

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: September 17, 2026

SUBJECT: Report for the September 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play/Instant	Combined
STATE	2026	\$79,429,873	\$51,921,859	\$91,830,958	\$223,182,690
	2025	\$86,673,988	\$53,611,296	\$96,673,161	\$236,958,445
	Difference	(\$7,244,116)	(\$1,689,437)	(\$4,842,203)	(\$13,775,755)
	%YoY +/-	-8.4%	-3.2%	-5.0%	-5.8%
INDEPENDENT	2026	\$53,879,629	\$42,950,698	\$53,908,579	\$150,738,905
	2025	\$58,248,745	\$44,665,642	\$56,731,537	\$159,645,924
	Difference	(\$4,369,117)	(\$1,714,945)	(\$2,822,958)	(\$8,907,019)
	%YoY +/-	-7.5%	-3.8%	-5.0%	-5.6%
	% of State Sales	67.8%	82.7%	58.7%	67.5%
CORPORATE	2026	\$25,550,244	\$8,971,161	\$37,922,379	\$72,443,784
	2025	\$28,425,243	\$8,945,653	\$39,941,624	\$77,312,520
	Difference	(\$2,874,999)	\$25,508	(\$2,019,245)	(\$4,868,736)
	%YoY +/-	-10.1%	0.3%	-5.1%	-6.3%
	% of State Sales	32.2%	17.3%	41.3%	32.5%

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 virtually on August 19, 2026.
 - a. Four (4) scratch-offs were launched, featuring \$1, \$5 (2) and \$10 price points.
 - b. In conjunction with our instant products, one promotion was highlighted in the form of our *The Price is Right™ Second-Chance Promotion*.
2. District Managers with the best new launch week numbers by region/territory (year-over-year) for August:
 - Bryan Byers T-12
 - Cindy Limbert T-27
 - Tim Perry **T-38 (Awarded the DM of the month)**
 - Davey Jones T-45

ii. Upcoming tasks for this period:

1. Execution of strategies and initiatives for the September instant ticket launch. The September launch will feature four (4) tickets at the \$5(2), \$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 6,321 retailer communication contacts during the month of August, which includes store visits, phone calls and emails.
2. The Field Sales Team has assisted selling at The Ravenswalk for both preseason games, August 15, 2026 and August 28, 2026.
3. The Field Sales Team began selling for our largest Sales/Communications Event, The Maryland State Fair. This event begins on Thursday, August 27, 2026 and ends on Sunday, September 13, 2026. This event is open on weekends only, comprising from Thursdays through Sundays during the aforementioned dates.

ii. Upcoming tasks for this period:

1. Members of the Field Sales Team will assist our retailer partner J Convenience in selling lottery products before regular season home Ravens games.

c) Retail Recruitment

i. Key accomplishments last period:

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

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 September 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. Final preparation for our Fall Retailer Advisory Board meetings which will take place in September and October. Preparation includes retailer sign up and tracking of retailer registration, completion of the presentation, final logistics confirmations with Scientific Games and our off-site meeting locations, meeting collateral and promotional items prepped and organized and sales staff scheduled to attend each meeting.
3. Completion of delivery and distribution of promotional items and instant tickets to M&T Bank Stadium as well as prepping of self-service terminals for selling at the two Baltimore Ravens pre-season games held on 8/15 and 8/28.
4. Continued implementation of the Digital Menu Board program expansion initiative. August content was developed, approved and uploaded/distributed by the digital menu board team. Initial discussions and development of September content began. We have received our next shipment of digital menu boards and will prepare them for distribution in September.

ii. Upcoming tasks for this period:

1. Distribution of our recently received Digital Menu Boards as part of the expansion of our program. Work with our field sales team and retailer partners to get them installed and operational in locales.
2. Execution of our first two Fall Retailer Advisory Board meetings located in Aberdeen and Frederick.
3. Final preparation and execution of support functions for selling at the first Baltimore Ravens regular season home game of the 2026 season to be held on 9/20.

e) Corporate Sales

i. Key accomplishments last period:

1. Fiscal YoY Performance (as of 8/31/26):
 - a. FY27 - \$144,329,954
 - b. FY26 - \$145,728,657
 - Down 1%
2. The Corporate Sales team continues to partner with current retail chain leadership to maximize sales opportunities, while continuing the search for new, strong corporate retail partners.

ii. Upcoming tasks for this period:

1. The Corporate Sales team will work to implement new goals regarding newly launched games to help drive early sales of those new games.

f) Sales Force Automation

i. Key accomplishments last period:

1. Gem Office:
 - a. Twelve percent of our XCAP network has submitted their renewal applications.
 - b. Retailer training for the XCAP renewal module has been distributed to network to encourage application submission.
2. Grey Machines: Agent Administration now has two full time compliance staff members who are assisting in the identification of locations with unauthorized grey machines. In the month of August, 30 locations have been identified.
3. GOV Delivery:
 - a. Monthly messages are successfully being sent to retailers.

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

- b. Training Manager is preparing for a new Regional Manager to be hired in September.

2. **Product Development**

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

i. **Key accomplishments last period:**

1. August Scratch-Off Launch (8/21/26)
 - \$1 – *Loose Change*[®]
 - \$5 – *The Price is Right*[™]
 - \$10 – *High Voltage*
 - \$10 – *\$100,000 Crossword 10th Edition*
2. *Ravens* Second-Chance Promotion: The first drawing was held 7/30/26, 392,912 entries were received. The second drawing was held 8/24/26, 1,448,022 entries were received.
3. *The Price is Right*[™] Second-Chance Promotion: On 8/21/2026 players began entering their non-winning *The Price is Right*[™] scratch-offs into My Lottery Rewards for a chance to win a trip for two (2) to Los Angeles, California, to participate in the GAME SHOW EXPERIENCE event with \$10,000,000 in cash up for grabs (6 trip winners total)! Entries are not cumulative.
4. Closed Games Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
647	\$20	\$1 Million Royale	47,761,540	36,967,433	\$10,794,107	6/1/2026
684	\$5	Money Money Money	19,713,165	14,199,393	\$5,513,772	6/1/2026
703	\$10	Money Rush	\$22,492,170	\$16,860,131	\$5,632,039	6/1/2026
728	\$5	MONOPOLY [™] X20	\$20,187,345	\$14,553,057	\$5,634,288	6/1/2026

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
720	\$5	Cash to Go	17,603,290	12,677,890	\$4,925,400	7/20/20226
724	\$30	MONOPOLY [™] X200	42,228,210	33,263,161	\$8,965,049	7/20/20226

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 on 9/21/26; as of 9/7/26, 499,934 entries were received.
3. *The Price is Right*[™] Second-Chance Promotion: The first drawing will be held 9/22/26; as of 9/7/26, 101,052 entries were received.

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

i. **Key Accomplishments last period:**

1. *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.

2. *Pick 3/4/5 & CASH POP Cash Heatwave Promotion* [8/3/26 - 8/31/26]: Players who entered Pick 3, Pick 4, Pick 5 and/or CASH POP tickets into My Lottery Rewards had the chance to win a cash prize. The highest recorded temperatures and cash prize amounts awarded for each of the drawings are as follows:
 - Drawing #1 8/11/26 = 93° (\$7,500 x 5)
 - Drawing #2 8/18/26 = 90° (\$7,500 x 5)
 - Drawing #3 8/25/26 = 92° (\$7,500 x 5)
 - Drawing #4 9/1/26 = 88° (\$5,000 x 5)
3. *State Fair Keno \$6 for \$5 Promotion* [8/24/26 – 9/13/26]: For three weeks, any player that makes a \$6 Keno purchase received a \$1 discount. The maximum discount received was \$5 on any ticket valued at \$30 or more.
4. *State Fair Racetrax \$6 for \$5 Promotion* [8/24/26 – 9/13/26]: For three weeks, any player that makes a \$6 Racetrax purchase will receive a \$1 discount. The maximum discount received was \$5 on any ticket valued at \$30 or more.
5. *Summer Send-Off Promotion* [8/31 – 9/6/26]: For one week, to mark the end of the summer season, players had the opportunity to receive 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.
6. *Powerball Xs & Os*: Powerball Xs & Os went on sale 9/8/26. This new draw-based lottery game features a rolling top prize starting at \$1,000,000 with a weekly drawing on Sunday at 10PM EST. The game is an 8 of 32 matrix, utilizing individual NFL team logos to comprise the 32-symbol universe; players will select eight team logos to be compared to the winning logos selected during the drawing. Winning and non-winning Xs & Os tickets may be entered into powerballofficial.com for chances to win exclusive NFL themed promotional prizes.

ii. Upcoming tasks for this period:

1. *Powerball Xs & Os*: Powerball Xs & Os – a National mobile app is scheduled to launch in October to provide a mobile entry option for the promotional prize program.
2. *Hall-O-WIN* [10/1/26 – 10/29/26]: Starting October 1st, players may enter \$1 worth of Pick 3, Pick 4 or Pick 5 tickets purchased during the promotional period into My Lottery Rewards for a chance to win cash prizes of either \$5,000 or \$10,000. Additionally, with the purchase of any Pick game, players could win a free \$2 Cobweb Cash FAST PLAY ticket on an Nth ticket basis. Drawing will take place on 10/30/26.
3. *Millionaire Raffle*: Tickets are on sale 11/2/26 thru 01/03/27 or until all tickets are sold (300,000 total), whichever comes first. Tickets cost \$20 and will feature over 2,000 winners, including 8 Early Bird Drawings of \$10,000 (Early Bird winners will still be eligible for the final drawing) and two \$1 Million Top Prizes in the final drawing.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. August FAST PLAY Launch (8/3/26):
 - \$2 – Cobweb Cash (Re-launch)
2. September FAST PLAY Launch (9/7/26):

- \$3 – *Loteria (P)*
 - \$5 – *Cash Cleanup*
 - \$30 – *Win \$100, \$300 or \$600*
3. *Home Run Riches Walk-Off Winnings' Contestant of the Game Second-Chance Promotion*: The final drawing of the season was held on 8/25/26, 58,590 entries were received.
4. Closed Games Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
079	\$5	Game of Life	\$5,695,990	\$3,960,595	\$1,735,395	7/5/2026
087	\$3	\$200 Super Cash Blowout	\$1,854,344	\$907,248	\$947,096	7/5/2026
094	\$2	Willy Wonka & The Chocolate Factory	\$2,683,290	\$2,041,080	\$642,210	7/5/2026

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

1. *FAST PLAY Fridays* [10/2, 10/9, 10/16, 10/23, and 10/30]: Every Friday during the month of October players who purchase any \$5 FAST PLAY game could receive free \$1, \$2, \$3, \$10, \$20 or \$30 FAST PLAY tickets. Tickets will be awarded on an Nth ticket basis.

3. Creative Services

a) Traditional Advertising

1. *The Price is Right Scratch-Off* media plan began on August 24 and will conclude on October 18. Production of all creative materials is complete.
2. The *Powerball X's and O's* media plan begins on September 7 and is flighted to run through January 10. All creative materials and point-of-sale have been finalized and produced.
3. The *Millionaire Raffle* media plan will begin on November 2 and continue through January 3. The media plan includes video and audio units as well as digital and out-of-home media. The point-of-sale has been approved as well as the creative direction for the television spot, radio spots, out-of-home, and digital units.
4. Planning for the launch of the *Holiday Scratch-Offs* is in process. The media plan and the creative direction will be finalized the week of September 7. The printed point-of-sale has been approved and released to the printer.
5. The Lottery to plan for the second-half of FY27- identifying campaign priorities and assigning budgets by campaign. The first campaign earmarked for 2027 is for the *Old Bay Bucks Scratch-Off*.

b) Web, Digital and Social

1. Promoted Powerball Xs & Os, Problem Gambling Education Month, The Price is Right Scratch-Offs and second-chance promotion, Ravens Scratch-Offs and second-chance promotion, as well as various winners and events through social media and the website.
2. Held giveaways on Facebook to award Maryland State Fair and Puppy Yoga tickets to Maryland Lottery followers.
3. Continued 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 August, *MLR* had 51,939 active users, averaging 7,149 per day. The program has 528,187 registered players with 16,954 having signed up in August 2026.
2. These players entered a total of 7.06M tickets in August with 73.2% of those tickets being draw games and 26.8% being non-winning scratch-offs.
3. In August, *MLR* issued 36.6K coupons and saw a 72% redemption rate for the month. The overall coupon redemption rate remains steady at 66%.
4. The *MLR* Mobile App had 151,076 active users in August. Active users were split 65.7% on iOS and 34.3% on Android, respectively.
5. In August, the Lottery awarded 64 second-chance winners and 47 Points for Drawings winners through the *MLR* platform.