

# Arkansas

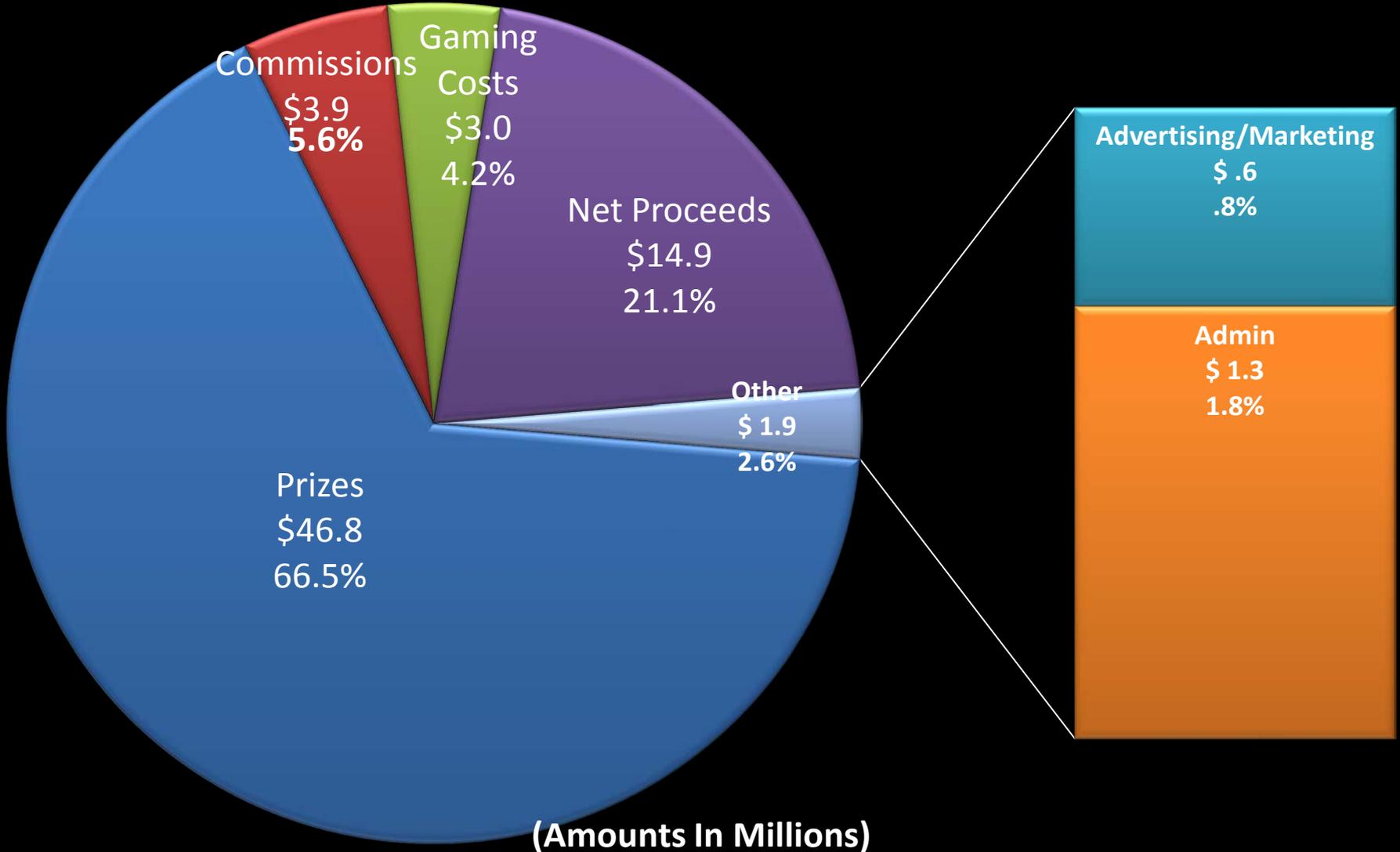


Scholarship Lottery

**Arkansas Lottery Commission  
Meeting  
September 30, 2010**

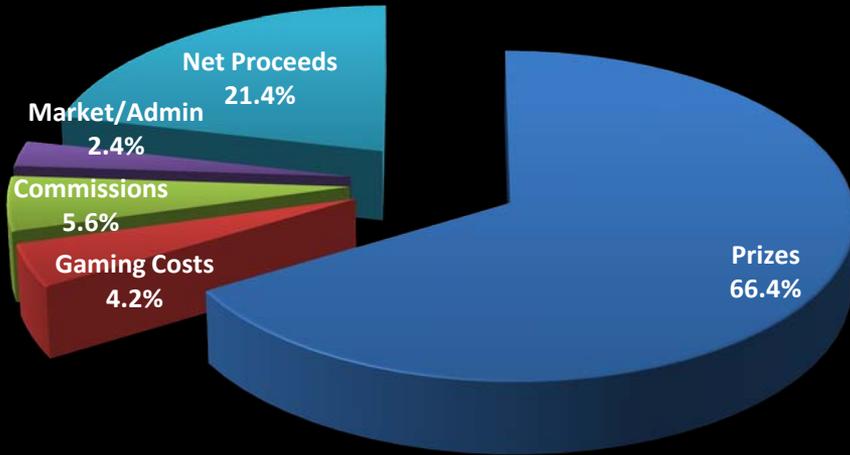
# Two Months Ended August 31, 2010

## Lottery Dollar Revenue \$70.5 Million

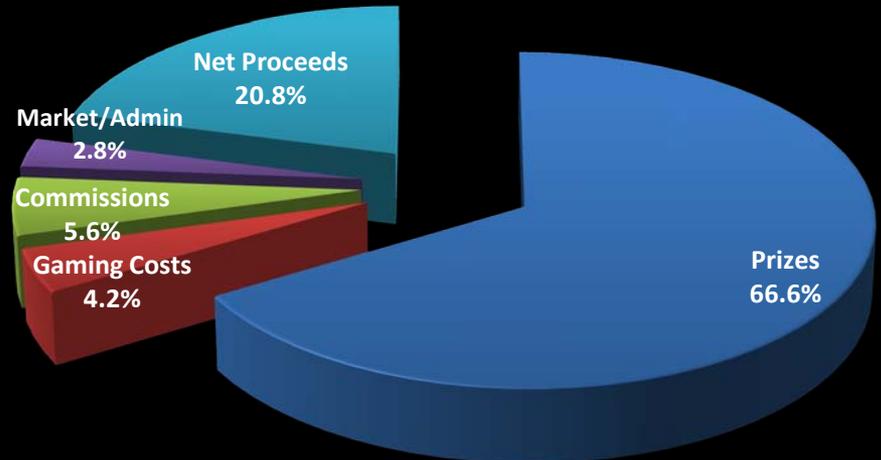


# Lottery Dollar Trend Analysis

July



August



# Analysis of Instant Ticket Prize Expense

9/28/09-08/31/10



	Financials	Payouts	Difference
Sales	\$ 394.0	\$ 394.0	\$ 0
Prizes	\$ 268.9	\$ 251.1	\$ 17.8
% Payout	68.3%	63.7%	4.6%

Three instant games were closed and completed during August. This was the first occurrence of instant ticket unclaimed prizes for financial statement purposes. The unclaimed prizes for instant tickets during August totaled \$168,194.

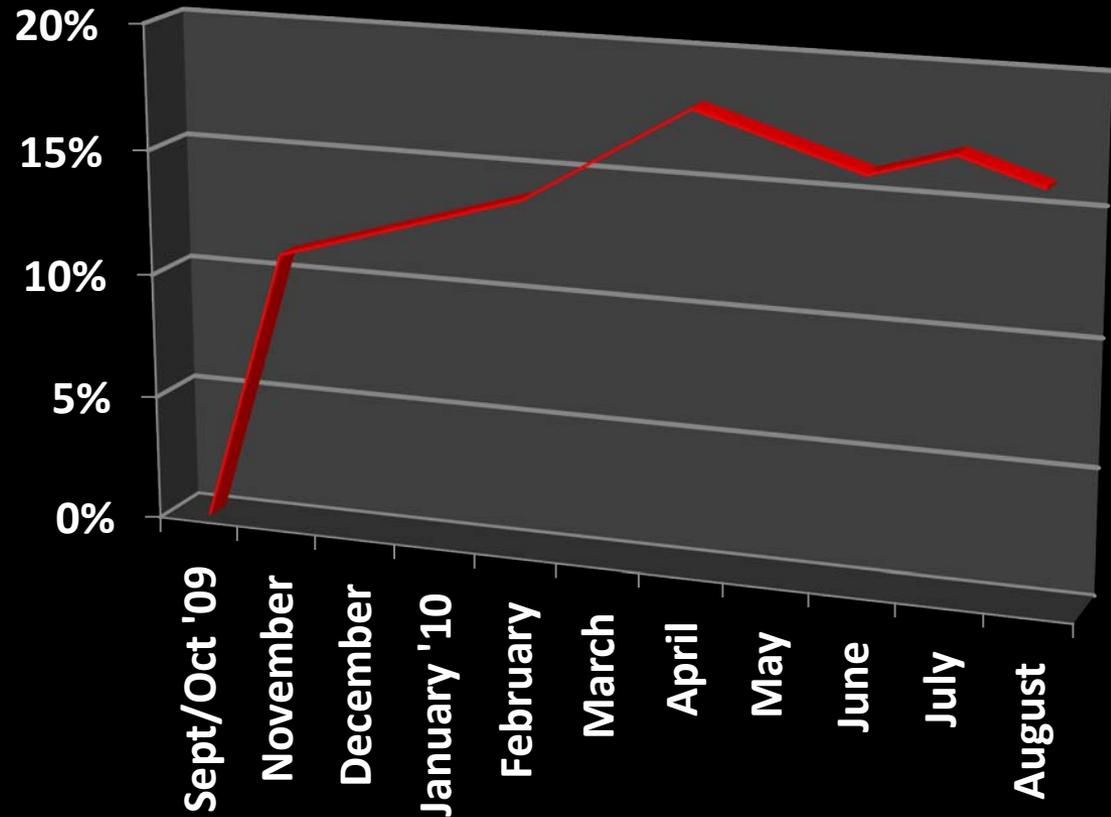
There are currently twelve additional instant ticket games that will be closing in the future with unclaimed prizes exceeding \$3.2 million.

# Online Sales Analysis

South Carolina's percentage of online sales to gross sales from startup in January 2002 until May31, 2009 averaged 38%.

Arkansas' highest percentage of online sales to total gross sales has been 18% during April, 2010.

## Online Percentage of Total Sales



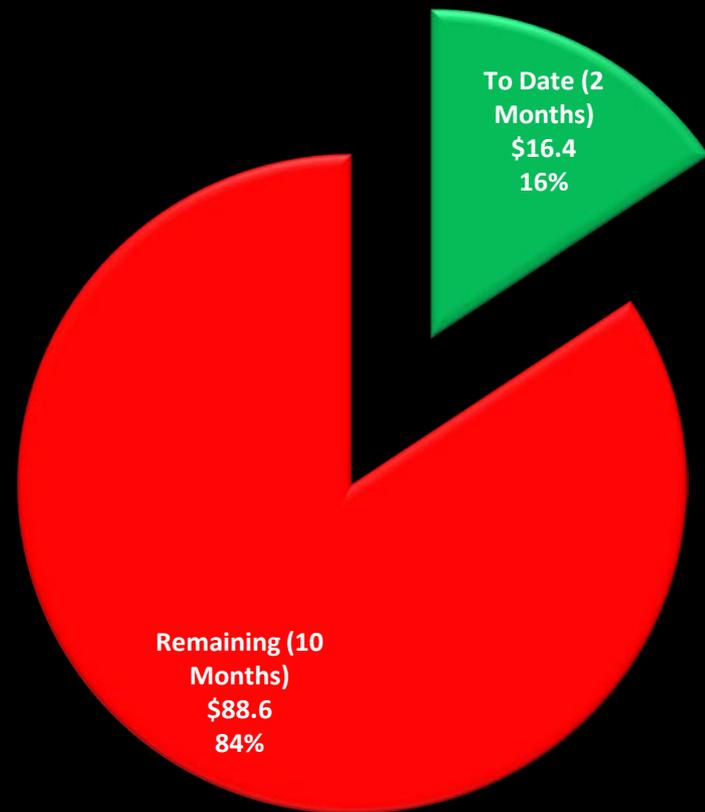
# FY '11 Transfer Analysis

**FY '11 Transfers  
(In Millions)**



**FY '11 Transfers - Actual and Remaining To Meet Budget**

**Transfers**



# Monthly Revenue Trend (Millions)

Millions

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



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

# Monthly Scholarship Transfers

\$99.2 Million

Millions

\$100.0  
\$90.0  
\$80.0  
\$70.0  
\$60.0  
\$50.0  
\$40.0  
\$30.0  
\$20.0  
\$10.0  
\$0.0



- August
- July
- June
- May
- April
- Mar
- Feb
- Jan
- Dec
- Nov
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# Weekly Sales Trend

## 9/28/09 – 9/26/10

