

*Maryland Lottery and Gaming Control Commission*

**STAFF AGENDA MEMORANDUM**

**DATE OF MEETING:** April 21, 2014

**AGENDA ITEM:** Authorization for Maryland participation in Monopoly Millionaires' Club national game

**PRESENTER:** Stephen Martino

**ISSUE SUMMARY:** In October 2014, the Multi-State Lottery Association (MUSL) will launch a new national game, Monopoly Millionaires' Club. It will contain a weekly drawing, likely on Saturday nights, along with a game show to be launched sometime in early 2015. Key aspects of the game are that it will cap the jackpot at \$50 million and move any additional funds generated in subsequent rolls to second tier prizes of \$1 million, creating the opportunity for numerous million dollar winners. The game show will help increase awareness of the game and improve its marketability. The matrix is projected to be 5 of 52 and 1 of 28 (reflected by Monopoly properties) with overall odds of 1 in 10.

Attached is a summary of the game, its tie-in with the Monopoly brand and the game show. Staff will continue to research the potential for cannibalization of our existing jackpot games, but the effect is likely to be minimal given their different positioning in the market. The price point will be \$5 per ticket.

MUSL is seeking acknowledgement of participation as soon as possible so game design (population dependent) can be finalized along with game rules. This authorization would allow Maryland to confirm its participation, subject to approval by the Legislative Policy Committee.

**COMMISSION ACTION REQUIRED/REQUESTED:** Discussion, consideration and possible action.

**STAFF RECOMMENDATIONS:** Staff recommends approval.