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

DATE: October 22, 2026

SUBJECT: Report for the October 2026 Commission Meeting

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

1. Sales

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

		Draw	Monitor	Fast Play	Instant	Combined
STATE	2026	$68,579,158	$53,112,699	$8,230,425	$79,653,483	$209,575,765
	2025	$90,890,244	$49,823,591	$6,704,541	$85,080,717	$232,499,093
	Difference	($22,311,086)	$3,289,107	$1,525,884	($5,427,234)	($22,923,329)
	%YoY +/-	-24.5%	6.6%	22.8%	-6.4%	-9.9%
INDEPENDENT	2026	$48,244,996	$44,008,698	$51,519,950	$47,790,299	$143,773,552
	2025	$59,479,250	$41,523,084	$54,710,305	$51,535,535	$155,712,639
	Difference	($11,234,255)	$2,485,522	($3,190,355)	($3,745,236)	($11,939,088)
	%YoY +/-	-18.9%	6.0%	-5.8%	-7.3%	-7.7%
	% of State Sales	70.3%	82.9%	58.6%	60.0%	68.6%
CORPORATE	2026	$20,334,163	$9,104,093	$36,363,958	$31,863,184	$65,802,213
	2025	$31,410,994	$8,300,507	$37,074,953	$33,545,182	$76,786,454
	Difference	($11,076,832)	$803,586	($710,995)	($1,681,998)	($10,984,241)
	%YoY +/-	-35.3%	9.7%	-1.9%	-5.0%	-14.3%
	% of State Sales	29.7%	17.1%	41.4%	40.0%	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. <u>Key accomplishments last period:</u>

1. Sales Analysis: We have currently achieved 25% of the FY27 sales goal equating to $685,099,804 in total sales through 10/4/26. This is a 5.6% YoY decrease for the fiscal year to date.
2. The monthly sales meeting was conducted virtually on September 16, 2026.
   a. Four (4) scratch-offs were launched, featuring $5 (2), $10 and $30 price points.
3. The District Manager awarded the DM of the Month for the best new launch week numbers by region/territory (year-over-year) for September:
   - Cindy Limbert T-27

ii. <u>Upcoming tasks for this period</u>:

1. Execution of strategies and initiatives for the October instant ticket launch. The October launch will feature six (6) tickets at the $1, $2, $3, $5, $10 and $20 price points.
2. Continued monitoring and enforcement regarding the "gray" machine initiative.

b) Field Activities

i. <u>Key accomplishments last period:</u>

1. District Managers made 6,884 retailer communication contacts during the month of September, which includes store visits, phone calls and emails.
2. The Field Sales Team has assisted selling at The Ravenswalk for regular season games, September 20, 2026 and September 27, 2026
3. The Field Sales and Sales Management team joined Communications in the month of September to work the following non-selling events: Made in Maryland Fest, Trifecta Food Truck Festival and Harford County Wine Festival.
4. The Field Sales Team completed selling for our largest Sales/Communications Event, The Maryland State Fair. This event began on Thursday, August 27, 2026 and ended on Sunday, September 13, 2026.

ii. <u>Upcoming tasks for this period</u>:

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

c) Retail Recruitment

i. <u>Key accomplishments last period:</u>

1. Recruitment results: Four (4) independent applications were processed and locations installed in the months of September.

ii. <u>Upcoming tasks for this period</u>:

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. <u>Key accomplishments last period:</u>

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. Successful execution of our first two Retailer Advisory Board meetings took place in Aberdeen and Frederick. Both were well attended with over one hundred XCAP retailers fulfilling their mandatory attendance for the year.
3. Preparation and completion of communication strategies, retailer information sheets and point of sale for our upcoming Millionaire Raffle to be launched November 2, 2026.
4. Continued implementation of the Digital Menu Board program expansion initiative. September content was developed, approved and uploaded/distributed by the digital menu board team. Initial discussions and development of October content began. Initial distribution of additional units being added to the field started.

ii. <u>Upcoming tasks for this period</u>:

1. Continued distribution of 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 the three remaining Fall Retailer Advisory Board meetings located in College Park, Waldorf and Linthicum.

e) Corporate Sales

i. <u>Key accomplishments last period:</u>

1. Fiscal YoY Performance (as of 9/30/26):
    a. FY27 - $210,023,827
    b. FY26 - $222,515,111
        - Down 6%
2. Corporate Sales continues to facilitate and monitor the implementation of delegated tasks which help reduce out- of-stock rates within Corporate Chain locations. We will continue to revise best practices for optimal operational soundness, sales, and out-of-stock results.

ii. <u>Upcoming tasks for this period:</u>

1. Preparing to release holiday communications to retail chain partners to help drive positive holiday sales practices and ensure that the field teams are knowledgeable about Second-Chance opportunities and the Retailer Holiday Bonus Program.

f) <u>Sales Force Automation</u>

i. <u>Key accomplishments last period:</u>

1. Gem Office:
    a. Fifty percent of our XCAP network has submitted their renewal applications as of 10/5/26.
    b. Retailer training for the XCAP renewal module has been updated and distributed to network to encourage application submission.
2. Gem Retailer:
    a. An uptick in retailer requests for access to Gem Retailer has been seen in the month of September. District Managers now have training slides for the site and are encouraging their retailers to utilize the resources available.
3. Training:
    a. The Training Manager has onboarded the new Regional Manager successfully.

ii. <u>Upcoming tasks for this period:</u>

1. Continued monitoring, tracking and assisting retailers and sales staff with XCAP renewal applications and submissions. Renewal applications must be submitted by November 30, 2026.

2. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. October Scratch-Off Launch (10/16/26)
   - $1 – *Cozy Cash*
   - $2 – *Season's Greetings*
   - $3 – *Peppermint Payout*
   - $5 – *Holly-Day Cash*
   - $10 – *Winter Multiplier*
   - $20 – *Win $100, $200 or $500 4th Edition*
2. *Ravens* Second-Chance Promotion*:* The third drawing was held on 9/21/26, 2,438,302 entries were received. The fourth drawing was held on 10/19/26 and as 3,096,830 entries were received.
3. *The Price is Right™* Second-Chance Promotion: The first drawing was held 9/22/26 and 182,297 entries were received. The second drawing was held 10/20/26 and 252,891 entries were received.
3. *Holiday* Second-Chance Promotion (10/16/26): Over the course of 12 weeks, seven (7) instant tickets and three (3) FAST PLAY games are eligible to be entered in the second-chance promotion; a total of 55 winners will be selected. 12 weeks - four winners will receive $5,000, also in week 12 one separate winner will receive $10,000. Additionally, six participants will win a Dream Vacation package (valued at $30,000 per winner). Each winner will work with our travel concierge to build their dream vacation.
4. Closed Games Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
680	$20	*$500,000 Crossword 2nd Edition*	$23,775,640	$17,952,986	$5,822,654	8/24/2026
707	$5	*Ca$h Plu$*	$14,579,960	$10,497,571	$4,082,389	8/24/2026
722	$1	*MONOPOLY™ X5*	$3,784,766	$2,293,569	$1,491,198	8/24/2026
723	$10	*Mega Bucks*	$20,917,110	$15,679,466	$5,237,644	8/24/2026
727	$2	*MONOPOLY™ X10*	$6,089,758	$3,907,798	$2,181,960	8/24/2026
729	$10	*MONOPOLY™ X50*	$29,435,990	$22,059,332	$7,376,658	8/24/2026
730	$20	*MONOPOLY™ X100*	$30,839,320	$23,811,039	$7,028,281	8/24/2026

ii. Upcoming tasks for this period:

1. November Scratch-Off Launch (11/16/26):
   - $1 – *White Elephant*
1. *Ravens Second-Chance Promotion*: The fifth drawing is to be held on 11/16/26.
2. *The Price is Right™* Second-Chance Promotion: The third drawing is to be held on 11/17/26.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. *Hall-O-WIN* [10/1/26 – 10/29/26]: Beginning October 1st, players could 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, as of 10/11/26 580,128 entries were received.

ii. <u>Upcoming tasks for this period</u>:

1. *ThanksWINNING* [11/2/26 – 11/29/26]: Starting November 2nd, players on a Nth ticket basis could receive free awards just by playing their favorite terminal games. All terminal game purchases during the promotion could trigger one of the following 3 award tiers: free $1 Jingle Jangle FAST PLAY tickets, $1 Instant Win Coupons or $3 Instant Win Coupons.
2. *Millionaire Raffle:* Tickets go on sale 11/2/26 and remain on sale through 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.
3. *Friday the 13th Promotion* [11/13/26]: For one day only, players purchasing their favorite terminal games have the chance to win free instant win coupons! Eligible purchases could trigger on an Nth ticket basis the award of: $3, $5 or $13 instant win coupons. Coupons automatically print from the terminal immediately following the trigger purchase.

c) FAST PLAY Products and Promotions

i. <u>Key accomplishments last period:</u>

1. *FAST PLAY Fridays* [10/2, 10/9, 10/16, 10/23, and 10/30]: Every Friday during the month of October players who purchased 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.
2. Closed Games Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
032	$10	*Holiday Money Match*	$3,302,650	$2,427,712	$874,938	8/30/2026
052	$5	*Snowflake Cash*	$3,386,325	$2,334,811	$1,051,514	8/30/2026
083	$1	*Reindeer Riches*	$573,679	$337,318	$236,361	8/30/2026

ii. <u>Upcoming tasks for this period</u>:

1. November FAST PLAY Launch (11/2/26):
   - $1 – *Jingle Jangle*
   - $5 – *Merry Money Multiplier*
   - $10 – *Holiday Countdown*

3. Creative Services

a) Traditional Advertising

1. The *Powerball X's & O's* advertising plan is in flight and will continue running through January 10. The Lottery is continuing to identify new opportunities to promote the game through our existing sponsorship assets. Additionally, the Lottery will promote big winners from Maryland as they are announced.

2. The *Millionaire Raffle* creative campaign has been approved and production is moving forward. All creative materials will be complete in time for the November 2nd launch. Media Works is executing the media plan which will begin at game launch and continue through January 3rd. The media plan includes video and audio units, as well as digital and out-of-home media. The point-of-sale is in production along with the Retailer Information Sheet.
3. The *Holiday Scratch-Offs* media plan has been approved along with the creative campaign. The advertising campaign will consist of two phases. Phase 1 will focus on the launch of the scratch-offs and the second-chance promotion. Phase 2 will continue to promote the second-chance promotion while also introducing the "gift giving" message. Media is scheduled to run from November 2 through December 24. All creative is moving forward in production. The point-of-sale has been printed and distributed.
4. The Lottery began planning for the launch of the *Old Bay Bucks Scratch-Off*. We will select the creative campaign in the coming weeks and also review the media plan recommendation. The media will begin after the holidays in early to mid-January.
5. The Lottery is working with its advertising agencies to determine advertising priorities for the January – June time period.

b) Web, Digital and Social

1. Promoted *Holiday Scratch-Offs* and the *Dream Vacation second-chance promotion*, *Powerball Xs & Os*, *Ravens Scratch-Offs* and *second-chance promotion*, *Hall-o-WIN*, *FAST PLAY Fridays* promotion, the *Powerball* jackpot, as well as various winners and events through social media and the website
2. Utilized local social media influencers to create unique and engaging content for our *Ravens Scratch-Off* campaign.
3. Developed social and digital media plans for the *Millionaire Raffle* game and the *Old Bay Bucks Scratch-Off* and *second chance promotion.*

c) My Lottery Rewards

1. In September, *MLR* had 47,446 active users, averaging 6,680 per day. The program currently has 537,832 registered players, with 10,941 joining this month. New registrations continue to be elevated due to the scratch-off ticket checking function only be available to registered *MLR* members
2. *MLR* members entered a total of 6.75M tickets in September, with 70% of those being draw games and 30% being non-winning scratch-offs.
3. The most entered draw game for September was *Pick 4* with 1.27M entries from 12K players. The *$5 Price is Right Scratch-Off* was the most entered scratch-off ticket with 155K entries from 17K players.
4. The *MLR* mobile app had 128,758 active users in September. Active users were split 65.5% on iOS and 34.5% on Android.
5. In September, the Lottery awarded 24 second-chance winners and 47 Points for Drawings winners through the MLR platform. Approximately 50% of monthly active users entered second-chance promotions during the month.