



retailer report

Maryland State Lottery, 1800 Washington Boulevard, Suite 330, Baltimore, Maryland 21230

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Walther Liquors Sells Winning *Mega Millions* Ticket *Store Basks in the Media Hype Surrounding Win*

IN BRIEF

[Maryland Million Page 2](#)

[\\$25 Million Frenzy Page 2](#)

[Holiday Scratch-Offs Page 3](#)

[Multi-Match Sales Page 4](#)

[Pick 3 Bonus Match-Up Page 5](#)

[Selling Your Business or Obtaining a Lottery License Page 5](#)

[Recent Lottery Winners Page 6](#)

Baltimore County-based Lottery retailer Walther Liquors recently took center stage after selling one of the four winning *Mega Millions* tickets for the August 31 drawing. The winning ticket was sold to Ellwood “Bunky” Bartlett of Dundalk.

The winning ticket was for the game’s \$330 million jackpot – the second largest jackpot in the game’s history. As a result of selling the winning ticket, which was a quick pick, store owners Christina and John Ebmeier received a \$25,000 bonus. “It’s always exciting when one of our retailers sells a winning ticket for such a huge jackpot,” said Lottery Director Buddy Roogow. “Along with the winner, the store gets to bask in the spotlight, which ultimately leads to increased



The winning *Mega Millions* ticket was purchased at Walther Liquors. Store owner Christina Ebmeier poses with Bunky and Buddy as she is presented with a commission check.

foot traffic to their location.” Located in the Walther Shopping Center in Nottingham, Walther Liquors has been a Lottery retailer since October 1998. The three other winning tickets for the \$330 million jackpot were sold in New Jersey, Virginia and Texas.

Set for Life Scratch-Off Features Chance to Win \$1,000 a Week for 20 Years

Don’t forget to remind players to purchase their *Set for Life* scratch-off tickets. The new \$5 ticket, which debuted exclusively at the Maryland State Fair before launching statewide on September 10, features a variety of instant prizes and a top prize of \$1,000 a week for 20 years.



Aside from the three instant top prizes, the ticket also includes a collectible component. Players who collect the letters L-I-F-E can mail the letters in to the Lottery to enter a Top Prize Drawing for a fourth top prize.

The ticket is similar to the *Win for Life* scratch-off, which launched in 1993, and the *Cash for Life* scratch-off, which launched in 1997. *Win for Life* offered a top prize of \$1,000 a month for life while *Cash for Life* paid a top prize of \$1,000 a week for life. *Set for Life* sold over \$1 million worth of tickets in its first week of sales, the largest one-week sales ever for a Maryland Lottery \$5 scratch-off ticket.

Maryland Lottery Partners with State's Horseracing Industry for Maryland Million Event

The Maryland Lottery participated in the Maryland Million event on October 13 at the Laurel Park Racetrack. Players brought non-winning *Maryland Million* tickets to the event for free admission and entered them into a second-chance drawing for \$10,000, \$5,000 and \$2,500. The winners of the second-chance drawing were George Miller who won \$10,000; Juan Gutierrez who won \$5,000; and Sylvia Johnson who won \$2,500.

“We know from past experience that when we partner with the State’s horseracing industry, it’s a win-win for everyone,” said Lottery Director Buddy Roogow. “This type of ticket sells very well with our retailers and it increases awareness of both the Lottery and horseracing in Maryland.”

Maryland Million



George Miller
of Silver Spring
Won \$10,000



Juan Gutierrez
of Laurel
Won \$5,000



Sylvia Johnson
of District Heights
Won \$2,500

Although the Maryland Million event is over, players can still purchase \$2 *Maryland Million* scratch-off tickets and try to win one of the many prizes remaining on the ticket.

\$25 Million Frenzy Second-Chance Contest Nets \$2 Million Winner

Thank you to all our retailers who continue to push ticket sales of the \$25 Million Frenzy scratch-off. Although the second-chance contest has ended, there are still many instant prizes on the ticket -- including a \$1 million top prize!



Frenzy finalists (front row, left to right) Susan Taylor and Bob Lanasa, and (back row, left to right) Avtar Singh, Bill Gehring, and grand-prize winner José Mejia at the Maryland State Fair.

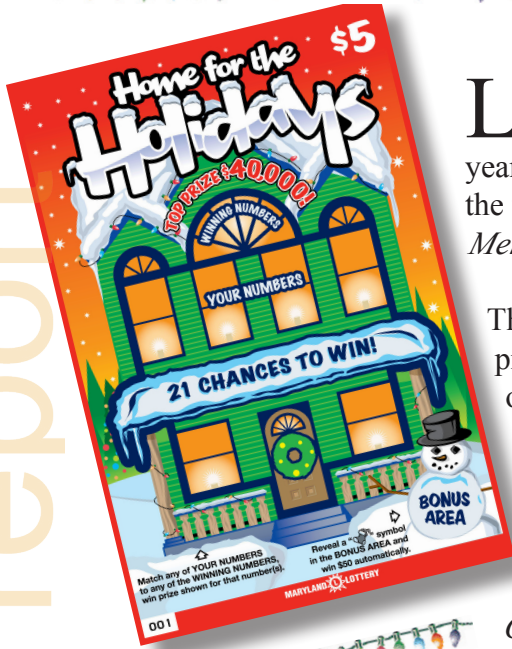
We wrapped up the contest at the Maryland State Fair with José Mejia of Silver Spring walking away with the \$2 million top prize.

The grand-prize event, which was attended by a crowd of Lottery players, friends and family members of the contestants, consisted of four rounds of play. One finalist was eliminated during each of the first three rounds, leaving two people vying for the \$2 million top prize. Susan Turner of Taneytown won \$2,500; Bob Lanasa of Chester won \$5,000; and Avtar Singh of Baltimore won \$10,000. Bill Gehring of Baltimore walked away with the runner-up prize of \$20,000.

Mejia chose the cash option, giving him nearly \$1.2 million before taxes. He plans to use his winnings to take a vacation and to help family and friends.

New Holiday Scratch-Offs Debut Statewide

report
retailer



Lottery scratch-off tickets make the perfect holiday gift. This year's holiday-themed tickets include the first-ever \$20 holiday scratch-off *Merry Millions!*

The new \$20 ticket features a top prize of \$1 million and joins five other holiday-themed scratch-offs ranging in price from \$1 to \$10. Other tickets available this year are *Stocking Stuffer* with a top prize of \$10,000; *Holiday Cheer* with a top prize of \$1,000; *Jack Frost* with a top prize of \$50,000; and *Polar Bear Bucks* with a top prize of \$1,000.



“Holiday-themed scratch-offs are a great way for retailers to drive sales during the holiday season,” said Lottery Instant Ticket Manager Gary Smith. “These are fun and unique gift ideas and stocking stuffers and we’re excited to debut the first-ever \$20 holiday scratch-off.”



Drive *Multi-Match* Sales Through Player Incentives

Over 25,000 Winners Per Drawing

Looking for ways to drive sales of *Multi-Match*?

Why not give players an extra chance to win by offering a free scratch-off to turn them on to the game? Players who purchase a multi-draw *Multi-Match* ticket can get an extra chance to win with the \$1 scratch-off provided by you. They will jump at the chance to get this bonus. The ticket you are giving away may be the lucky one.

Remind players that the odds of winning the game are better than any other online jackpot game.

By allowing players to match by line or combine for a multi-line match, the game

Dorothy Weinstein of Clinton bought three *Multi-Match* tickets and won \$600,000 on one of them. She purchased her winning ticket from the Friendly Food Store in Stevensville.

provides more ways to win. The overall odds of winning anything are one in eight.

The chances of purchasing a jackpot winning ticket are just over one in 2 million, more than 87 times better than the multi-state *Mega Millions* game. Since *Multi-Match* debuted in February 2006, there have been 15 jackpot wins for a total of \$17 million in jackpot prizes. The jackpot has grown to more than \$1 million eight times.



Yet, even with all of these wins, *Multi-Match* has had abnormally high unclaimed prizes when compared to other Maryland Lottery games.

Tell your players to check their tickets and show them how to play and win. They might have a winning ticket and not even know it.

Check Us Out at This Fall's Most Exciting Events



To promote the latest products and initiatives, the Maryland Lottery wrapped up the summer by maintaining a huge presence at a variety of events across the State, including the Maryland State Fair. Be sure to check out the Lottery at the following upcoming events:

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| Nov. 8 | Maryland's Top 100 Minority Business Enterprise Awards | Adelphi |
| Nov. 11 | Ravens Promotion | Baltimore |
| Nov. 13 | Lottery Party at Robbies Bar | Sparrows Point |
| Nov. 15 | Lottery Party at Buffalo Wings & Beer | Rockville |
| Nov. 20 | Lottery Party at Goldberg's Liquors | Brooklyn Park |

Time Is Running Out To Get In On The *Pick 3 Bonus Match-Up* Now through November 18

PICK 3 BONUS MATCH-UP

Give your players the chance to win big with the *Pick 3 Bonus Match-Up* promotion, going on now through November 18. Players who purchase a \$1 or more *Pick 3* ticket will have the chance to receive an 8-digit bonus coupon. Players who match the last two digits from that coupon to the last two numbers from that evening's *Pick 3* drawing will instantly win \$250! But tell them to hold on to their tickets. Because all non-winning coupon numbers

are automatically entered into a Grand Prize Drawing for one of three great prizes: \$10,000, \$25,000 and a whopping \$50,000. With only weeks to go until the promotion ends, you'll want to tell your players to hurry up and get in on the action.

Grand Prize drawing to be held on November 19. Check mdlottery.com for details or ask your Lottery sales rep. for more information.

Procedure for Selling Your Business or Obtaining a Lottery License

If you are a licensed Lottery agent and you intend on selling your business, or you plan to purchase a business that is a current Lottery retail location, please consider the following:



A Lottery license is non-transferable and becomes void upon the sale of a business by the owner.



Any change of ownership of a business must be immediately reported to the Lottery.



New owners who would like to become Lottery agents must apply for an agent license.



A new owner's application must meet all requirements to become a licensed Lottery agent.



The Lottery's approving or denying of the new owner's application will be provided in writing and shall state the reasons for the decision.



If a licensed agent fails to report a change of ownership to the Lottery and allows the new owner to operate the Lottery without a Lottery license, the licensed owner will be held financially responsible for all amounts to the Lottery.

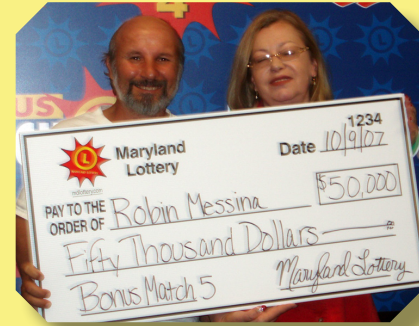
If you have any questions on selling your business or obtaining a Lottery license, please call the Lottery's Sales Division at 410-230-8911.

RECENT LOTTERY WINNERS



Johnson's Highland Inn at 4117 Annapolis Road in Baltimore sold a winning \$22,521 *Keno* ticket to Franklin Machen of Ferndale. He plans to use his winnings to pay off his car, purchase Christmas presents and save the rest for financial emergencies.

American News at 7839 Eastpoint Mall in Baltimore sold a winning \$50,000 *Bonus Match 5* ticket to Robin Messina of Gardenville. She is referred to as the "Cookie Lady" because she works as the manager of The Great Cookie at Eastpoint Mall. The Cookie Lady plans to use her winnings to fix up her house and help her mother-in-law remodel her home.



Royal Farms at 7701 German Hill Road in Baltimore sold a winning \$25,000 *Blackout Bingo* scratch-off ticket to Carol March of Dundalk. She purchased the ticket after dropping off her daughter at work and getting coffee and doughnuts. The 48-year-old medical transcriptionist will use her winnings for home improvements to her childhood home.



Main Street Liquors at 907 S. Main St. in Hampstead sold a winning \$50,000 *Bonus Match 5* ticket to Raymond Broadman of Hampstead. The former racetrack worker regularly plays *Bonus Match 5*. When he plays, he always selects the numbers 13, 17, and 24. He will use his winnings to help care for his 84-year-old mother and to purchase a car.



Starting Gate Liquors at 3470 Ft. Meade Road in Laurel sold a winning \$50,000 *Riverboat Riches* scratch-off ticket to John Howell of Laurel. When the 42-year-old purchased the ticket, he had a lucky feeling he was going to win. The feeling came to fruition when he scratched the ticket and discovered he won the game's top prize. The lucky winner plans to invest and save his winnings.

