

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor — John Martin, Director



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TO: Maryland Lottery and Gaming Control Commission
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DIVISIONS: Sales and Marketing

DATE: August 27, 2026

SUBJECT: Report for the August 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2026	\$79,744,755	\$51,883,638	\$91,885,968	\$223,514,361
	2025	\$73,071,777	\$49,266,419	\$95,917,064	\$218,255,259
	Difference	\$6,672,979	\$2,617,219	(\$4,031,096)	\$5,259,102
	%YoY +/-	9.1%	5.3%	-4.2%	2.4%
INDEPENDENT	2026	\$54,557,486	\$43,060,924	\$53,806,623	\$151,425,033
	2025	\$52,152,160	\$40,940,295	\$56,746,668	\$149,839,123
	Difference	\$2,405,326	\$2,120,629	(\$2,940,045)	\$1,585,910
	%YoY +/-	4.6%	5.2%	-5.2%	1.1%
	% of State Sales	68.4%	83.0%	58.6%	67.7%
CORPORATE	2026	\$25,187,269	\$8,822,714	\$38,079,345	\$72,089,328
	2025	\$20,919,617	\$8,326,124	\$39,170,396	\$68,416,136
	Difference	\$4,267,653	\$496,591	(\$1,091,051)	\$3,673,192
	%YoY +/-	20.4%	6.0%	-2.8%	5.4%
	% of State Sales	31.6%	17%	41.4%	32.3%

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 11% of the FY27 sales goal equating to \$290,229,514 in total sales through 8/9/26. This is a 0.4% YoY decrease for the fiscal year to date.
2. The monthly sales meeting was conducted in-person on July 9, 2026.
 - a. Five (5) scratch-offs were launched, featuring \$2, \$5 (2), \$10 and \$20 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *Ravens 2026 Second-Chance Promotion*.
3. District Managers with the best new launch week numbers by region/territory (year-over-year) for July:

• Jon Braithwaite	T-11
• Cindy Limbert	T-27
• Stan Lundy	T-39 (Awarded the DM of the month)
• Rob Armstrong	T-49

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the August instant ticket launch. The August launch will feature four (4) tickets at the \$1, \$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 7,232 retailer communication contacts during the month of July, which includes store visits, phone calls and emails.
2. The Field Sales Team has begun planning and implementing the process for our largest Sales/Communications Event, The Maryland State Fair.

ii. Upcoming tasks for this period:

1. Members of the Field Sales Team will assist the Communications team in selling lottery products at the Maryland State Fair from August 27th through September 13th.

c) Retail Recruitment

i. Key accomplishments last period:

1. Recruitment results: Twenty-one (21) independent applications were processed and locations installed in the months of June and July.

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.
2. Will re-engage with former potential retail partners to see if there have been any beneficial changes that could present an opportunity for a Lottery partnership.

d) Sales Support

i. Key accomplishments last period:

1. Preparation for and execution of merchandising initiatives for our August 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. Continued preparation for our Fall Retailer Advisory Board meetings which will take place in September and October. Preparation includes finalization of dates, regional locations, signing contract with venues, creation of draft distribution letter and sign-up form and other logistics.
3. Final planning for the upcoming Baltimore Ravens season which begins with their first preseason game on 8/15. With the launch of the Ravens instant tickets moved to July this year we will begin selling at the preseason games instead of the start of the regular season. Final planning includes preparing our retailer partner, ordering of instant ticket inventory, prepping self-service terminals at the stadium and developing our promotional giveaway calendar for the entire season.
4. Continued implementation of the newly developed Digital Menu Board program initiative. July content was developed, approved and uploaded/distributed by the digital menu board team. Initial discussions and development of August content began. Working with our vendor, we have ordered and are preparing for the receipt of twenty-five additional digital menu boards to arrive by the beginning of September.

ii. Upcoming tasks for this period:

1. Execution of the expansion of our Digital Menu Board program. Reengage with our field sales team and retailer partners who have expressed interest in being added to the program in preparation for the expected delivery of the additional boards.
2. Continue preparation for our Fall Retailer Advisory Board meetings to include invitation letter completion and distribution, retailer communications across all internal assets, electronic sign-up form finalization and providing of all necessary information for the sales team.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 7/31/26):
 - a. FY27 - \$71,984,301
 - b. FY26 - \$68,416,136
 - Up 5%
2. Corporate is working to strengthen promotional partnerships with corporate retailers in FY27, including second-chance promotions.

ii. Upcoming tasks for this period:

1. The Corporate Sales team will work with retail partners to create incentives for reaching and maintaining inventory levels on a more consistent basis.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Office:
 - a. XCAP 2 Year Renewal application went live in July.
 - b. The Bonus Check application module has proven to be very efficient.
2. Gem Retailer:
 - a. The new training document is live on the system and will enable District Managers to better explain what access to the Gem Retailer program can do for retailers.
3. Training:
 - a. A new Corporate Account Manager was onboarded and trained over the last two months.

b. The training schedule for Regional Managers is being reviewed.

4. GOV Delivery:

a. The XCAP 2 Year renewal message was sent out mid-July.

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

1. FY27 goals will be inputted into Gem Intelligence following the launch of new game Xs & Os in September.
2. District managers will continue to visit sites, report if there are Grey Machines on premise and take appropriate actions if necessary.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. August Scratch-Off Launch (8/21/26)
 - \$1 – *Loose Change[®]*
 - \$5 – *The Price is Right[™]*
 - \$10 – *High Voltage*
 - \$10 – *\$100,000 Crossword 10th Edition*
3. *X The Cash Second-Chance Promotion*: The final drawing was held 7/7/26; 16,502,660 entries were received.
4. *Go for the Green Second-Chance Promotion*: The final drawing was held on 7/21/26; 2,340,440 entries were received.
5. *Ravens Second-Chance Promotion*: Beginning 7/17/26, players may enter non-winning Ravens scratch-off tickets into My Lottery Rewards for entry into the second-chance contest (\$2 Ravens X2 = 2 entries and \$10 Ravens X10 = 10 entries). Players who enter will have the chance to win the Grand Prize of Ravens Season Tickets for 20 years; 2026 Season Tickets with \$1,000 shopping spree; 2027 Season Tickets with \$500 Ravens Bucks; Away trip with the team; “Pass for Cash” game day experiences; “Fan of the Game” selection or cash. Entries will not be cumulative. The first drawing was held 7/30/26 and 392,912 entries were received. The second drawing was to be held 8/24/26 and 750,612 entries were received.

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

1. September Scratch-Off Launch (9/18/26):
 - \$5 – *Deluxe Crossword 11th Edition*
 - \$5 – *Hello Money!*
 - \$10 – *10X Cash*
 - \$30 – *30X Cash*
2. *Ravens Second-Chance Promotion*: The third drawing will be held 9/21/26.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *FAST PLAY Fireworks All-Games Promotion* [6/29/26 – 7/26/26]: For 4-weeks, players who purchased their favorite terminal games had the chance to win free

FAST PLAY tickets. On an Nth ticket basis, any terminal games purchased during the promotion period could have triggered one of the following four prize tiers:

- FREE \$1 *Maryland Lottery Pick 3* 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 B5G1 Promotion* [7/6/26 – 8/2/26]: During this 4-week promotional period, players who purchased a CASH POP – 5 POP ticket, received a CASH POP – 1 POP ticket for free. All 4 price points (\$1, \$2, \$5 & \$10) were eligible for this BOGO promotion.
 3. *Lottery Week Promotion* [7/13/26 – 7/19/26]: In celebration of National Lottery Week, came the return of our Lottery Week Promotion! During this one-week period, players could have received a free game ticket, just by playing their favorite terminal game. Eligible purchases (any terminal game, any price point) triggered the award of a free draw game on an Nth ticket basis.
 4. *Pick 3 50th Anniversary* [7/29/26]: During this 1-day promotion, Pick 3 players could have received a \$50 coupon on an Nth ticket basis by playing any Pick 3 ticket. All bet types were eligible.
 5. *Racetrax 20th Anniversary Promotion* [8/3/26 – 8/17/26]: During this promotion, players could have received a free Racetrax FAST PLAY Edition ticket by purchasing any Racetrax draw game ticket.
 6. *Pick 3/4/5 & CASH POP Cash Heatwave Promotion* [8/3/26 - 8/31/26]: For 4 weeks players may enter winning and non-winning Pick 3, Pick 4, Pick 5 and CASH POP tickets into My Lottery Rewards for the chance to win a cash prize. Players will receive one (1) entry per every \$1 in tickets entered and will be cumulative. Just like previous years, selected winners (5 per drawing; 20 winners total) will win a variable cash prize determined by the highest recorded temperature at BWI the previous week. The higher the temperature, the larger the prize amount!
 - 100°+ = \$10,000
 - 90° - 99° = \$7,500
 - 80° - 89° = \$5,000
 - Below 80° = \$2,500
 7. *State Fair Keno \$6 for \$5 Promotion* [8/24/26 – 9/13/26]: For 3 weeks, any player that makes a \$6 Keno purchase will receive a \$1 discount. The maximum discount that can be received will be \$5 on any ticket valued at \$30 or more. This is the first time the \$6 for \$5 promotion engine has been applied to Keno.
 8. *State Fair Racetrax \$6 for \$5 Promotion* [8/24/26 – 9/13/26]: For 3 weeks, any player that makes a \$6 Racetrax purchase will receive a \$1 discount. The maximum discount that can be received will be \$5 on any ticket valued at \$30 or more.

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

1. *Summer Send-Off Promotion* [8/31 – 9/6/26]: For one week, to mark the end of the summer season, we will be awarding our players with instant win coupons just for playing their favorite terminal games. On an Nth ticket basis, any terminal game purchase could trigger an award of a \$3, \$6 or \$9 instant win coupon.
2. *Powerball Xs & Os*: Powerball Xs & Os will launch on 9/8/26. Powerball Xs & Os is a draw-based lottery game with a rolling top prize starting at \$1,000,000. The weekly drawing will be held Sunday's at 10:00 PM ET. The game is an 8 of 32 matrix,

utilizing individual NFL team logos to comprise the 32-symbol universe; players will select, either manually or by computer pick, 8 team logos. Winning and non-winning Xs & Os tickets may be entered into a national website for chances to win exclusive promotional prizes.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. July FAST PLAY Launch (7/6/26):
 - \$2 – *Racetrax FAST PLAY Edition*
 - \$5 – *Cha-Ching!*
 - \$10 – *Cash Tree*
 - \$20 – *Diamond Spectacular*
2. August FAST PLAY Launch (8/3/26):
 - \$2 – *Cobweb Cash (Re-launch)*
3. *Home Run Riches Walk-Off Winnings' Contestant of the Game Second-Chance Promotion*: The fifth drawing was held on 7/21/26; 58,664 entries were received. The sixth drawing was to be held on 8/25/26; 46,449 entries were received.
4. *Home Run Riches Walk-Off Wednesdays BOGO*: On Wednesdays only, from 7/8/26 – 8/5/26, players who purchased a \$5 *Home Run Riches Walk-Off Winnings* ticket received an additional ticket for free (while supplies last)! The five promotional Wednesdays were 7/8, 7/15, 7/22, 7/29, and 8/5. Each Wednesday, the Buy One Get One Free offer ran until 6,000 tickets (\$30,000) had been given away before shutting off.

ii. Upcoming tasks for this period:

1. September FAST PLAY Launch (9/7/26):
 - \$3 – *Loteria (P)*
 - \$5 – *Cash Cleanup*
 - \$30 – *Win \$100, \$300 or \$600*

3. Creative Services

a) Traditional Advertising

1. The *Ravens Scratch-Offs* advertising campaign began on August 17. The majority of the media will conclude on November 1, with only select media running through the end of the season. The campaign includes TV, cable, connected TV, online video, radio, streaming audio, out-of-home and digital media. Production on the various creative elements is almost complete with new TV and radio spots being produced. Finally, the Lottery is finishing all in-stadium materials needed for the *Baltimore Ravens* sponsorship.
2. The *Price is Right Scratch-Off* media plan began on August 24 and concludes on October 18. The media plan includes TV, cable, connected TV, online video, radio, streaming audio, in-store audio, out-of-home and digital media. The licensor has completed updating the creative materials to be Maryland specific. All point-of-sale arrived and is being distributed.
3. The *Powerball X's and O's* media plan begins on September 7 and is flighted to run through January 10. The media includes radio, streaming audio, out-of-home, and digital media. GKV is working to finalize and produce all creative materials and point-of-sale.

4. The Lottery began planning for the launch of the *Holiday Scratch-Offs* and *Millionaire Raffle*. Media Works presented the media recommendation on August 12 and GKV will present the creative recommendation the week of August 17.
5. The Lottery to plan for the second-half of FY'27- identifying campaign priorities and assigning budgets by campaign.

b) Web, Digital and Social

1. Promoted *The Price is Right Scratch-Offs* and second-chance promotion, *Ravens Scratch-Offs* and second-chance promotion, *Cash Heatwave* promotion, *Racetrax 20th Anniversary* promotion, *Keno and Racetrax \$6 for \$5* promotions, as well as various winners and events through social media and the website.
2. Prepared website and mobile app updates for the *Powerball Xs & Os* game launch.
3. Worked with GKV and social media influencers to create engaging videos to promote our *Ravens Scratch-Offs*.
4. Began developing social and digital media plans for the launch of the *Holiday Scratch-Offs* and second-chance contest as well as the *Millionaire Raffle* game.

c) My Lottery Rewards

1. In July, *MLR* had 49,200 active users, averaging 6,824 per day. The program has 517,927 registered players with 21,658 having signed up in July 2026. Scratch-Off ticket checking became available *only* in the *MLR* app as of June 25, which led to higher than usual *MLR* registrations and activity in July.
2. These players entered a total of 6.81M tickets in July with 71.8% of those tickets being draw games and 28.3% being non-winning scratch-offs.
3. In July, *MLR* issued 36K coupons and saw a 63% redemption rate for the month. The overall coupon redemption rate remains steady at 66%.
4. The *MLR* Mobile App had 154,038 active users in July, a 41% increase from June. Active users were split 65.7% on iOS and 34.3% on Android, respectively.
5. In July, the Lottery awarded 43 second-chance winners and 57 Points for Drawings winners through the *MLR* platform.