

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
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: February 26, 2026

SUBJECT: Report for the February 2026 Commission Meeting

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

1. Sales

January 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2026	\$65,475,571	\$48,003,912	\$90,923,702	\$204,403,185
	2025	\$69,586,691	\$46,877,066	\$91,692,452	\$244,506,673
	Difference	(\$4,111,120)	\$1,126,846	(\$768,750)	(\$3,753,024)
	%YoY +/-	-5.9%	2.4%	-0.8%	-1.8%
INDEPENDENT	2026	\$46,011,202	\$40,076,841	\$52,116,422	\$138,204,464
	2025	\$49,134,611	\$38,982,995	\$52,333,025	\$140,450,631
	Difference	(\$3,123,409)	\$1,093,846	(\$216,603)	(\$2,246,166)
	%YoY +/-	-6.4%	2.8%	-0.4%	-1.6%
	% of State Sales	70.3%	83.5%	57.3%	67.6%
CORPORATE	2026	\$19,464,369	\$7,927,072	\$38,807,280	\$66,198,721
	2025	\$20,452,080	\$7,894,071	\$39,359,427	\$67,705,578
	Difference	(\$987,711)	\$33,000	(\$552,147)	(\$1,506,858)
	%YoY +/-	-4.8%	0.4%	-1.4%	-2.2%
	% of State Sales	29.7%	16.5%	42.7%	32.4%

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 January 7, 2026.
 - a. Five (5) scratch offs were launched, featuring \$1, \$2, \$5, \$10 and \$20 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *FY26 Team USA Second-Chance* promotion.
2. Sales Analysis: We have currently achieved 58% of the FY26 sales goal equating to \$1,593,765,566 in total sales through 2/1/26. This is a 3.7% 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 January:
 - Jon Braithwaite T-13
 - Chuck Hamrick **T-25 (Awarded the DM of the month)**
 - Stan Lundy T-33
 - Nate Young T-41
4. Focus on development of strategic sales plan for our fourth instant ticket offering at the \$50 price point and our first offering at the \$25 price point coming in February.

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the February instant ticket launch. The February launch will feature five (5) tickets at the \$3, \$5, \$10, \$25 and \$50 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 5,147 retailer communication contacts during the month of January, which includes store visits, phone calls and emails.
2. The field sales team communicated with lottery retailers about The Harlem Globetrotters Incentive which ended January 23, 2026.
3. The sales team began communicating with retailers regarding the retirement of Cash 4 Life coming February 21, 2026.

ii. Upcoming tasks for this period:

1. Field Sales will continue identifying the next retailer locations to receive Debit Card Readers on the counter.
2. Ongoing communication with retailers regarding the retirement of Cash 4 Life as well as removal of playslips and collateral from marketplace.
3. The field sales team will support selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6th through February 8th.

c) Retail Recruitment

i. Key accomplishments last period:

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

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 February 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. Spring Retailer Advisory Board planning continued. We have set a date of April 16th and finalized the contract with the venue. Initial drafts of the welcome letter communication for retailers as well as the digital sign-up forms have been completed.
3. Development of a new plan or vision for the Digital Menu Board initiative with a more specific focus on instant ticket marketing content to support sales in the marketplace. This is a collaboration with our vendor, Creative Services and Communications departments.
4. Continued support of our debit on the counter initiative which included identification of sites, work order completion and assisting with coordination of installations with our vendor.

ii. Upcoming tasks for this period:

1. Continued planning of the Spring Retailer Advisory Board meeting in Ocean City, MD. Finalize communication plan and digital sign-up forms as well as begin development of meeting content and presentation.
2. Begin execution stage of our refined Digital Menu Board plan. This will include initial content development by our Creative Services team, communication with our field sales team for identification of retail establishments that align with the new strategy, removal of DMB's from some existing locations for redistribution, work with our vendor to test new content and coordinate content management & planograms for relaunch of program with an initial target date of our March instant ticket launch.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 1/31/26):
 - a. FY26 - \$512,341,986
 - b. FY25 - \$477,838,274
 - Up 7%
2. Retailer buy-in to the importance of minimizing out-of-stocks continues to increase. Retailers continue to implement delegated tasks for store associates to be completed on a proposed regular basis.
3. Business reviews were completed with the following chains:
 - a. Wawa (Quarterly)
4. 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.
5. Initial meeting was held to discuss potential partnership with Walgreens in 2026.

ii. Upcoming tasks for this period:

1. Corporate Sales team will continue the onboarding process with Walgreens.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Intelligence:
 - a. Field units are experiencing issues with battery life, potentially due to age. Options are being addressed with the vendor.
2. Gem Office:
 - a. Applications have proven to improve efficiencies in tracking Bonus Check payments. The program has kept the processing time within 30 days of the win with all payments now being made via the Comptroller’s office in Annapolis.
3. Sci Trak:
 - a. A new \$25 price point is being launched in February. The DM’s have been instructed to update the facing count in the system, allowing auto-orders to be fulfilled properly.
4. Training:
 - a. Regional Manager has been hired. Onboarding and training have begun.
5. GOV Delivery:
 - a. This continues to be an effective way to provide information to the retailer base. Its success has created the need for additional personnel to field responses and answer retailer questions.
6. GMS:
 - a. We have identified reporting issues within the High Tier winners report. Currently working with our vendor to investigate the results and find a resolution.

ii. Upcoming tasks for this period:

1. Continued routing and tracking of \$25 price addition to Gem Intelligence / Sci Trak for accurate facing counts in system.
2. Onboarding and training of four (4) new District Managers.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
691	\$1	Gold Rush 7s	\$3,196,886	\$1,919,730	\$1,277,156	12/29/2025
692	\$2	Gold Rush 7s Doubler	\$5,157,574	\$3,302,395	\$1,855,179	12/29/2025
693	\$5	Gold Rush 7s Tripler	\$13,361,260	\$9,617,435	\$3,743,825	12/29/2025
694	\$10	Gold Rush 7s Multiplier	\$18,053,980	\$13,533,264	\$4,520,716	12/29/2025
695	\$20	Gold Rush 777	\$25,787,980	\$19,931,530	\$5,856,450	12/29/2025
705	\$2	Ravens X2	\$6,080,300	\$3,894,432	\$2,185,868	12/29/2025
706	\$10	Ravens X10	\$30,073,730	\$22,540,261	\$7,533,469	12/29/2025
752	\$1	Snowflake Cash	\$1,393,187	\$836,888	\$556,299	12/29/2025

ii. Upcoming tasks for this period:

1. March Scratch-Off Launch (3/20/26):
 - \$2 – *Maryland Treasures*
 - \$5 – *The Big Spin 2nd Edition*
 - \$10 – *Bingo X10 9th Edition*
 - \$10 – *Scratch & Match*
2. *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 2/17/26; as of 2/16/26, 5,571,942 entries were received.
3. *Go for the Green Second-Chance Promotion*: The Go for the Green second-chance promotion allows players to enter non-winning \$30 and \$50 instant tickets into the My Lottery Rewards platform between February 6 and July 20, 2026. Participants receive a number of entries equal to the ticket's price point, with a limit of 500 entries per player for each of the six separate drawing periods. Across the six drawings, a total of 24 winners will be selected, each receiving a \$3,500 cash prize and a book of \$20 "Gifts of Green" instant tickets. The first drawing will be held 3/3/26; as of 2/16/26, 1,119,620 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Keno Team USA Second-Chance Promotion* [1/5/26 – 2/22/26]: 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 was held 1/20/26; 1,202,641 entries were received. The second drawing was held 1/27/26; 1,835,167 entries were received. The third drawing was held 2/3/26; 2,559,386 entries were received. The fourth drawing was held 2/10/26; 3,186,559 entries were received. The fifth drawing will be held 2/23/26; as of 2/16/26, 3,994,991 entries were received.
2. *Pick 3, Pick 4, Pick 5 Double Pay on Box Play Promotion* [2/16/26 – 3/15/26]: For four weeks, players could receive doublers on their Pick 3, Pick 4, and Pick 5 \$1 box play tickets. Doublers were awarded on an Nth ticket basis on \$1 box tickets only. If the player's numbers are winners, their boxed winnings were doubled. Boxed/Straight tickets and \$0.50 tickets were not eligible.
3. *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 were awarded on an Nth ticket basis.

ii. Upcoming tasks for this period:

1. *Friday the 13th Promotion* [3/13/26]: For one day only, players could receive a \$3, \$5, or \$13 coupon by playing any terminal game. Coupons are awarded on an Nth ticket basis.
2. *Keno Sprinkler Promotion* [3/16/26 – 4/12/26]: The Spring Keno Sprinkler promotion is back! For 4 weeks, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on those tickets will be doubled or tripled.
3. *Maryland 250 Giveaway* [3/25/26]: March 25th is Maryland Day. Players can receive a free Maryland 250 FAST PLAY ticket just by playing their favorite terminal game.

4. *Spring Fling All-Games Promotion* [3/30/25 – 4/26/25]: For four weeks, beginning 3/30/25, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. Any terminal game purchase may trigger the Nth ticket award tiers.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. *FAST PLAY Fridays Promotion* [2/6, 2/13, 2/20 and 2/27]: The FAST PLAY Fridays promotion was back – every Friday in February, players had 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.
2. *Closed Game Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
072	\$30	Gold Rush Progressive	\$10,435,470	\$8,322,356	\$2,113,114	12/26/2025
069	\$1	My Lucky Day	\$2,155,214	\$1,146,915	\$1,008,299	1/4/2026
089	\$10	\$1,000 Super Cash Blowout	\$1,225,730	\$730,950	\$494,780	1/4/2026

ii. Upcoming tasks for this period:

1. January FAST PLAY Launch (3/2/26):
 - \$2 – *Maryland 250*
 - \$5 – *Home Run Riches Walk-Off Winnings Progressive (Re-Launch)*
2. *Contestant of the Game Second-Chance Promotion:* Starting 3/2/26, players may enter winning and non-winning Home Run Riches Walk-Off Winnings FAST PLAY tickets into their My Lottery Rewards to receive entries into the Contestant of the Game promotion. There will be 156 Contestant of the Game winners, and 6 VIP Contestant of the game winners.
 - Contestant of the game winners will win \$500 for being selected and during their game, contestants will also win \$500 for every home run hit by an Oriole player and \$5,000 for every grand slam hit by an Oriole player during their assigned game.
 - VIP contestant of the game winners will win \$2000 for being selected and during their game, contestants will also win \$500 for every home run hit by an Oriole player, \$5,000 for every grand slam hit by an Oriole player during their assigned game, and a VIP game experience with the Lottery and MASN publicity.

3. Creative Services

a) Traditional Advertising

1. The media for the *Keno Team USA* promotion began on January 12 and will continue through February 22. The TV spot was finalized, and two radio spots were produced. All other creative materials were also finalized and distributed.
2. The *\$5,000,000 LUXE Scratch-Off* media plan was approved. The media campaign began on February 9 and will continue through March 8. The media includes radio, streaming audio, digital and social media, and out-of-home. All creative materials are complete.
3. *Problem Gaming Awareness Month* takes place throughout March. The media plan is set to run for 3-weeks in March.

4. *FAST PLAY Home Run Riches* launches on March 2. The point-of-sale materials have been approved and are being printed. The creative campaign was selected and GKV is moving forward with production. Media Works is developing the media plan.
5. The *Big Spin 2 Scratch-Off* launches on March 20. All point-of-sale materials have been released to the printer. GKV is updating the original *The Big Spin* television spot to reflect the second edition. Media Works is developing a media plan to support the launch.
6. The *Maryland Treasures Scratch-Off* launches on March 20. The point-of-sale has been released to the printer. The Lottery approved the creative materials and GKV is moving forward with production. Media Works is developing the media plan.
7. *Ms.PAC-MAN* is set to launch on April 17. The point-of-sale is in development along with other creative assets. Media Works will begin developing the media plan.
8. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on April 17. GKV presented point-of-sale and the Lottery is in the process of reviewing and providing feedback.
9. Sports Sponsorships
 - The Lottery negotiated a sponsorship with the *CIAA Basketball Tournament* for March 2026.
 - The Lottery finalized sponsorship deals with the *Baltimore Orioles* and *MASN-TV* for the 2026 season. The Lottery is developing the creative assets for both sponsorships.
 - The Lottery reached a sponsorship deal with the *Baltimore Ravens* for the 2026 and 2027 season.

b) Web, Digital and Social

1. Promoted the *\$5,000,000 LUXE Scratch-Off*, *Go for the Green Second-Chance Promotion*, *FAST PLAY Fridays* promotion, *Friday the 13th* promotion, *Pick 3/4/5 Double Play on Box Play* promotion, *X the Cash Scratch-Offs* and *Second-Chance Promotion*, *Keno Team USA Second-Chance Promotion*, as well as various winners and events through social media and the website.
2. Conducted a *Valentine's Day*-themed scratch-off giveaway on social media.
3. Updated the website and app to inform players *Cash4Life* has retired.
4. Began developing social and digital plans to promote the *Maryland Treasures Scratch-Off* and *THE BIG SPIN Scratch-Off*.
5. Continued working with our IT Accessibility Specialist in order to make all the documents on our websites accessible to those with visual disabilities.

c) My Lottery Rewards

1. *MLR* had 45,120 active users in January, an 18.5% decrease from December. Players entered a total of approximately 7M tickets (5.1% decrease from last month), equating to \$38.29M in retail value. The declines are attributed to low jackpots and winter storms.
2. *\$5 20X the Cash* was the top instant ticket entered into *MLR* in January with 96K entries from 12K unique players. *Pick 4* continues to be the most entered draw game, with 1.3M entries from 12K unique players.
3. In January, 54,223 coupons were issued to players and saw a 62% redemption rate.

4. The *Keno Team USA Second-Chance Promotion* launched on 1/5 and will award 5 players a trip to the 2028 Olympics in L.A. and 30 more winners Team USA merchandise packs.
5. The *MLR app* saw 79,162 active users in January, with 73% and 27% split between iOS and Android, respectively.