

Welcome to the November *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 Fiser at amber.fiser@arkansas.gov.



A Message From the Arkansas Scholarship Lottery:

We have an ASL retailer story to share concerning ticket theft -- and what you can do to stop it.

Raymond Brown, manager of Flash Market #194 in Fayetteville, maintains a tracking sheet of lottery transactions. He uses cash register reports and instant ticket tracking reports to reconcile transactions occurring the previous day compared to the number of tickets remaining. One morning, the count of \$20 tickets was off. After double-checking, he called the ASL Security Hotline to give them the missing game and pack numbers. It was discovered that some had been cashed in nearby at Country Lane Liquor (Prairie Grove) and Green Oak Center (Farmington). Steven McAlpin and Steve Sharma, respective store managers, were contacted. Thanks to the store managers, who provided security video and other evidence identifying the person cashing in the tickets, police arrested the alleged perpetrator.

Congratulations to Brown for keeping such good track of his inventory – and kudos to McAlpin and Sharma, who so readily cooperated with their fellow retailer, ASL Security and local police to quickly solve this. We think this is a textbook example of how retailers should react when faced with ticket theft. If you need help in ways to track and prevent theft of your ASL tickets, please contact your Marketing Sales Representative (MSR) – we have resources available to assist you in theft prevention at your location. Thanks for all you do for Arkansas education every day!



NEW GAMES!

NEWS FOR NOVEMBER

\$1 Sleigh Bills

Win up to \$1,000

Overall Odds: 1 in 4.19

Top Prize Odds: 1 in 480,000

\$2 A Christmas Story™

Win up to \$20,000

Overall Odds: 1 in 4.02

Top Prize Odds: 1 in 450,000

(TM & © Turner Entertainment Co.)

S11

\$5 Run for the Roses™

Win up to \$75,000

Overall Odds: 1 in 3.43

Top Prize Odds: 1 in 320,000

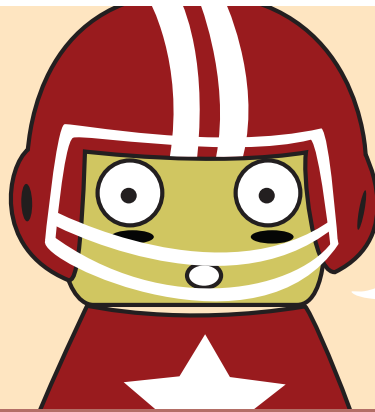
(Churchill Downs, Kentucky Derby and Run for the Roses are registered trademarks owned by Churchill Downs Incorporated and used with permission under license.)

\$10 Jingle Jackpot

Win up to \$200,000

Overall Odds: 1 in 2.80

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 REDEEM: 12/5/2011

- Harley-Davidson®
- Cool Cash
- Crossword
- Betty Boop™
- Shamrock 4's
- Hit \$100
- Gimme 5!

LAST DAY TO REDEEM: 12/19/2011

- Arkansas Limited
- Money Money Money
- Lady Bucks

LAST DAY TO REDEEM: 1/17/2012

- Junior Jumbo Bucks
- Giant Jumbo Bucks
- Lucky Wheel
- Money Roll
- King's Ransom
- Sevens/Elevens

LAST DAY TO SELL: 11/17/2011 LAST DAY TO REDEEM: 2/15/2012

- Money Madness
- All The Money
- 10K Payday
- Wild 10's
- Cash Money
- Right on the Money
- 10X Cash
- Fantastic 5's

GO FOR THE GOLD & DOUBLE YOUR POINTS FOR PRIZES™!

There's more double Points for Prizes™ for you this month from the Arkansas Scholarship Lottery! The double points game for November is \$2 Pure Gold.

NOV

Tobacco
Superstore

Pictured Above: Melanie Hebhaber, Store Manager

location:

Tobacco Superstore #64, 1512 Highway 67 South, Pocahontas (Randolph County).

open since:

"2003," store manager Melanie Hebhaber said at a recent Arkansas Scholarship Lottery retailer event.

ASL retailer since:

"Day one," Hebhaber said. "We actually opened early for it!"

favorite thing about the lottery:

"It really keeps us busy!" she said.

Favorite game for customers:

"The \$10 tickets," Hebhaber said.

store specialty:

True to its name, Pocahontas's Tobacco Superstore carries cigars, pipes, loose tobacco, wraps – basically anything related to tobacco – and also snacks, chips, soda, phone cards, incense and the like -- in addition to ASL products, of course.

WINNER HIGHLIGHT

Donald Sanders of Cherry Valley won \$1,000 playing a \$10 \$200,000 Pay Day ticket purchased at Flash Market #25 in Forrest City, AR 72335.

Gaylon Griffin of Rusk, Texas, won \$20,000 playing a \$10 Super Jumbo Bucks ticket purchased at Misty's Conoco in Leslie, AR 72645.

Donnie Pace of Hot Springs won \$10,000 playing a \$10 Money Maker ticket purchased at the Sand Bar in Hot Springs, AR 71913.

Gretchen Butler of North Little Rock won \$10,000 playing a \$10 Money Maker ticket purchased at Payless Tobacco in Sherwood, AR 72120.

Ivory Johnson of Bella Vista won \$1,000 playing a \$10 Cash Bonanza Bonus ticket purchased at North Street Mini Mart in Fayetteville, AR 72701.

Deangelo Block of Hope won \$10,000 playing a \$10 Money Maker ticket purchased at Whatley Shell #83 in Hope, AR 71801.

James Larson of Elm Springs won \$2,000 playing a \$1 Double Dollars ticket purchased at the Sun Stop in Springdale, AR 72762.

Robert Hudson, Jr. of Tichnor won \$2,500 in the Play It Again™ drawing for \$25 Fiesta.

Colleen Johnson of Pocahontas won \$1,000 playing a \$10 Super Jumbo Bucks ticket purchased at Riverside Petroleum in Pocahontas, AR 72455.

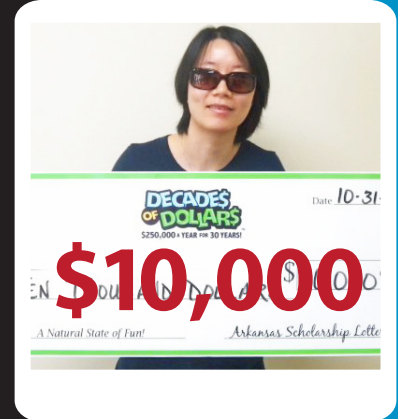
Long Ying Zhu of Conway won \$10,000 playing a Decades of Dollars™ ticket from Horton's Travel Center in Conway, AR 72032.

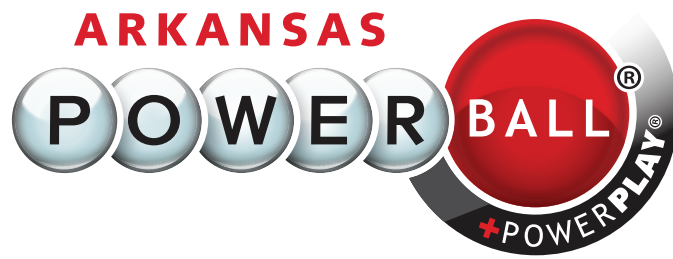
Shawny McClure of Paris won \$500,000 in the Play It Again™ drawing for \$10 Cash Spectacular.



Dolores Eckle of Altus won \$10,000 playing a \$10 Money Maker ticket purchased at Tobacco Town in Ozark, AR 72949. She plans to help others in her family with her winnings.

MORE ASL WINNERS





THE NEW \$2 POWERBALL® GAME IS COMING JANUARY 2012!

By now, ASL retailers know changes are afoot regarding Powerball® next year -- from price point to jackpot. The new \$2 Powerball® game will have starting jackpots of \$40 million with \$10 million minimum jumps. The coming game changes also necessitate a stepdown in the number of Powerball® draws your customers may purchase as the old \$1 Powerball® game winds down, which this chart illustrates:

NOVEMBER 2011

POWERBALL® DRAW DATE	NUMBER OF DRAWS ALLOWED*
NOVEMBER 5	20
NOVEMBER 9	19
NOVEMBER 12	18
NOVEMBER 16	17
NOVEMBER 19	16
NOVEMBER 23	15
NOVEMBER 26	14
NOVEMBER 30	13

DECEMBER 2011

POWERBALL® DRAW DATE	NUMBER OF DRAWS ALLOWED
DECEMBER 3	12
DECEMBER 7	11
DECEMBER 10	10
DECEMBER 14	9
DECEMBER 17	8
DECEMBER 21	7
DECEMBER 24	6
DECEMBER 28	5
DECEMBER 31	4

*CAN BUY 20 DRAWS UP TO CLOSE DATE

JANUARY 2012

POWERBALL® DRAW DATE	NUMBER OF DRAWS ALLOWED
JANUARY 4	3
JANUARY 7	2
JANUARY 11	1
JANUARY 14	0

THE LAST DRAW FOR THE CURRENT POWERBALL® GAME IS JANUARY 14

SALES START FOR THE NEW \$2 POWERBALL® GAME ON JANUARY 15

	NUMBER OF DRAWS ALLOWED
JANUARY 15	20
JANUARY 18	20

THE FIRST \$2 POWERBALL® DRAW DATE IS JANUARY 18.