

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor • John Martin, Director

Montgomery Park Business Center
1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230



Tel: 410-230-8800
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www.mdlottery.com

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$103,117,650	\$51,806,029	\$94,300,990	\$249,224,669
	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	Difference	\$10,277,116	(\$2,875,134)	(\$2,683,986)	\$4,717,996
	%YoY +/-	11.1%	-5.3%	-2.8%	1.9%
INDEPENDENT	2025	\$66,247,580	\$43,311,666	\$56,347,851	\$165,907,097
	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	Difference	\$3,448,339	(\$2,257,744)	(\$2,021,564)	(\$830,970)
	%YoY +/-	5.5%	-5.0%	-3.5%	-0.5%
	% of State Sales	64.2%	83.6%	59.8%	66.6%
CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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 in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
 - ii. Two radio scripts are also awaiting approval and will be produced in early January.
3. The point-of-sale materials for the *Multiplier FOG* scratch-offs are in production and will deliver in early January.
4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

c) My Lottery Rewards

1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
2. *\$5 Festive Fortune* was the top instant ticket entered into *MLR* in December. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 12K unique players.
3. In December, we issued 47,587 coupons to players and saw a 63% redemption rate.
4. There were 7,287 new *MLR* registrations in December, bringing the total membership count to 481,107. An increase in registrations is frequently seen in December due to the popularity of the Holiday Scratch-Offs and second-chance promotion. As mentioned, the large *Powerball* jackpot was also a contributing factor this year.
5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.



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i. Key Accomplishments last period:

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c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

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 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
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5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.

a) Sales Management

i. Key accomplishments last period:

1. The monthly sales meeting was conducted in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

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 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

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1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
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4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

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1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
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Montgomery Park Business Center
1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users use Maryland Relay
www.mdlottery.com

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$103,117,650	\$51,806,029	\$94,300,990	\$249,224,669
	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	Difference	\$10,277,116	(\$2,875,134)	(\$2,683,986)	\$4,717,996
	%YoY +/-	11.1%	-5.3%	-2.8%	1.9%
INDEPENDENT	2025	\$66,247,580	\$43,311,666	\$56,347,851	\$165,907,097
	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	Difference	\$3,448,339	(\$2,257,744)	(\$2,021,564)	(\$830,970)
	%YoY +/-	5.5%	-5.0%	-3.5%	-0.5%
	% of State Sales	64.2%	83.6%	59.8%	66.6%
CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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

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ii. Upcoming tasks for this period:

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2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
 - ii. Two radio scripts are also awaiting approval and will be produced in early January.
3. The point-of-sale materials for the *Multiplier FOG* scratch-offs are in production and will deliver in early January.
4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

c) My Lottery Rewards

1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
2. *\$5 Festive Fortune* was the top instant ticket entered into *MLR* in December. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 12K unique players.
3. In December, we issued 47,587 coupons to players and saw a 63% redemption rate.
4. There were 7,287 new *MLR* registrations in December, bringing the total membership count to 481,107. An increase in registrations is frequently seen in December due to the popularity of the Holiday Scratch-Offs and second-chance promotion. As mentioned, the large *Powerball* jackpot was also a contributing factor this year.
5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.

Maryland Lottery and Gaming Control Agency

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1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230



Tel: 410-230-8800
TTY users use Maryland Relay
www.mdlottery.com

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$103,117,650	\$51,806,029	\$94,300,990	\$249,224,669
	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	Difference	\$10,277,116	(\$2,875,134)	(\$2,683,986)	\$4,717,996
	%YoY +/-	11.1%	-5.3%	-2.8%	1.9%
INDEPENDENT	2025	\$66,247,580	\$43,311,666	\$56,347,851	\$165,907,097
	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	Difference	\$3,448,339	(\$2,257,744)	(\$2,021,564)	(\$830,970)
	%YoY +/-	5.5%	-5.0%	-3.5%	-0.5%
	% of State Sales	64.2%	83.6%	59.8%	66.6%
CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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 in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

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3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
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6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
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2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
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5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
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713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
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2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
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1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
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c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

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 - \$1 – *Three Card Poker Progressive*
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 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
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 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

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TO: Maryland Lottery and Gaming Control Commission
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FROM: James B. Young, Director of Sales
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DIVISIONS: Sales and Marketing

DATE: January 22, 2026

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• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
 - ii. Two radio scripts are also awaiting approval and will be produced in early January.
3. The point-of-sale materials for the *Multiplier FOG* scratch-offs are in production and will deliver in early January.
4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

c) My Lottery Rewards

1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
2. *\$5 Festive Fortune* was the top instant ticket entered into *MLR* in December. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 12K unique players.
3. In December, we issued 47,587 coupons to players and saw a 63% redemption rate.
4. There were 7,287 new *MLR* registrations in December, bringing the total membership count to 481,107. An increase in registrations is frequently seen in December due to the popularity of the Holiday Scratch-Offs and second-chance promotion. As mentioned, the large *Powerball* jackpot was also a contributing factor this year.
5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.

Maryland Lottery and Gaming Control Agency

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1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230



Tel: 410-230-8800
TTY users use Maryland Relay
www.mdlottery.com

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$103,117,650	\$51,806,029	\$94,300,990	\$249,224,669
	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	Difference	\$10,277,116	(\$2,875,134)	(\$2,683,986)	\$4,717,996
	%YoY +/-	11.1%	-5.3%	-2.8%	1.9%
INDEPENDENT	2025	\$66,247,580	\$43,311,666	\$56,347,851	\$165,907,097
	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	Difference	\$3,448,339	(\$2,257,744)	(\$2,021,564)	(\$830,970)
	%YoY +/-	5.5%	-5.0%	-3.5%	-0.5%
	% of State Sales	64.2%	83.6%	59.8%	66.6%
CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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 in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
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ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

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3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
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6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
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6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
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713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
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b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
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1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
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c) FAST PLAY Products and Promotions

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1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
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 - \$3 – *Craps*
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2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

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3. Creative Services

a) Traditional Advertising

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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1. The monthly sales meeting was conducted in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
 - ii. Two radio scripts are also awaiting approval and will be produced in early January.
3. The point-of-sale materials for the *Multiplier FOG* scratch-offs are in production and will deliver in early January.
4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

c) My Lottery Rewards

1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
2. *\$5 Festive Fortune* was the top instant ticket entered into *MLR* in December. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 12K unique players.
3. In December, we issued 47,587 coupons to players and saw a 63% redemption rate.
4. There were 7,287 new *MLR* registrations in December, bringing the total membership count to 481,107. An increase in registrations is frequently seen in December due to the popularity of the Holiday Scratch-Offs and second-chance promotion. As mentioned, the large *Powerball* jackpot was also a contributing factor this year.
5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.

Maryland Lottery and Gaming Control Agency

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1800 Washington Blvd., Ste. 330
Baltimore, Maryland 21230



Tel: 410-230-8800
TTY users use Maryland Relay
www.mdlottery.com

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

FROM: James B. Young, Director of Sales
Jill Baer, Director of Creative Services
Kate Airey, Director of Product Development

DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2025	\$103,117,650	\$51,806,029	\$94,300,990	\$249,224,669
	2024	\$92,840,534	\$54,681,163	\$96,984,976	\$244,506,673
	Difference	\$10,277,116	(\$2,875,134)	(\$2,683,986)	\$4,717,996
	%YoY +/-	11.1%	-5.3%	-2.8%	1.9%
INDEPENDENT	2025	\$66,247,580	\$43,311,666	\$56,347,851	\$165,907,097
	2024	\$62,799,242	\$45,569,410	\$58,369,415	\$166,738,067
	Difference	\$3,448,339	(\$2,257,744)	(\$2,021,564)	(\$830,970)
	%YoY +/-	5.5%	-5.0%	-3.5%	-0.5%
	% of State Sales	64.2%	83.6%	59.8%	66.6%
CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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 in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
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ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

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4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
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6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
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2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
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6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
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713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

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 - \$3 – *Bonus Crossword 8th Edition*
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 - \$10 – *Money*
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i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
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c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

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a) Traditional Advertising

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

FROM: James B. Young, Director of Sales
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DIVISIONS: Sales and Marketing

DATE: January 22, 2026

SUBJECT: Report for the January 2026 Commission Meeting

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CORPORATE	2025	\$36,870,070	\$8,494,364	\$37,953,139	\$83,317,572
	2024	\$30,041,293	\$9,111,753	\$38,615,561	\$77,768,607
	Difference	\$6,828,777	(\$617,389)	(\$662,422)	\$5,548,966
	%YoY +/-	22.7%	-6.8%	-1.7%	7.14%
	% of State Sales	35.8%	16.4%	40.2%	33.4%

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 in-person on December 16, 2025.
 - a. Four (4) scratch offs were launched, featuring \$2, \$5, \$10 & \$30 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Race Into 2026* Racetrax promotion.
2. Sales Analysis: Currently have achieved 50% of the FY26 sales goal: \$1,365,856,388 through 12/28/25. This is a 4.8% YoY increase for the fiscal year to date.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for December:

• Jon Braithwaite	T-13
• Chuck Hamrick	T-25 (Awarded the DM of the month)
• Stan Lundy	T-33
• Nate Young	T-41

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the January instant ticket launch. The January launch will feature five (5) tickets at the \$1, \$2, \$5, \$10 and \$20 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,778 retailer communication contacts during the month of December, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer at the Ravens homes games on December 7th and December 21st at M&T Bank Stadium.
3. District Managers continued providing support and drive for the Snow Much Fun Retailer Incentive, which ended on December 31, 2025 with a total of 3,346 retailers qualifying for the drawings.

ii. Upcoming tasks for this period:

1. Field Sales will begin the annual refresh of in-store photos for GemIntelligence.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Nine (9) independent applications were processed and locations installed in the month of December.

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 January 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. Initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Preliminary meeting was held to discuss dates & time frame, location & contract details as well as other logistical concerns.
3. Working with our Central Systems provider, we developed the ability to priority map our Fast Play games on our self-service terminals to increase visibility of the newest games available to the market.
4. Continued preparation for the launch of a \$25 instant ticket in February. This new price point addition to our portfolio requires several changes to be made across our systems to include specs, allocations, facing adjustments and other minor updates within the systems to ensure we are ready for launch. We have identified which retailers will receive an allocation at launch and are working with our field sales team to update/add facings count in Gem Intelligence.

ii. **Upcoming tasks for this period:**

1. Continue initial planning of the Spring Retailer Advisory Board meeting in Ocean City, MD to include selection of date and locale (finalize contract) as well as development of welcome letter/communication and electronic sign-up forms.
2. Renewed focus on our Digital Menu Board program with the development of a new approach and strategy to increase performance and expansion to additional retailer locations.
3. Prepare and update the 2026 Selling Events Calendar with Communications and Field Sales teams.

e) **Corporate Sales**

i. **Key accomplishments last period:**

1. Fiscal YoY Performance (as of 12/31/25):
 - a. FY26 - \$446,213,639
 - b. FY25 - \$410,132,696
 - Up 10%
2. The Corporate Sales team partnered with Giant Food for a second-chance Holiday themed promotion. This promotion ran for 8 weeks and resulted in over 7,600 entries from approximately 2,000 players.
3. The Corporate team continues to drive sales by minimizing out-of-stock occurrences and holding retailers accountable for high out-of-stock rates by prioritizing equipment in the field.
4. The Corporate and Field sales teams will continue to monitor equipment sales performance.
5. Business reviews were completed with the following chains:
 - a. 7-Eleven (Quarterly)
 - b. Walmart (Monthly)
 - c. Food Lion (Quarterly)
6. Corporate Sales, in conjunction with Creative Services and Product Development, will continue to execute retailer based second-chance promotions in FY26 to generate additional Lottery sales. These promotions help to facilitate player interaction with the Maryland My Lottery Rewards Program.

ii. **Upcoming tasks for this period:**

1. Meetings have been scheduled with Walgreens Corporation to discuss potential partnership in 2026.

f) Sales Force Automation

i. Key accomplishments last period:

1. Training:
 - a. Training Manager candidate has accepted offer and with a start date of 1/7/26.

ii. Upcoming tasks for this period:

1. Onboarding new Sales Training Manager.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. January Scratch-Off Launch (1/9/26):
 - \$1 – 5X The Cash
 - \$2 – 10X The Cash
 - \$5 – 20X The Cash
 - \$10 – 50X The Cash
 - \$20 – 100X The Cash
2. *Ravens Second-Chance Promotion*: The fifth drawing was held 12/12/25, 935,590 entries were received; The sixth and final drawing was held 1/5/26, 631,622 entries were received.
3. *JURASSIC PARK Second-Chance Promotion*: The third drawing was held 12/9/25, 1,227,745 entries were received. The fourth and final drawing was held 1/7/26; 1,058,245 entries were received.
4. *Holiday 2025 Second-Chance Promotion*: The seventh drawing was held 12/9/25, 6,244,731 entries were received. The eighth drawing was held 12/16/25, 7,036,890 entries were received. The ninth drawing was held 12/23/25, 7,829,320 entries were received. The Tenth drawing was held 12/30/25, 8,973,899 entries were received. The eleventh drawing was held on 1/6/26, 9,897,552 entries were received. The twelfth and final drawing was to be held 1/13/26; as of 1/12/26, 10,418,213 entries were received.
5. *X The Cash Second-Chance Promotion*: Players may enter non-winning X The Cash Family of Game tickets into My Lottery Rewards for a chance to win cash prizes. The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.
6. *Closed Game Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
668	\$5	\$	\$17,471,135	\$12,594,942	\$4,876,193	12/1/2025
688	\$5	The Big Spin®	\$22,895,205	\$16,518,569	\$6,376,636	12/1/2025
689	\$10	Jumbo Cash	\$22,545,260	\$16,908,945	\$5,636,315	12/1/2025
713	\$1	Gift Tag Cash	\$2,996,637	\$1,798,582	\$1,198,055	12/1/2025

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/6/26):
 - \$3 – *Bonus Crossword 8th Edition*
 - \$5 – *Winning Streak*
 - \$10 – *Money*
 - \$25 – *\$1,000,000 Crossword*
 - \$50 – *\$5,000,000 LUXE*

2. *X The Cash Second-Chance Promotion*: The first drawing will be held 2/17/2026; as of 1/12/26, 1,433,248 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *2025 Holiday Raffle* [11/3/26 – 1/1/26]: The final drawing was held on 1/2/26; 72.99% of tickets were sold.
2. *Racetrax Race Into 2026* [12/29 – 1/4/26]: The popular \$6 for \$5 Racetrax promotion returned to ring in the new year. Players who purchased \$6 increments of Racetrax received \$1 discounts – maximum discount = \$5 on purchases of \$30 or more.
3. *Keno Team USA 2nd Chance Promotion* [1/5 – 2/22/2026]: Players who purchase and enter Keno tickets into My Lottery rewards now through 2/22 will have the chance to win one of five VIP trips to the LA28 Olympic Games or merchandise packs. The first drawing will be held 1/20/26; as of 1/12/26, 382,595 entries have been received.

ii. Upcoming tasks for this period:

1. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16 – 3/15/26]: For four weeks, players may receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers will be awarded on an Nth ticket basis on \$1 box tickets only. If the players numbers are winners, their boxed winnings will be doubled. Boxed/Straight tickets and \$0.50 tickets are not eligible.
2. *Friday the 13th Promotion* [2/13/26]: For one day only, players could receive a \$5, \$10, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. January FAST PLAY Launch (1/5/26):
 - \$1 – *Three Card Poker Progressive*
 - \$2 – *Baccarat FAST PLAY Edition Progressive*
 - \$3 – *Craps*
 - \$5 – *World Championship Poker® Progressive (Relaunch)*
 - \$10 – *High Roller Blackjack Progressive (Relaunch)*
 - \$20 – *Casino Cash Progressive*
2. *Holiday 2025 Second-Chance Promotion*: Please see section a)i)4. above for details regarding this promotion.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion is back – every Friday in February, players will have the opportunity to win free \$1, \$2, \$3, \$10, \$20 and \$30 FAST PLAY tickets on an Nth ticket basis, when purchasing \$5 FAST PLAY games.

3. Creative Services

a) Traditional Advertising

1. *Harlem Globetrotters Scratch-Off* media will run for two weeks, from January 5th – 18th. All radio, digital and social elements were approved.

2. The *Keno Team USA* media plan was approved. The media began on January 12th and will run through February 22nd. It consists of Olympic Television packages in Baltimore and D.C., other broadcast and cable TV, radio and streaming audio, plus digital and social media.
 - i. A promotional TV spot was produced and is awaiting final approval from the licensor.
 - ii. Two radio scripts are also awaiting approval and will be produced in early January.
3. The point-of-sale materials for the *Multiplier FOG* scratch-offs are in production and will deliver in early January.
4. *\$5,000,000 LUXE*, the newest \$50 scratch-off, will launch on February 6th. The point-of-sale was approved and is in production. Creative and media planning are underway.
5. Developing sponsorships with the *Orioles*, *MASN-TV*, the *Baltimore Ravens* and the *CIAA*. Expect to finalize all in early January.

b) Web, Digital and Social

1. Promoted the *Holiday Raffle* final drawing, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, new *FAST PLAY* tickets, *Harlem Globetrotters Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, *Race into 2026 Racetrax Promotion*, as well as various winners and events through social media and the website.
2. Continued training with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.
3. Began developing social and digital plans to promote the next \$50 scratch-off, *\$5,000,000 LUXE*.

c) My Lottery Rewards

1. Fueled by the large *Powerball* jackpot, *MLR* had 54,815 active users in December, a 21.92% increase from November. Players entered a total of 7.15M tickets (6.10% increase from last month), equating to \$38.48M in retail value.
2. *\$5 Festive Fortune* was the top instant ticket entered into *MLR* in December. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 12K unique players.
3. In December, we issued 47,587 coupons to players and saw a 63% redemption rate.
4. There were 7,287 new *MLR* registrations in December, bringing the total membership count to 481,107. An increase in registrations is frequently seen in December due to the popularity of the Holiday Scratch-Offs and second-chance promotion. As mentioned, the large *Powerball* jackpot was also a contributing factor this year.
5. The *MLR* app saw 109,058 active users in December, with 75.9% and 24.1% split between iOS and Android, respectively.