

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

- 1 *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
3. The *Maryland Treasures Scratch-Off* launches on 3/20. The point-of-sale has been produced and is being distributed to retailers. The media plan was approved and will run from 3/23 to 4/19 with a second flight running from 5/18 to 5/31. This plan includes television, cable, connected TV, radio streaming audio, digital and social media, and out-of-home.
4. The *Big Spin 2 Scratch-Off* also launches on 3/20. This media plan is scheduled to run from 3/30 to 5/10 and from 6/1 to 6/21. It includes television, cable, connected TV, radio, streaming audio, digital and out-of-home. The TV and radio spots from The Big Spin's initial 2024 launch will be used for this campaign. All other creative assets are in production.
5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
6. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on 4/17. The point-of-sale is finalized and is in production. The Lottery reviewed the media plan on 3/6 and will finalize the details the week of 3/9. GKV will produce radio, digital, and out-of-home assets.
7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

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### ii. Upcoming tasks for this period:

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

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## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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**

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1. Preparation for and execution of merchandising initiatives for our March 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.
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**ii. Upcoming tasks for this period:**

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

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tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

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**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
3. The *Maryland Treasures Scratch-Off* launches on 3/20. The point-of-sale has been produced and is being distributed to retailers. The media plan was approved and will run from 3/23 to 4/19 with a second flight running from 5/18 to 5/31. This plan includes television, cable, connected TV, radio streaming audio, digital and social media, and out-of-home.
4. The *Big Spin 2 Scratch-Off* also launches on 3/20. This media plan is scheduled to run from 3/30 to 5/10 and from 6/1 to 6/21. It includes television, cable, connected TV, radio, streaming audio, digital and out-of-home. The TV and radio spots from The Big Spin's initial 2024 launch will be used for this campaign. All other creative assets are in production.
5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
6. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on 4/17. The point-of-sale is finalized and is in production. The Lottery reviewed the media plan on 3/6 and will finalize the details the week of 3/9. GKV will produce radio, digital, and out-of-home assets.
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  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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1800 Washington Blvd., Ste. 330  
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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

1. *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles Contestant of the Game promotion. There will be 156 Contestant of the Game winners, and 6 VIP Contestant of the Game winners.
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  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
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  - Cindy Limbert **T-27 (Awarded the DM of the month)**
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  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
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## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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:**

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3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

1. *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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.
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3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
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5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
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7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
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5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

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

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

**f) Sales Force Automation**

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**2. Product Development**

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**i. Key Accomplishments last period:**

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<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

- 1 *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
3. The *Maryland Treasures Scratch-Off* launches on 3/20. The point-of-sale has been produced and is being distributed to retailers. The media plan was approved and will run from 3/23 to 4/19 with a second flight running from 5/18 to 5/31. This plan includes television, cable, connected TV, radio streaming audio, digital and social media, and out-of-home.
4. The *Big Spin 2 Scratch-Off* also launches on 3/20. This media plan is scheduled to run from 3/30 to 5/10 and from 6/1 to 6/21. It includes television, cable, connected TV, radio, streaming audio, digital and out-of-home. The TV and radio spots from The Big Spin's initial 2024 launch will be used for this campaign. All other creative assets are in production.
5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
6. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on 4/17. The point-of-sale is finalized and is in production. The Lottery reviewed the media plan on 3/6 and will finalize the details the week of 3/9. GKV will produce radio, digital, and out-of-home assets.
7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
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	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
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	% of State Sales	29.7%	16.8%	42.7%	32.8%

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## a) Sales Management

### i. Key accomplishments last period:

1. The monthly sales meeting was conducted in-person on February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% YoY increase for the fiscal year to date.
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  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

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**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
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  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
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tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
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**ii. Upcoming tasks for this period:**

1. *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles Contestant of the Game promotion. There will be 156 Contestant of the Game winners, and 6 VIP Contestant of the Game winners.
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090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
3. The *Maryland Treasures Scratch-Off* launches on 3/20. The point-of-sale has been produced and is being distributed to retailers. The media plan was approved and will run from 3/23 to 4/19 with a second flight running from 5/18 to 5/31. This plan includes television, cable, connected TV, radio streaming audio, digital and social media, and out-of-home.
4. The *Big Spin 2 Scratch-Off* also launches on 3/20. This media plan is scheduled to run from 3/30 to 5/10 and from 6/1 to 6/21. It includes television, cable, connected TV, radio, streaming audio, digital and out-of-home. The TV and radio spots from The Big Spin's initial 2024 launch will be used for this campaign. All other creative assets are in production.
5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
6. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on 4/17. The point-of-sale is finalized and is in production. The Lottery reviewed the media plan on 3/6 and will finalize the details the week of 3/9. GKV will produce radio, digital, and out-of-home assets.
7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

- 1 *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

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### ii. Upcoming tasks for this period:

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

## b) Field Activities

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1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
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## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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**

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1. Preparation for and execution of merchandising initiatives for our March 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.
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  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

- 1 *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
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090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
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7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor • John Martin, Director

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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: March 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 February.

## 1. Sales

### February 2026, Year over Year Comparison Product Category by Store Segment

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$63,535,021	\$46,133,569	\$94,747,073	\$204,415,663
	2025	\$64,523,698	\$ 44,852,547	\$96,962,032	\$206,338,277
	Difference	(\$988,677)	\$ 1,281,022	(\$2,214,959)	(\$1,922,614)
	%YoY +/-	-1.5%	2.9%	-2.3%	-0.9%
<b>INDEPENDENT</b>	2026	\$44,665,643	\$38,370,156	\$54,305,070	\$137,340,869
	2025	\$45,642,459	\$37,461,725	\$55,727,277	\$138,831,461
	Difference	(\$976,816)	\$908,431	(\$1,422,207)	(\$1,490,592)
	%YoY +/-	-2.1%	2.4%	-2.6%	-1.1%
	% of State Sales	70.3%	83.2%	57.3%	67.2%
<b>CORPORATE</b>	2026	\$18,869,378	\$7,763,413	\$40,442,003	\$67,074,794
	2025	\$18,881,239	\$7,390,822	\$41,234,755	\$67,506,815
	Difference	(\$11,861)	\$372,591	(\$792,752)	(\$432,022)
	%YoY +/-	-0.1%	5.0%	-1.9%	-0.6%
	% of State Sales	29.7%	16.8%	42.7%	32.8%

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 February 5, 2026.
  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
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**ii. Upcoming tasks for this period:**

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
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  - \$10 – *Rose Gold®*
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**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

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**c) FAST PLAY Products and Promotions**

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  - \$5 – *Home Run Riches Walk-Off Winnings Progressive (Re-Launch)*
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  - a. Five (5) scratch offs were launched, featuring \$3, \$5, \$10, \$25 and \$50 price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *FY26 Team USA Second-Chance* promotion, *FAST PLAY Fridays* promotion, *February Friday the 13<sup>th</sup>* promotion and *Pick 3/4/5 Double Pay on Box Play* promotion.
2. Sales Analysis: We have currently achieved 68% of the FY26 sales goal equating to \$1,845,676,674 in total sales through 3/8/26. This is a 2.9% 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 February:
  - Nicole Sample T-13
  - Cindy Limbert **T-27 (Awarded the DM of the month)**
  - Mike Marcos T-30
  - Rob Armstrong T-49

### ii. Upcoming tasks for this period:

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

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 5,565 retailer communication contacts during the month of February, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Taylor Gas & Go at the Chesapeake Bay Boat Show from February 6<sup>th</sup> through February 8<sup>th</sup>
3. The sales team continued communicating with retailers regarding the retirement of Cash4Life on February 21, 2026 as well as removal of playslips and collateral from marketplace.

### 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. The field sales team will support weekend selling with our retailer J Convenience at the Maryland Home & Garden Show from 2/28/26 through 3/8/26 at the Timonium Fairgrounds.
3. Field sales will also support our selling retailers Taylor Gas & Go at Orioles Opening Day on 3/26/26 and York Road Wine & Spirits at Beer, Bourbon & BBQ on 3/27/26 through 3/28/26.

## c) Retail Recruitment

### i. Key accomplishments last period:

1. Recruitment results: Eight (8) independent applications were processed and locations installed in the month of February.

**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 March 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 welcome letter and sign-up forms have been finalized with the intent to begin communication to retailers early next month. We have begun content and presentation creation as well as identification and development of a targeted retailer list.
3. Began execution of newly developed Digital Menu Board program initiative. Internal DMB program team has been established, initial content creation and testing commenced and installation of boards in newly identified sites has begun. Expectation is to have entire program in place for execution to coincide with the March instant ticket launch.
4. Review of current standing of FY26 budget with the fiscal year purchasing closing approaching. Identified needs of the department and forecasting of any remaining procurements needed for the rest of the fiscal year.

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

1. Finalization of planning for the Spring Retailer Advisory Board meeting in Ocean City, MD. Communication to be sent to retailers and field staff, meeting content and presentation completed.
2. Execute the new Digital Menu Board program on 3/20. All retailers installed, new content approved and launched in the marketplace to coincide with March instant ticket launch. Set up tracking forms for sales metrics to quantify any lift to instant ticket sales for the upcoming year. Conduct March DMB program team meeting to prepare for April.

**e) Corporate Sales**

**i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 2/28/26):
  - a. FY26 - \$579,349,944
  - b. FY25 - \$545,345,091
    - Up 6%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Quarterly business review was held with Wawa to discuss upcoming initiatives and opportunities and review FYTD sales performance.

**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 Office:
  - a. Initial XCAP application and Renewal XCAP application processes are being refreshed.
2. Sci Trak:
  - a. The new \$25 price point has successfully been added to the system, with District Managers updating retailer facings to keep this system accurate.
3. Training:
  - a. Two (2) District Managers have been onboarded and training has begun.
4. Grey Machines:
  - a. New emphasis has been placed on XCAP retailers who have unauthorized grey machines. A new process will begin within 60-90 days, with an upcoming team discussion planned for the upcoming month. Contact has been made with Baltimore County about this new plan.

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

1. Sales Training Manager will be onboarding and training 2 new District Managers.

**2. Product Development**

**a) Scratch-Off Products and Promotions**

**i. Key accomplishments last period:**

1. March Scratch-Off Launch (3/20/26):
  - \$2 – *Maryland Treasures*
  - \$5 – *THE BIG SPIN 2<sup>nd</sup> Edition*
  - \$10 – *Bingo X10 9<sup>th</sup> Edition*
  - \$10 – *Scratch & Match*
2. *X The Cash Second-Chance Promotion*: The first drawing was held 2/17/26; 5,771,743 entries were received.
3. *Go for the Green Second-Chance Promotion*: The first drawing was held 3/3/26; 2,372,640 entries were received.
4. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
682	\$1	Corner Payout	\$2,846,017	\$1,710,172	\$1,135,845	2/2/2026
696	\$3	Diamond Bingo 5th Ed.	\$6,950,922	\$4,696,043	\$2,254,879	2/2/2026
698	\$10	Win \$50, \$100 or \$200	\$42,021,490	\$31,532,926	\$10,488,564	2/2/2026
704	\$20	Millionaire's Club	\$39,245,240	\$30,328,722	\$8,916,518	2/2/2026

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

1. April Scratch-Off Launch (4/17/26):
  - \$3 – *Ms.PAC-MAN*
  - \$5 – *Win \$25, \$50 or \$100*
  - \$10 – *Rose Gold®*
  - \$30 – *Diamonds & Gold*
2. *X The Cash Second-Chance Promotion*: The second drawing will be held 3/24/26; as of 3/15/26, 8,452,453 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The second drawing will be held 3/31/26; as of 3/15/26, 1,546,680 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets will be available for players when the ticket launches on 4/17 - players can enter non-winning Ms.PAC-MAN scratch-off

tickets into My Lottery Rewards for chances to win one of seven prizes offered in three drawings. The first drawing will be held 5/12/26.

**b) Draw and Monitor Game Products and Promotions**

**i. Key Accomplishments last period:**

1. *Keno Team USA Second-Chance Promotion:* This promotion ended on February 22<sup>nd</sup> - the fifth and final drawing was held 2/23/26; 4,955,033 total entries submitted.
2. *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.
3. *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 multiplied.

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

- 1 *Maryland Day Giveaway [3/25/26]:* March 25<sup>th</sup> is Maryland Day and we’re celebrating by giving away free FAST PLAY tickets. For one-day only, players could receive a free \$2 Maryland 250 FAST PLAY ticket just by playing their favorite terminal game on 3/25/26.
2. *Spring Fling All-Games Promotion [3/30/26 – 4/26/26]:* For four weeks, beginning 3/30/26, players could receive a FREE FAST PLAY ticket, just by playing their favorite lottery games. On an Nth ticket basis, any terminal game purchase may trigger one of the four award tiers: \$1 Press Your Luck, \$2 Baccarat, \$3 Keno FAST PLAY Edition or \$20 Casino Cash.

**c) FAST PLAY Products and Promotions**

**i. Key accomplishments last period:**

1. March 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 My Lottery Rewards to receive entries into the Orioles 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, \$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 \$2,000 for being selected, \$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, as well as a VIP game experience with the Lottery and MASN publicity.
3. *Closed Games Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
086	\$1	\$100 Super Cash Blowout*	\$1,418,954	\$835,101	\$583,853	2/19/2026
088	\$5	\$500 Super Cash Blowout*	\$2,254,440	\$1,576,230	\$678,210	2/19/2026
090	\$20	\$2,500 Super Cash Blowout*	\$1,726,800	\$1,325,510	\$401,290	2/19/2026

\*includes promotion sales

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

1. *Contestant of the Game Second-Chance Promotion:* The first drawing is scheduled for 3/24/26; as of 3/15/26, 18,876 entries have been submitted.

### 3. Creative Services

#### a) Traditional Advertising

1. March is designated as *Problem Gambling Awareness Month*. The Lottery ran media supporting the Play Responsibly message for 3-weeks and it included television/cable, radio and streaming audio, digital media (including social and other video assets), and out-of-home.
2. *FAST PLAY Home Run Riches* launched on 3/2. Four television spots were filmed on 3/4. All radio scripts have been finalized and are in production. GKV finalizing the creative for out-of-home and digital assets. The media plan will run from 4/6-5/17. It focuses on the Baltimore market through television, cable, connected TV, radio, streaming audio, various digital platforms, and out-of-home.
3. The *Maryland Treasures Scratch-Off* launches on 3/20. The point-of-sale has been produced and is being distributed to retailers. The media plan was approved and will run from 3/23 to 4/19 with a second flight running from 5/18 to 5/31. This plan includes television, cable, connected TV, radio streaming audio, digital and social media, and out-of-home.
4. The *Big Spin 2 Scratch-Off* also launches on 3/20. This media plan is scheduled to run from 3/30 to 5/10 and from 6/1 to 6/21. It includes television, cable, connected TV, radio, streaming audio, digital and out-of-home. The TV and radio spots from The Big Spin's initial 2024 launch will be used for this campaign. All other creative assets are in production.
5. *Ms.Pac-Man Scratch-Off* will launch on 4/17. All creative assets have been developed and are with the licensor for approval. The media plan will run from 4/27 to 5/24 and from 6/15 to 6/28. It includes TV, cable, connected TV, radio, streaming audio, digital and out-of-home.
6. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will launch on 4/17. The point-of-sale is finalized and is in production. The Lottery reviewed the media plan on 3/6 and will finalize the details the week of 3/9. GKV will produce radio, digital, and out-of-home assets.
7. Sports Sponsorships
  - a. *Baltimore Orioles*: The Lottery has approved the creative for the in-stadium assets. These materials are with the Orioles for testing.
  - b. *MASN-TV*: The Lottery is working with MASN-TV to finalize the details for the *Contestant of the Game* promotion and the new *VIP Experience* prize.

#### b) Web, Digital and Social

1. Promoted *Problem Gambling Awareness Month*, *THE BIG SPIN 2 Scratch-Off*, *Maryland Treasures Scratch-Off*, *Home Run Riches Contestant of the Game Second-Chance Promotion*, *FAST PLAY Maryland 250 ticket*, *Maryland Day promotion*, *Keno Sprinkler promotion*, *Friday the 13th promotion*, as well as various winners and events through social media and the website.
2. Continued to make progress on the ADA accessibility project, the goal of which is to ensure all documents and forms on our websites are accessible to all audiences.
3. Began developing social and digital plans to promote the *Ms.PAC-MAN Scratch-Off* and the *Rose Gold* and *Diamonds & Gold Scratch-Offs*.

**c) My Lottery Rewards**

1. *MLR* had 39,404 active users in February, a 12.5% decrease from January. Players entered a total of approximately 6.1M tickets in February (13.1% decrease from last month), equating to \$35M 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 February with 123K entries from 12.5K unique players. *Pick 4* continues to be the most entered draw game, with 1.1M entries from 11K unique players.
3. In February, 44,471 coupons were issued to players. The redemption rate was 68%.
4. The *MLR app* saw 67K active users in February, with 72% and 28% split between iOS and Android, respectively.
5. SG presented a 2025 *MLR* program review to Lottery staff. All metrics are positive and the program is performing quite well.