

Arkansas

 Scholarship Lottery

Arkansas Lottery Commission

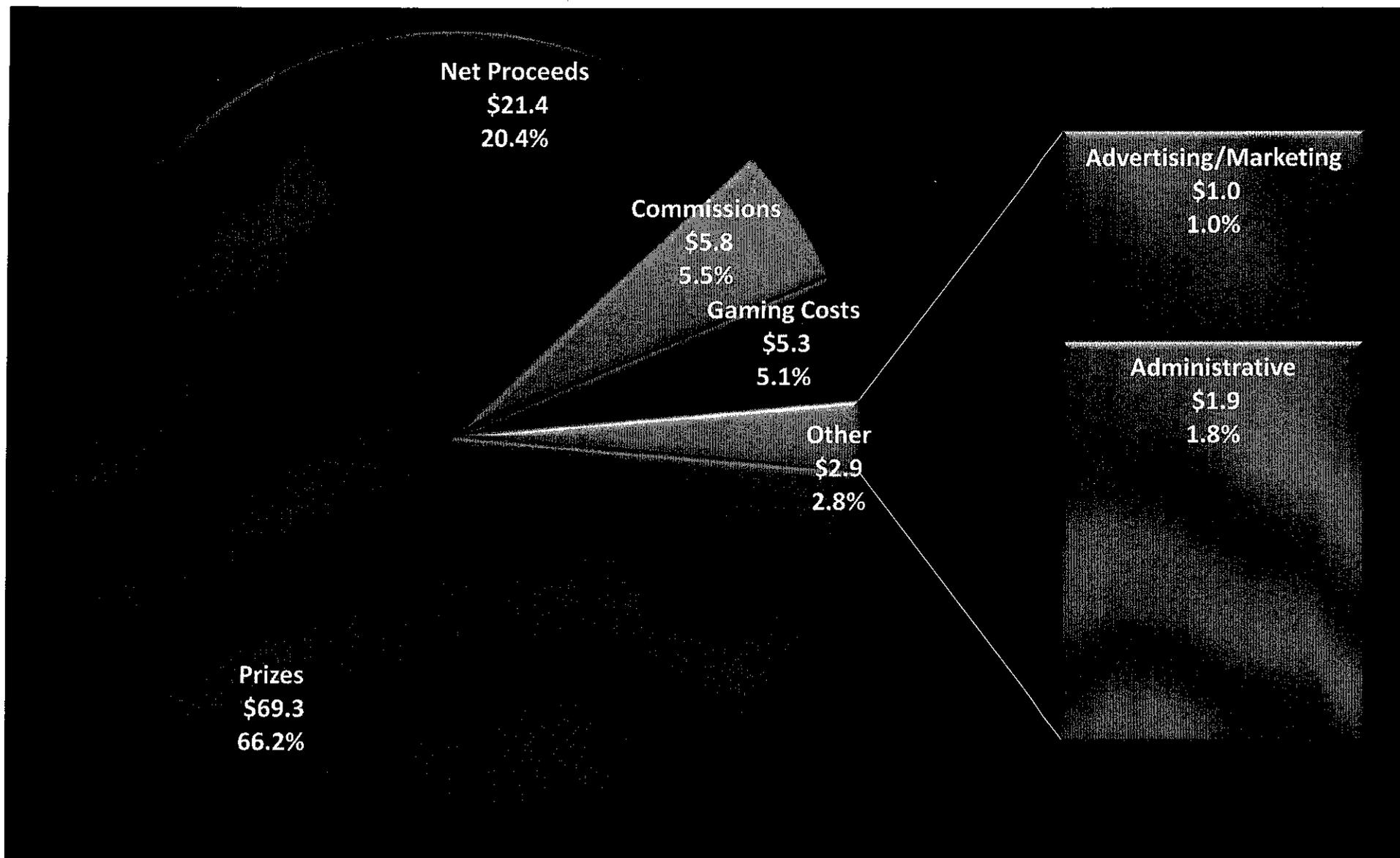
Meeting

October 28, 2010

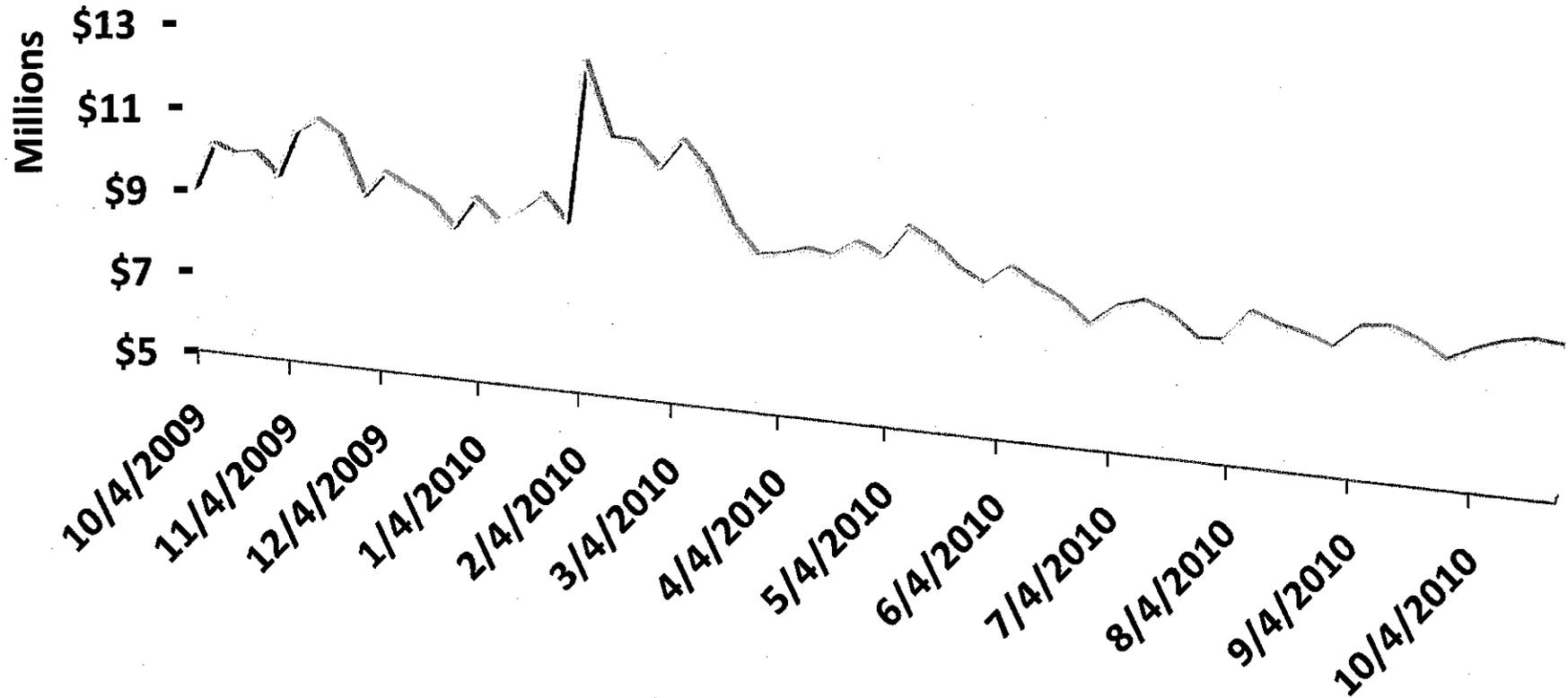
Lottery Dollar

Three Months Ended September 30, 2010

Revenue \$ 104.7 Million



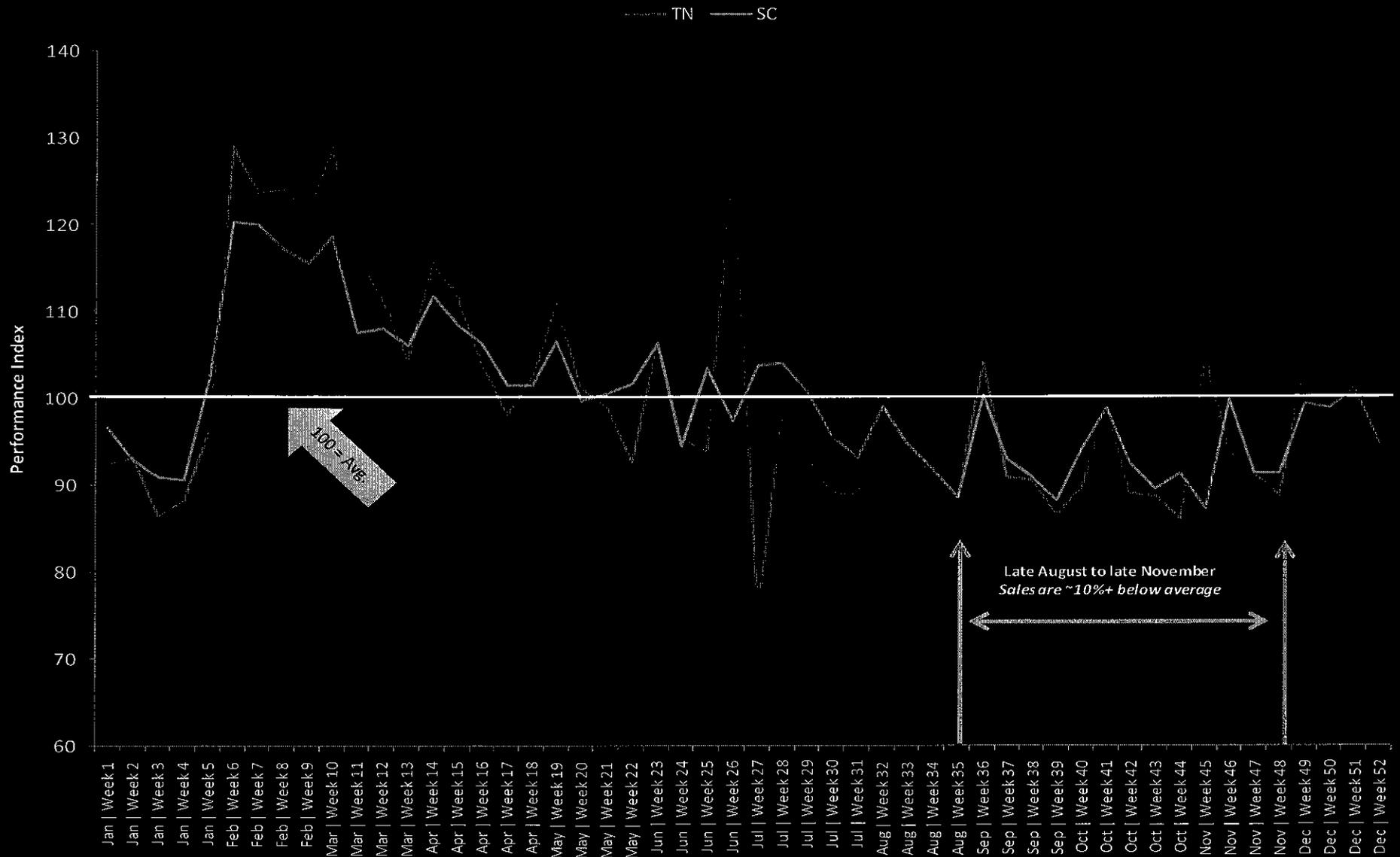
Weekly Sales Trend 9/28/09 – 10/24/10



Seasonality Index

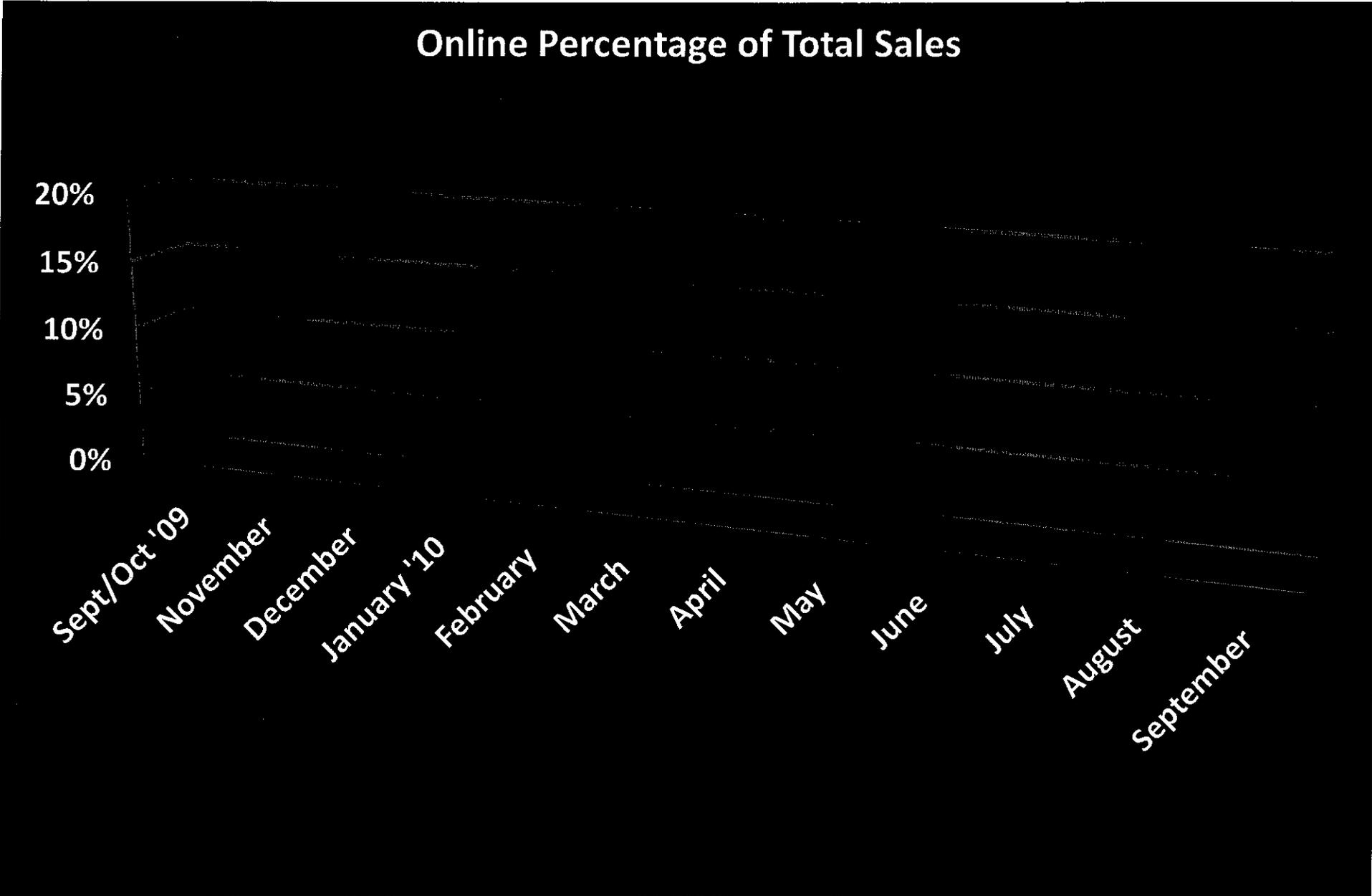
(Source: Scientific Games)

Seasonality Index (2008 & 2009 Combined)



Online Sales Analysis

Online Percentage of Total Sales



Analysis Of Instant Ticket Prize Expense

9/28/09-09/30/10



	Financials	Payouts	Difference
Sales	\$ 422.8	\$ 422.8	\$ 0
Prizes	\$ 289.5	\$ 270.7	\$ 18.8
% Payout	68.5%	64.1%	4.4%

Only three instant games were closed to date, all during August of 2010. This was the first occurrence of instant ticket unclaimed prizes for financial statement purposes. The unclaimed prizes for instant tickets to date since start-up totaled \$168,194. There are currently twelve additional instant ticket games that will be closing in the future with unclaimed prizes equaling approximately \$3 million.

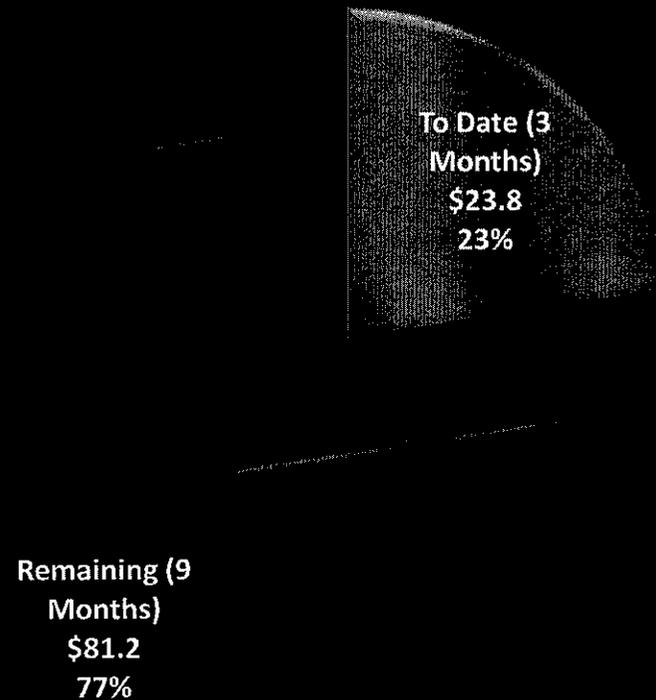
FY '11 Transfer Analysis

FY '11 Transfers
(In Millions)



FY '11 Transfers - Actual and Remaining To Meet Budget

Transfers



Millions

\$500.0
\$450.0
\$400.0
\$350.0
\$300.0
\$250.0
\$200.0
\$150.0
\$100.0
\$50.0
\$0.0

\$34.3
\$35.4
\$35.1
\$35.7
\$39.9
\$38.2
\$43.3
\$46.0
\$40.8
\$42.8
\$44.8
\$53.0

- ▼ September
- ▼ August
- ▼ July
- June
- ▼ May
- ▼ April
- ▼ Mar
- ▼ Feb
- ▼ Jan
- Dec
- ▼ Nov
- ▼ Sept/Oct

Millions

\$120.0
\$100.0
\$80.0
\$60.0
\$40.0
\$20.0
\$0.0

\$7.4
\$7.9
\$8.5
\$6.3
\$9.1
\$8.9
\$11.0
\$10.5
\$9.1
\$10.8
\$9.0
\$8.1

- September
- August
- July
- June
- May
- April
- Mar
- Feb
- Jan
- Dec
- Nov
- Sept/Oct

Lottery Dollar

Year Ended June 30, 2010

(Audited)

