

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: June 25, 2026

SUBJECT: Report for the June 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2026	\$69,202,779	\$59,634,808	\$101,361,723	\$230,199,310
	2025	\$70,965,022	\$58,260,333	\$105,961,834	\$235,187,189
	Difference	(\$1,762,243)	\$1,374,475	(\$4,600,111)	(\$4,987,879)
	%YoY +/-	-2.5%	2.4%	-4.3%	-2.1%
INDEPENDENT	2026	\$49,051,375	\$49,565,687	\$59,440,866	\$158,057,929
	2025	\$50,963,097	\$48,293,167	\$62,242,020	\$161,498,284
	Difference	(\$1,911,722)	\$1,272,520	(\$2,801,154)	(\$3,440,355)
	%YoY +/-	-3.8%	2.6%	-4.5%	-2.1%
	% of State Sales	70.9%	83.1%	58.6%	68.7%
CORPORATE	2026	\$20,151,404	\$10,069,121	\$41,920,857	\$72,141,382
	2025	\$20,001,926	\$9,967,166	\$43,719,814	\$73,688,906
	Difference	\$149,479	\$101,955	(\$1,798,957)	(\$1,547,524)
	%YoY +/-	0.7%	1.0%	-4.1%	-2.1%
	% of State Sales	29.1%	16.9%	41.4%	31.3%

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. Sales Analysis: We have currently achieved 90% of the FY26 sales goal equating to \$2,461,018,179 in total sales through 5/31/26. This is a 1.6% YoY increase for the fiscal year to date.
2. The monthly sales meeting was conducted in-person on May 13, 2026.
 - a. Five (5) scratch-offs were launched, featuring \$1, \$2, \$5, \$10 and \$20 price points.
 - b. In conjunction with our instant products, two promotions were highlighted in the form of our *Contestant of the Game Second-Chance Promotion* and *NASCAR Powerball The Chase Second-Chance Promotion*.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for May:
 - Larry Baum T-15
 - Chuck Hamrick T-25
 - Tim Perry **T-37 (Awarded the DM of the month)**
 - Rob Armstrong T-49

ii. Upcoming tasks for this period:

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

b) Field Activities

i. Key accomplishments last period:

1. District Managers made 6,838 retailer communication contacts during the month of May, which includes store visits, phone calls and emails.
2. The field sales team supported selling with our retailer Lee’s Market at Wine in the Woods from May 16th through May 17th

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 work with retailers to refresh POS materials in their assigned portfolios.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Two (2) independent applications were processed and locations installed in the month of May.

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

i. Key accomplishments last period:

1. Preparation for and execution of merchandising initiatives for our June 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. In conjunction with our Creative Services Department, we drafted and reviewed our initial point of sale schedule/plan for the first quarter of FY27.
3. Continued execution of the newly developed Digital Menu Board program initiative. May content was developed, approved and uploaded/distributed by the digital menu board team. Initial discussions and development of June content began. Working with our field sales team, we have identified and reviewed additional locations for expansion of the program.
4. Final procurements were placed for FY26 and the BPO for our play stations that are used at retail was executed and order placed.

ii. Upcoming tasks for this period:

1. Continued execution of the new Digital Menu Board program. Possible new sites have been identified and reviewed. Meetings need to be set up and concluded in regards to ordering additional units and establishing timelines for receipt and installation.
2. Continue initial budget and procurement forecasting for FY27.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 5/31/26):
 - a. FY26 - \$791,094,034
 - b. FY25 - \$760,773,628
 - Up 4%

ii. Upcoming tasks for this period:

1. Continue to work with the field sales team on both launch game and out of stock reduction initiatives.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Intelligence:
 - a. Reviewed and approved JIRA's, including a substantial surge alert which now provides notification of abnormal increases in sales for particular games on a weekly basis.
2. Gem Retailer:
 - a. A new training document was developed for District Managers to better understand the site.
3. Grey Machines:
 - a. Monitoring for Baltimore City/County began with approved lists from both jurisdictions. Several stores have either removed or registered their machines.

ii. Upcoming tasks for this period:

1. Training for GemRetailer will be done with the District Managers to help our retailers request access and use this program.
2. District managers will visit sites, verify reported Grey Machines and take appropriate actions if necessary.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. June Scratch-Off Launch (6/17/26):
 - \$3 - *Diamond Bingo 7th Edition*

- \$5 – *Multiply Your Money*
 - \$10 – *Win \$50, \$100 or \$200 4th Edition*
2. *X The Cash Second-Chance Promotion*: The fourth drawing was held 6/2/26; 14,352,177 entries were received.
 3. *Go for the Green Second-Chance Promotion*: The fourth drawing was held on 5/26/26; 1,996,340 entries were received. The fifth drawing was to be held on 6/23/26, as of 6/14/26, 1,533,360 entries have been received.
 4. *Ms.PAC-MAN Second-Chance Promotion*: The second drawing was held on 6/2/26; 116,617 entries were received. The third and final drawing was to be held on 6/23/26; as of 6/14/26, 140,409 entries have been received.
 5. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
603	\$30	Cash is King	\$91,297,140	\$71,461,924	\$19,835,216	4/6/2026
654	\$10	\$10,000 CA\$H	\$24,181,490	\$18,150,627	\$6,030,863	4/6/2026
697	\$5	Lots of Cash	\$14,314,195	\$10,309,084	\$4,005,111	4/6/2026
708	\$10	\$100,000 Crossword 8th Edition	\$28,008,240	\$20,868,940	\$7,139,300	4/6/2026

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
646	\$10	\$600 Cash In Hand	\$32,336,530	\$24,258,865	\$8,077,665	5/4/2026
700	\$1	Lucky 13	\$2,983,412	\$1,816,003	\$1,167,409	5/4/2026
709	\$5	GAME OF THRONES	\$16,564,630	\$11,924,877	\$4,639,753	5/4/2026
710	\$5	Deluxe Crossword 9th Edition	\$16,776,080	\$11,996,575	\$4,779,505	5/4/2026
778	\$1	Lucky 13	\$1,405,314	\$857,382	\$547,932	5/4/2026

ii. Upcoming tasks for this period:

1. July Scratch-Off Launch (7/17/26):
 - \$2 – *Ravens X2*
 - \$5 – *Gold Bar Bingo 7th Edition*
 - \$5 – *In the Green*
 - \$10 – *Ravens X10*
 - \$20 – *Extreme Green*
2. *X The Cash Second-Chance Promotion*: The final drawing will be held 7/7/26; as of 6/14/26, 15,137,906 entries have been received.
3. *Go for the Green Second-Chance Promotion*: The final drawing will be held 7/21/26.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Racetrax Triple Crown \$6 for \$5 Promotion* [4/27/26 – 6/21/26]: Designed to coincide with the Triple Crown racing season, this promotion offered \$1 discounts on every \$6 purchase (maximum discount is \$5 on a purchase of \$30 or more).
2. *NASCAR® Powerball Promotion* [5/4/26 – 6/15/26]: The first drawing was held on 5/19/26; 60,151 entries were received. The second drawing was held on 5/26/26; 43,082 entries were received. The third drawing was held on 6/3/26; 57,199 entries were received. The fourth drawing was held on 6/9/26; 50,521 entries were received. The final drawing was to be held on 6/16/26; as of 6/14/26, 46,890 entries were received.
3. *Pick After Dark Promotion* [6/20/26 – 6/29/26]: During the promotional period, from the hours of 8PM-12AM daily, players could receive a doubler message on any

Pick 3, Pick 4 or Pick 5 ticket purchased on an Nth ticket basis; any prizes won on those specially marked tickets would be doubled.

ii. Upcoming tasks for this period:

1. *FAST PLAY Fireworks All-Games Promotion [6/29/26 – 7/26/26]*: For four weeks, players purchasing their favorite terminal games will have the chance to win free FAST PLAY tickets. On an Nth ticket basis, any terminal game purchase during the promotion period could trigger one of the following four prize tiers:
 - FREE \$1 *Maryland Lottery Pick 3 FAST PLAY Edition* FAST PLAY Ticket
 - FREE \$2 *Baccarat* FAST PLAY Ticket
 - FREE \$5 *Cash Combination* FAST PLAY Ticket
 - FREE \$20 *20X Cash* FAST PLAY Ticket
2. *CASH POP BOGO Promotion [7/6/26 – 8/2/26]*: During this four-week promotional period, any player purchasing a CASH POP – 5 POP ticket, will receive a CASH POP – 1 POP ticket for free! All four price points (\$1, \$2, \$5 & \$10) will be eligible for this Buy One Get One Free promotion.
3. *Lottery Week Promotion [7/13/26 – 7/19/26]*: In celebration of National Lottery Week, comes the return of our Lottery Week Promotion! During this one-week period, players could receive a free game ticket, just by playing their favorite terminal game. Eligible purchases (any terminal game, any price point) could trigger the award of a free draw game on an Nth ticket basis.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. *'Home Run Riches Walk-Off Winnings' Contestant of the Game Second-Chance Promotion*: The third drawing was held on 5/26/26; 86,022 entries were received. The fourth drawing was to be held on 6/23/26; as of 6/14/26, 50,656 entries were received.
2. *Closed Games Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
64	\$5	Double Win	\$8,270,440	\$5,795,497	\$2,474,943	5/3/2026
81	\$3	Lucky 7s Slots	\$2,233,512	\$1,492,238	\$741,274	5/3/2026
105	\$2	Mummy Money	\$520,826	\$334,740	\$186,086	5/3/2026

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
46	\$1	Slots of Fun	\$2,801,359	\$1,648,918	\$1,152,441	5/25/2026

ii. Upcoming tasks for this period:

1. *July FAST PLAY Launch (7/6/26)*:
 - \$2 – Racetrax™ FAST PLAY Edition
 - \$5 – Cha-Ching!
 - \$10 – Cash Tree
 - \$20 – Diamond Spectacular
2. *'Home Run Riches Walk-Off Winnings' Contestant of the Game Second-Chance Promotion*: The fifth drawing will be held on 7/21/26.
3. *Home Run Riches Walk-Off Wednesdays BOGO*: On Wednesdays only, from 7/8 – 8/5/2026; players who purchase a \$5 *Home Run Riches Walk-Off Winnings* ticket will receive an additional ticket for free (while supplies last)! The five promotional Wednesdays will be 7/8, 7/15, 7/22, 7/29, and 8/5/26. Each Wednesday, the Buy One Get One Free offer will run until 6,000 tickets (\$30,000) have been given away before shutting off.

3. Creative Services

a) Traditional Advertising

1. The second flight of the *Big Spin 2 Scratch-Off* media plan began on June 1 and will conclude on June 23.
2. The second flight of the *Maryland Treasures Scratch-Off* media plan will begin on May 18 and run through May 31.
3. Planning for the *Ravens Scratch-Offs* advertising campaign is underway. The point-of-sale has been finalized and is with the printer. The creative campaign has been approved and is in production. The media plan will be presented the week of June 15.
4. The Lottery is planning for the launch of *Powerball X's and O's*. The creative materials and point-of-sale are in development. The media plan will be presented the week of June 15.
5. The Lottery is planning for the launch of *The Price is Right Scratch-Off*. We are working with the licensor to update the creative materials and point-of-sale to be Maryland specific. The media plan will be presented in the coming weeks.
6. Point-of-sale is in development for the upcoming *Keno \$6 for \$5* and the *Racetrax \$6 for \$5* promotions. Both promotions will run in conjunction with the *Maryland State Fair*.
7. Additional planning for FY27 includes:
 - a. Annual out-of-home commitments are under review and a final decision is expected by June 15th.
 - b. Planning for the Lottery's 2026-2027 college sponsorships is underway with the *University of Maryland, Towson University* and *Morgan State University*.
 - c. The Lottery is reviewing a sponsorship proposal from the *Washington Commanders* and expects to finalize by June 15th.
 - d. The FY27 MBE media plan is under review.

b) Web, Digital and Social

1. Promoted the Triple Red 7s Family of Scratch-Off Games, NASCAR Powerball The Chase Second-Chance promotion, THE BIG SPIN "spin" winners, Racetrax \$6 for \$5 promotion, as well as various winners and events through social media and the website.
2. Continued training agency staff on document remediation. Developing plans for future group trainings.
3. Implemented changes to the Lottery's mobile app scanning capabilities for scratch-offs due to industry security concerns.
4. Updated features within the Maryland Lottery app to meet accessibility standards.
5. Began developing social and digital plans to promote the Ravens Scratch-Offs and Second-Chance Promotion.

c) My Lottery Rewards

1. In May, MLR had 40,552 active users, averaging 6,051 per day. As of June 4, the program had 488,969 registered players with 1,884 having signed up in May, 2026.
2. These players entered a total of 6.4M tickets during the month, with 69.5% of those tickets being draw games and 30.5% being non-winning scratch-offs.

3. In May, MLR issued 36K coupons and saw a 91% redemption rate for the month, (this is the highest monthly coupon redemption rate on record so far). The overall coupon redemption rate is 66%.
4. The MLR App had 67,652 active users in May; a 71.4% and 28.6% split between iOS and Android, respectively.
5. In May, the Lottery awarded 49 second-chance winners and 49 Points for Drawings winners through the MLR platform.