

# Maryland Lottery and Gaming Control Agency



Wes Moore, Governor — John Martin, Director

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

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

DATE: April 23, 2026

SUBJECT: Report for the April 2026 Commission Meeting

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

## 1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
<b>STATE</b>	2026	\$70,252,961	\$54,546,558	\$100,530,069	\$225,329,588
	2025	\$75,641,223	\$54,755,377	\$104,666,388	\$235,062,988
	Difference	(\$5,388,262)	(\$208,819)	(\$4,136,319)	(\$9,733,400)
	%YoY +/-	-7.1%	-0.4%	-4.0%	-4.1%
<b>INDEPENDENT</b>	2026	\$50,021,603	\$45,472,144	\$59,034,410	\$154,528,157
	2025	\$53,746,197	\$45,534,678	\$61,801,862	\$161,082,736
	Difference	(\$3,724,594)	(\$62,533)	(\$2,767,452)	(\$6,554,579)
	%YoY +/-	-6.9%	-0.1%	-4.5%	-4.1%
	% of State Sales	71.2%	83.4%	58.7%	68.6%
<b>CORPORATE</b>	2026	\$20,231,358	\$9,074,414	\$41,495,659	\$60,801,431
	2025	\$21,895,026	\$9,220,700	\$42,864,526	\$73,980,252
	Difference	(\$1,663,668)	(\$146,285)	(\$1,368,867)	(\$3,178,820)
	%YoY +/-	-7.6%	-1.6%	-3.2%	-4.3%
	% of State Sales	28.8%	16.6%	41.3%	31.4%

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

## a) Sales Management

### i. Key accomplishments last period:

1. The monthly sales meeting was conducted in-person on March 18, 2026.
  - a. Four (4) scratch-offs were launched, featuring \$2, \$5 and \$10 (2) price points.
  - b. In conjunction with our instant products, four promotions were highlighted in the form of our *Go for the Green Second-Chance promotion, Contestant of the Game Second-Chance promotion, Keno Sprinkler promotion and Maryland Day promotion.*
2. Sales Analysis: We have currently achieved 73% of the FY26 sales goal equating to \$1,997,982,406 in total sales through 3/29/26. This is a 2.3% 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 March:
  - Jon Braithwaite T-11
  - Chuck Hamrick **T-25 (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 April instant ticket launch. The April launch will feature four (4) tickets at the \$3, \$5, \$10 and \$30 price points.
2. Continued monitoring and enforcement regarding the “gray” machine initiative.

## b) Field Activities

### i. Key accomplishments last period:

1. District Managers made 7,121 retailer communication contacts during the month of March, which includes store visits, phone calls and emails.
2. The field sales team supported 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 assisted 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.

### ii. Upcoming tasks for this period:

1. Field Sales will continue identifying the next retailer locations to receive Debit Card Readers on the counter and Digital Menu Boards.
2. District Managers will continue to collect any missing contact information and update store photos for their retailers.

## c) Retail Recruitment

### i. Key accomplishments last period:

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

### 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 April 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 were communicated/sent to all Maryland Lottery retailers on the Eastern shore. District managers were provided with the same and tasked with aiding retailers with the sign-up process and soliciting participation; Particularly our XCAP retailers for which attendance of a RAB meeting is mandatory each calendar year. In addition, initial presentation draft has been completed, promotional items were ordered and received and final details concluded with the venue.
3. Continued execution of the newly developed Digital Menu Board program initiative. Internal DMB program team worked jointly with our vendor to implement the new strategy and content in conjunction with our March instant ticket launch. Positive feedback has been received from our retailer partners who are participating in the new program.
4. Preparation for fiscal year ending procurements to ensure proper use of FY26 budget.

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

1. Execution of our Spring Retailer Advisory Board meeting in Ocean City, MD.
2. Continued execution of the new Digital Menu Board program. Internal meeting set for review and analysis of initial launch. Prepare content for April launch which may include new content screens developed internally. Continue to identify retail locations for possible future expansion of the program.
3. Begin initial budget and procurement forecasting for FY27.

#### **e) Corporate Sales**

##### **i. Key accomplishments last period:**

1. Fiscal YoY Performance (as of 3/31/26):
  - a. FY26 - \$781,415,582
  - b. FY25 - \$748,155,478
    - Up 4%
2. Retailer review on the importance of minimizing out-of-stocks is an ongoing process.
3. Corporate is working with key partners to carry out month/quarterly reviews on a more frequent basis.

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

1. Corporate will work with retailers to create incentives to more consistently maintain acceptable inventory levels.
2. Corporate Sales team will continue the onboarding process with Walgreens.

#### **f) Sales Force Automation**

##### **i. Key accomplishments last period:**

1. Gem Office:
  - a. Amendment to Retailer Bonus Check processing procedure has been implemented to ensure timeliness and accuracy, along with maintaining security standards.

2. Training:
  - a. Two (2) District Managers have been trained for Territories 37 and 42 and are now actively working their routes.
3. 1099s:
  - a. Requests for documents are promptly being fulfilled for retailers who have misplaced their 1099s.

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

1. Sales Training Manager will onboard and train two (2) new District Managers for Territories 41 and 45.

**2. Product Development**

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

**i. Key accomplishments last 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 first drawing was held 2/17/26; 5,771,743 entries were received. The second drawing was held on 3/24/26; 9,287,744 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. The second drawing was held on 3/31/26; 2,401,900 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: A second-chance promotion offering chances to win cash prizes or Arcade sets launched with the ticket 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.
5. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
701	\$5	Joker's Wild	\$20,412,725	\$14,695,121	\$5,717,604	3/2/2026
702	\$5	Gold Bar Bingo 5th Edition	\$15,115,375	\$10,810,516	\$4,304,859	3/2/2026

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

1. May Scratch-Off Launch (5/15/26):
  - \$1 – *Triple Red 7s*
  - \$2 – *Triple Red 7s Doubler*
  - \$5 – *Triple Red 7s Tripler*
  - \$10 – *Triple Red 7s Multiplier*
  - \$20 – *Triple Red 777*
2. *X The Cash Second-Chance Promotion*: The third drawing will be held 4/28/26; as of 4/12/26, 10,870,834 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The third drawing will be held 4/28/26; as of 4/12/26, 1,325,540 entries were received.
4. *Ms.PAC-MAN Second-Chance Promotion*: The first drawing will be held on 5/12/26.

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

### **i. Key Accomplishments last period:**

1. *Keno Sprinkler Promotion* [3/16/26 – 4/12/26]: For 4 weeks, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on those tickets will be multiplied.
2. *Maryland Day Giveaway* [3/25/26]: March 25<sup>th</sup> is Maryland Day, and we celebrated by giving away free FAST PLAY tickets. For one day only, random terminal game purchases triggered a free \$2 Maryland 250 FAST PLAY ticket.
3. *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*.

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

1. *Racetrax Triple Crown \$6 for \$5 Promotion* [4/27/26 – 6/21/26]: The popular Racetrax \$6 for \$5 promotion is coming back for the 2026 Triple Crown racing season. The eight-week-long promotional period will coincide with the Kentucky Derby, Preakness and Belmont Races. This promotion will offer \$1 discounts on every \$6 purchase (maximum discount is \$5 on a purchase of \$30 or more).
2. *Buy \$5 Lightning Cash, Get \$2 Bonus Match 5* [4/27/26 – 5/24/26]: For four weeks beginning 4/27/26, players can purchase a \$5 *Lightning Cash* FAST PLAY Ticket and receive a free \$2 Bonus Match 5 Ticket.
3. *Slingo De Mayo Promotion* [5/5/26]: May 5<sup>th</sup>, 26, is widely known as Cinco De Mayo. To celebrate, we will be launching *SLINGO De Mayo!* We will randomly award free *Slingo* FAST PLAY tickets during a selected Happy Hour period. Between the hours of 3pm and 8pm on 5/6/26, players purchasing any terminal game could receive a free \$3 *Slingo* FAST PLAY ticket. Tickets will be awarded on an Nth ticket basis.
4. *Cash Pop Birthday Party Promotion* [5/6/26]: This One-Day promotion is designed to reinforce the drawing schedule for *CASH POP*. On an Nth-ticket basis, players may receive a free \$1, \$2, \$5, or \$10 4-Draw *CASH POP* ticket just by playing their favorite terminal games!
5. *NASCAR® Powerball Promotion* [5/4/26 – 6/15/26]: Starting on 5/4/26, any *Powerball* tickets purchased and entered during the promotional period are eligible for entry into My Lottery Rewards. This is a national promotion; each participating state selects finalists to be entered into the Playoff Drawings for a chance to win cash prizes or a VIP trip to Homestead-Miami for the 2026 NASCAR Championship. There are two parts to this promotion:
  - *Maryland Drawings*: The Maryland Lottery will select 40 finalists, all of whom will receive \$2,500 for being selected. The Maryland Lottery then selects one person to advance to the MUSL drawings.
  - *MUSL Drawings*: A series of drawings from a national pool of entrants to win cash prizes and a VIP Trip to Homestead-Miami.

## **c) FAST PLAY Products and Promotions**

### **i. Key accomplishments last period:**

1. April FAST PLAY Launch (4/6/26):
  - \$1 – *Double Match*

- \$2 – *Gone Crabbin'*
  - \$3 – *Fold & Win*
  - \$10 – *Platinum Payout*
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. The first drawing was held on 3/23/26; 33,031 entries were received. The second drawing was held on 4/20/26; as of 4/12/26, 44,206 entries were received.
    - 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
091	\$5	Home Run Riches Walk-Off Winnings	\$3,449,070	\$2,390,075	\$1,058,995	4/1/2026

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

1. *Contestant of the Game Second-Chance Promotion*: The third drawing will be held on 5/25/26; as of 4/12/26, 44,206 entries were received.

### 3. Creative Services

#### a) Traditional Advertising

1. All *FAST PLAY Home Run Riches* creative materials are complete, including multiple :30 and :15 television and radio spots, various out-of-home units, and digital and social media. The media plan was approved and will run from April 6 through May 17. The media plan primarily focuses on the Baltimore market, utilizing Baltimore TV and cable, radio and radio sponsorships, and out-of-home advertising.
2. The *Big Spin 2 Scratch-Off* media plan was approved. The media will run from March 30 through May 10 and then again from June 1 through June 23. The media plan includes TV, cable and connected TV, radio and streaming audio, various digital and social media placements, and out-of-home units. All *Big Spin 2* creative materials have been updated or completed.
3. The *Maryland Treasures Scratch-Off* media plan was approved. The media plan includes TV, cable, connected TV, radio, streaming audio, digital, social media, and out-of-home units. The media plan will run from March 23 through April 19 and again from May 18 through May 31. All creative elements were completed and/or produced.
4. *Ms.Pac-Man Scratch-Off* will launch on April 17. The point-of-sale was printed and delivered to the Lottery's warehouse. The media plan was approved and will run from April 20 through May 17. The media plan includes TV, cable, connected TV, radio, streaming audio, digital and social media, and out-of-home units. All creative materials have been approved and are in the final production stages.
5. *\$10 Rose Gold* and *\$30 Diamonds & Gold Scratch-Offs* will also launch on April 17. The point-of-sale has been printed and delivered. The media plan has been approved and will run from April 27 through May 24. The media includes radio,

streaming audio, in-store audio, digital and social media, and out-of-home units. The creative for the campaign has been approved and is now in production.

6. The *Orioles* and *MASN-TV* sponsorships have begun and the Lottery is fine tuning some of the elements:
  - a. GKV is making edits and adjustments to the new in-park creative materials at Camden Yards.
  - b. The Lottery and GKV are working with *MASN-TV* to finalize production details for our first VIP winner's event on April 29.

#### **b) Web, Digital and Social**

1. Promoted the *Ms.PAC-MAN Scratch-Off* and *Second-Chance Promotion, Rose Gold and Diamonds and Gold Scratch-Offs, THE BIG SPIN Scratch-Off, Maryland Treasures Scratch-Off, Home Riches Contestant of the Game Second-Chance Promotion, Spring Fling* 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. Conducted a social media giveaway for 5,000 MLR Prize Points, which garnered over 1,200 entries.
4. Began developing social and digital plans to promote the *Triple 7's Family of Scratch-Offs* and upcoming terminal game promotions.

#### **c) My Lottery Rewards**

1. *MLR* rebounded a bit in March and had 40,293 active users, a 2.3% increase from February. Players entered a total of approximately 6.7M tickets in March (9.6% increase from last month), equating to \$38M in retail value.
2. There were 1,702 new registrations in March, a 12.79% increase from last month, bringing the program's total membership count to 486,212.
3. *\$5 20X the Cash* was the top scratch-off ticket entered into *MLR* in March with 114K entries from 12K unique players. *Pick 4* continues to be the most entered draw game, with 1.2M entries from 11K unique players.
4. In March, 68,549 coupons were issued to players. The redemption rate was 71%.
5. The *MLR app* saw 68.5K active users in March, with 72% and 28% split between iOS and Android, respectively.