

Welcome to the December *Sales Force* newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Tyler at amber.tyler@arkansas.gov.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Here's hoping the holiday season is good to your business! Many times you've heard me say the success of the Arkansas Scholarship Lottery -- and the number of students we've been able to help -- wouldn't happen without you, the lottery retailer. This holiday season, we're going to show our thanks to you in a very tangible way.

As a way of thanking you, we're pleased to announce that, beginning November 8th, all lottery retailers will take an additional 5 percent commission on every Arkansas Million Dollar Raffle ticket sold. Or, in other words, retailers can keep one dollar for every raffle ticket they sell. And there'll be no additional paperwork for you! Look inside this issue of *Sales Force* for more information on the bonus commission for the raffle game -- or ask your MSR for details on this exciting promotion.

As the seasons change, and we at the lottery reflect on our first full year of operation, we are overwhelmed to consider the impact the Arkansas Challenge Scholarships, funded in part by the Arkansas Scholarship Lottery, are having on the state. So again, please accept our thanks to you, the lottery retailer, for being our partners in this historic transformation.

This December issue of *Sales Force* has the information you need to keep you up to date on what is happening in the world of the Arkansas Scholarship Lottery. Inside, we have news on lottery winners, changes in Arkansas Scholarship Lottery games and much more.

Happy Holidays!

Sincerely,

Ernie Passailaigue | Director

**IT'S TIME TO GO
CUCKOO**

FOR BONUS COMMISSION

selling
**ARKANSAS
MILLION DOLLAR
RAFFLE**

ASK YOUR MSR FOR DETAILS

NEW GAMES!

ENCOURAGE YOUR CUSTOMERS TO TRY OUT FUN NEW DECEMBER INSTANT GAMES:

\$1 Cool 7's

Win up to \$1,777
Overall Odds: 1 in 4.58
Top Prize Odds: 1 in 360,000

\$2 White Ice 8's

Win up to \$20,000
Overall Odds: 1 in 4.01
Top Prize Odds: 1 in 450,000

\$3 Crossword

Win up to \$50,000
Overall Odds: 1 in 3.52
Top Prize Odds: 1 in 480,000

\$5 Big Money

Win up to \$100,000
Overall Odds: 1 in 3.07
Top Prize Odds: 1 in 520,000

MORE NEWS

MONOPOLY™ PROMOTION PASSES GO

ASL players who enter non-winning MONOPOLY™ tickets have the chance to play a MONOPOLY™ game, which will reveal how many entries their ticket earned into the next drawing for MONOPOLY™ prize packs. **Details are at myarkansaslottery.com.**

THE CLUB GETS RENOVATIONS

The Club homepage has undergone a major transformation. The new and improved Club pages will include FUNPLAY games (These are casual games that are played just for fun, including solitaire), a just-for-fun number generator, improved member polls, improved access to promotion draw dates and winners, and the ability to sign up for winning number emails. Just visit the ASL website and click on The Club.

BONUS COMMISSION ON RAFFLE SET

The Arkansas Scholarship Lottery has announced a bonus commission for lottery retailers regarding the Arkansas Million Dollar Raffle. Beginning Nov. 8, the ASL is offering an additional 5 percent commission for retailers on ticket sales of the Arkansas Million Dollar Raffle. The 5 percent raffle commission bonus will be added automatically, so retailers won't have to fill out any additional paperwork or invoices to get the extra 5 percent. Lottery retailers will take an additional 5 percent commission on every Arkansas Million Dollar Raffle ticket sold beginning November 8th – or, in other words, retailers can keep one dollar for each ticket sold.

DOUBLE POINTS GAME FOR DECEMBER SET

Ready for more double Points for Prizes™? The double points game for the month of December is \$2 Wild 10's. There's generally a different Arkansas Scholarship Lottery game with double Point for Prizes™ each month, so make sure and have that game available for players. Remind lottery players to check out the prizes available through Points for Prizes™.

Visit myarkansaslottery.com for more information.

BIRTHDAY GIFTS KEEP COMING

In honor of the ASL's first birthday, players can receive a one-time gift of 500 Points for Prizes™ points. A player must enter an eligible non-winning ticket into his or her account by December 31, 2010, to get the points. New players who create an account during the promotion period are also eligible for the points, so it's a great time to join.

TIC-TAC-TOE GAMES COULD= HOLIDAY SHOPPING SPREE

There's another holiday gift for ASL players who Play It Again™ -- those who enter non-winning holiday instant tickets (only \$1 Secret Santa, \$2 Holiday Money, \$3 Winter Wishes, and \$10 Jingle Jumbo Bucks apply) will get to play a holiday-themed tic-tac-toe game. The game will reveal how many entries the player receives into the next drawing for gift cards -- or 25,000-point Points for Prizes™ store shopping sprees. There will be two drawings, one in early December and one in early January.

NEW WINNERS!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

Willie Weaver of Pine Bluff won \$18,000 playing Money Madness. His ticket was purchased at Shell Food Mart 5 in Pine Bluff, AR 71603.

Ricardo Martinez-Vega of Pharr, TX, won \$40,000 playing Mega Millions®. His ticket was purchased at Moms Grocery Mabelvale, AR 72103.

Randy Worlow of Henderson won \$200,022 playing Powerball®. His ticket was purchased at Holiday Hills Grocery in Elizabeth, AR 72531.

Elizabeth Prow of Sulphur Springs won \$18,000 playing Money Madness. Her ticket was purchased at Braich Arrow Express in Springdale, AR 72762.

Mark Ellington of Paragould won \$20,000 playing Cool Cash. His ticket was purchased at Dodge's Store #622 in Paragould, AR 72450.

Katherine Creasey of Mountain View won \$250,000 playing Mega Millions®. Her ticket was purchased at Jordan's Kwik Stop 19 in Wynne, AR 72396.

Jerry Jeffers of Charleston won \$20,000 playing Cool Cash. His ticket was purchased at The Bear Tree Gift Shop & Tanning in Charleston, AR 72933.

Johnna Redman of Piggott won \$20,000 playing Lucky Wheel. Her ticket was purchased at Country Mart in Piggott, AR 72454.

Brittany Harrelson of Fayetteville won \$1,000 playing Cool Cash. Her ticket was purchased at Kum & Go in Springdale, AR 72764.



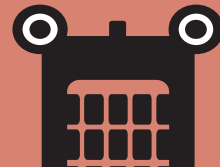
GAME OVER

The days are numbered for these ASL games:

The last day to redeem is also the final Play It Again™ entry deadline for that game.

Last day to redeem: 12/13/2010

- High Stakes
- Beat the Dealer



Last day to redeem: 1/10/2011



- Jumbo Bucks
- Money Mania

Last day to redeem: 2/22/2011

- Money Bags
- Arkansas Crossword
- Blackjack



Last day to sell: 1/18/2011

Last day to redeem: 4/18/2011

- Catfish & Hushpuppies
- Cash to Go!
- World Poker Tour®
- Cash on the Spot
- Quick 6's

NOTE: \$2 Jumbo Bucks (AR-003) has been replaced with \$2 Classic Jumbo Bucks (AR-056). The tickets are similar-looking, so be sure to order and sell the Classic Jumbo Bucks version this month.



location:

The Pit Stop, 311 S. 1st St., Stephens (Ouachita County).

open since:

The 1970s; the Langstons have owned it since 1999.

ASL retailer since:

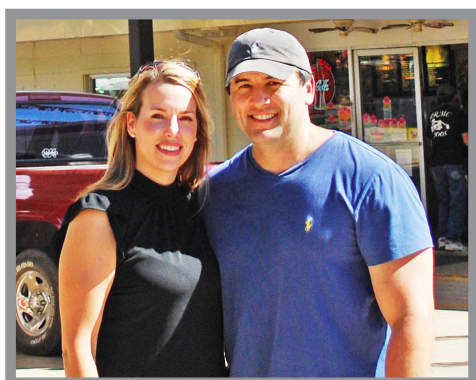
"Day one."

favorite thing about the lottery:

"It's brought in extra traffic – new faces in our small town. It's created new business we didn't expect," owner Jason Langston says. "When the lottery started, we saw these faces we hadn't seen before. Stephens is a small town, and we thought we knew everybody in town already! We were amazed we got new traffic in the store."

store specialty:

"The Pit Stop's specialty is its hamburgers," Langston says. "And what makes them special is TLC."



(OWNERS: JASON & CINDY LANGSTON)



(ASL PROMOTION AT THE PIT STOP)



(THE BIG INTERVIEW)