

Welcome to the March 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.



APRIL 7

THE ARKANSAS MILLION DOLLAR RAFFLE DRAWING IS SCHEDULED TO OCCUR ON THURSDAY, APRIL 7. THE LAST DAY TO PURCHASE YOUR TICKETS IS WEDNESDAY, APRIL 6.

**ARKANSAS
MILLION DOLLAR
RAFFLE**

TOP PRIZE ODDS ARE 1 IN 250,000.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

How are things for your business this March? Here at the Arkansas Scholarship Lottery, we are excited about the upcoming draw for the Arkansas Million Dollar Raffle! Like us, you've probably been fielding plenty of questions from players over the past few months concerning when the drawing for the Arkansas Million Dollar Raffle game will be held. The drawing is scheduled to occur on April 7 and the results will be posted at myarkansaslottery.com. Players may buy their raffle tickets up through April 6th – we hope you are experiencing Million Dollar Raffle fever all over again! Who knows? Maybe a player from your store will be one of our two million-dollar winners!

Inside this March issue of our *Sales Force* newsletter, there are updates on new Arkansas Scholarship Lottery games, news on our latest ASL winners and lots more. As always, thanks for the part you play in helping deserving Arkansas students get scholarships for higher education. Here's hoping for the luck of the Irish for you and your business this spring!

Sincerely,
Ernie Passailaigue | Director

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.

Alyssa King of Marianna, AR won \$100,000 playing \$100,000 Taxes Paid. Her ticket was purchased at Majestic Liquor in Marianna, AR 72360.

Gregory Coleman of Stuttgart, AR won \$100,000 playing \$5 King's Ransom. His ticket was purchased at G & B Liquor in Stuttgart, AR 72160.

Rocky Williams of Fayetteville, AR won \$100,000 playing \$5 5 Card Draw. His ticket was purchased at Flash Market 377 in Fayetteville, AR 72701.

NEW GAMES!

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

\$1 Gimme 5!

Win up to \$555.

Overall Odds: 1 in 4.58

Top Prize Odds: 1 in 120,000

\$2 Happy-go-Lucky

Win up to \$20,000.

Overall Odds: 1 in 4.36

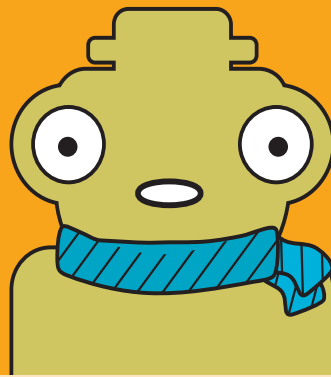
Top Prize Odds: 1 in 480,000

\$10 10X Cash

Win up to \$100,000.

Overall Odds: 1 in 2.90

Top Prize Odds: 1 in 450,000



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 sell: 3/29/2011

Last day to redeem: 6/27/2011

- \$20,000 Taxes Paid
- Fortune Cookie®
- \$250,000 Cash Club
- Find the 9's
- Spicy Hot 7's
- \$500 Winner
- The Color of Money
- Fabulous 4's

Last day to redeem: 4/18/2011

• Catfish & Hushpuppies

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

Last day to redeem: 5/23/2011

- \$100 Winner
- The Price Is Right®
- Hot 1's
- Fast Money

MARCH TO HAVE ASL PLAYERS SEEING QUADRUPLE!

Are you ready for an already bonnie bonus to go quadruple? Double Points for Prizes™ doubles again for Arkansas Scholarship Lottery players in March. The double – excuse us, quadruple point game for the month is \$1 Shamrock 4's! St. Patrick's Day, the luck o' the Irish, \$1 Shamrock 4's, quadruple points it all seems only appropriate, right?

Visit myarkansaslottery.com for more information.

M
A
R
C
HRETAILER
LIMELIGHT
CITGO
MART

location:

Citgo Mart, 14301 Arch Street, Little Rock (south Pulaski County).

open since:

Some sixty or 65 years ago along this historic stretch of Arch Street in the southern part of the capitol city, according to store manager Kim Lawhon. "This store is older than I am!" she laughs.

ASL retailer since:

"Since it began," Lawhon said.

favorite thing about the lottery:

"It's been fantastic. It's been a learning experience for all of us."

Favorite game for customers:

"They like a lot of the five-dollar games; King's Ransom, Betty Boop™," Lawhon said. "Anything that wins money!"

store specialty:

"Pizza, wings, lottery, Mountain Dew – we're just a mom and pop store that's open 24 hours a day," according to Lawhon.

