeer Riches (Relaunch)*
 - \$5 – *Snowflake Ca\$h (Relaunch)*

- \$10 – *Holiday Money Match (Relaunch)*
- 2. *FAST PLAY Fridays* [10/3, 10/10, 10/17, 10/24, 10/31/25]: Every Friday during the month of October, players who purchase any \$5 FAST PLAY game could receive free \$1, \$2, \$3, \$10, \$20 or \$30 FAST PLAY tickets. Tickets will be awarded on an Nth ticket basis.
- 3. *Holiday 2025 Second-Chance Promotion*: Starting on 11/3/25, players may enter winning and non-winning holiday themed FAST PLAY tickets into the Holiday 2025 Second-Chance Promotion for a chance to win cash prizes and a Cash & Dash Shopping Spree.

3. Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. *Powerball*:
 - a. The Lottery promoted the recent *Powerball* jackpot run with radio, out-of-home and social media.
 - b. New high-jackpot television spots are nearing completion and will be ready for the next high jackpot run.
2. *Ravens Scratch-Offs*:
 - a. *Ravens Scratch-Off* media support began on 9/1 and will continue through 10/26. Television, cable, radio, streaming audio, various out-of-home and digital units are included.
 - b. All *Ravens* creative elements are completed, as well as all sponsorship assets.
3. *Jurassic Park Scratch-Off*:
 - a. The media plan for *Jurassic Park* was approved. Media will run from 9/29 – 11/2 and includes television, cable, radio, streaming audio, various out-of-home and digital elements.
 - b. *Jurassic Park* point-of-sale was printed and delivered.
4. *Holiday Scratch-Offs & Holiday Raffle*:
 - a. All *Holiday* and *Holiday Raffle* point-of-sale was completed and is in production.
 - b. Lottery selected the campaign direction for the *2025 Holiday* and *Holiday Raffle* campaign.
 - c. Lottery signed off on the media brief for *Holiday Scratch-Offs* and *Holiday Raffle*.

ii. Upcoming tasks for this period:

1. *Powerball*:
 - a. GKV to finalize *Powerball* high jackpot television spots.
2. *Jurassic Park Scratch-Off*:
 - a. The Lottery and GKV to finalize all creative elements prior to the start of the media plan on 9/29.
3. *Holiday Scratch-Offs & Holiday Raffle*
 - a. Media Works to present the *Holiday* media plans on 9/22.
 - b. GKV to begin production of all creative elements.
4. *Globe Trotters Scratch-Off*
 - a. GKV to present *Globe Trotters Scratch-Off* creative the week of 9/8.
 - b. Lottery to begin media planning to support *Globe Trotters Scratch-Off*.

b) Web, Digital and Social

i. Key accomplishments last period

1. Promoted the *Jurassic Park Scratch-Offs* and *Second-Chance Contest*, *Ravens Scratch-Offs* and *Second-Chance Contest*, *Responsible Gambling Education Month*, *Kings & Queens* and *Ace of Spades* scratch-offs, the *Powerball* jackpot and various winners and events through social media and the website.
2. Launched the new *Retailer Corner* website to provide a more modern and streamlined experience for our retailers online.

ii. Upcoming tasks for this period:

1. Develop social media and digital plans for the *Holiday Scratch-Off* and *Second-Chance Contest* and *Holiday Raffle*.

c) My Lottery Rewards

i. Key accomplishments last period:

1. In August, *My Lottery Rewards* saw 42,152 monthly active users and 6,175 average daily active users. The high *Powerball* jackpot helped increase the number of active users compared to last month.
2. There were 2,853 new registrations in August. The program currently has 467,394 members.
3. The most entered scratch-off in August was \$5 *Cash Scratch Fever. Pick 4* was the most entered draw game ticket.
4. The MLR mobile app saw 81,386 total users in August, with the average user opening the app 9 times throughout the month. The users are split 75% iOS and 25% Android, respectively.
5. The *Home Run Riches Second-Chance Promotion* ended in August and resulted in almost 1.15 million entries, slightly surpassing the number of entries in the 2024 promotion.

ii. Upcoming tasks for this period:

1. Refine and execute plans for post-high jackpot periods in order to retain new registrants and encourage participation in the program.
2. Prepare to launch the *Holiday Second-Chance Promotion*, *Hall-o-WIN promotion*, *Giant Holiday promotion* and *ThanksWINNING promotion*.