

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 Fiser at amber.fiser@arkansas.gov.

DID YOU KNOW?



**The Arkansas Scholarship Lottery
has awarded more
than \$1 billion in prizes?**

**YEAH, YOU READ THAT RIGHT
– A BILLION DOLLARS!**

**INCREASE INSTANT
TICKET SALES
AND EARN 5%
COMMISSION BONUS**

**5%
BONUS**

**See inside
for complete
details.**



[A Message From the Arkansas Scholarship Lottery:](#)

Spring is springing forth all around us here in the Natural State, and here at the Arkansas Scholarship Lottery, we're excited about the turning of the seasons. There's plenty going on around here, regardless of the weather. With spring rains come Raining Gems, our game of the month for March, worth quintuple (or five times) the Points for Prizes points all month long.

We hope your customers have been rushing to your place of business to dig the Arkansas \$2,000,000 Gold Rush \$20 ticket. The Second-Chance Promotion is almost – almost – as nice as the \$2 million top prize. And speaking of millions, did you hear about the Weavers, our husband and wife team from Stuttgart who won lottery prizes of \$1 million and \$50,000, respectively? If you haven't, tune in to "Good Morning America," the "Today" show or Anderson Cooper to find out more – they made quite the media splash.

And speaking of media splash, we hope you have seen some of our "Did You Know?" campaign designed to get out the good word about the Arkansas Scholarship Lottery and the scholarships the lottery helps provide to Arkansas college students, with the help of our retail partners.

So, as always, thanks to you for your help in making the state of Arkansas a better-educated place. Have a successful month!

Hey, ASL Retailers - want a **BONUS\$?**

Arkansas Scholarship Lottery retailers have the opportunity to make a 5% bonus commission on increases in same-store instant ticket lottery sales over last year's numbers.

From March 1 to May 31, you can receive a 5% bonus of 10% total commission on additional instant ticket sales compared with your instant ticket sales during the same three-month period from the previous year.

This 5% bonus commission:

- is only from March 1 through May 31, 2013.
- is on your increased instant ticket sales only.
- is only on any instant ticket sales increases above and beyond your instant ticket sales figures from the same period in the previous year.

**5%
BONUS**

To qualify for the 5% bonus incentive, retailers must have been an active retailer with the ASL for at least one year. You must also be in good standing with the Arkansas Lottery Commission and the State of Arkansas and have no outstanding debts to either.

| Sell this much more each month: | Earn this much in commission: |
|--|--------------------------------------|
| \$1,000 | \$300 |
| \$5,000 | \$1,500 |
| \$10,000 | \$3,000 |

As always, your Arkansas Scholarship Lottery sales team will assist you with the 5% bonus incentive program and help determine eligibility at your place of business.

Arkansas
Scholarship Lottery

NEW GAMES!

MARCH FUN

(\$1) 10X The Cash

Win up to \$5,000

Overall Odds: 1 in 4.39

Top Prize Odds: 1 in 780,000

(\$2) 20X The Cash

Win up to \$20,000

Overall Odds: 1 in 4.17

Top Prize Odds: 1 in 384,000

(\$5) 50X The Cash

Win up to \$100,000

Overall Odds: 1 in 3.56

Top Prize Odds: 1 in 480,000

(\$10) 100X The Cash

Win up to \$200,000

Overall Odds: 1 in 2.81

Top Prize Odds: 1 in 300,000

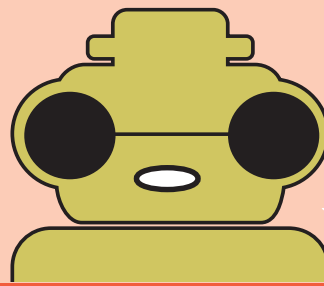
FAST PLAY

Fast Play games Lucky Clover and Find the 9's start on March 4, 2013. Also, sales of the Fast Play games Cash Count Up and Snowflake Melt end March 31, 2013.

IT'S RAINING GEMS IN MARCH!

It's Raining Gems! The ASL game of the month for March is a gem, and worth quintuple, or five times, the Points for Prizes™ points all month long.

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes™, and to visit myarkansaslottery.com for details.



GAME OVER

The days are numbered for these ASL games:

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

LAST DAY TO SELL: 3/27/2013 LAST DAY TO REDEEM: 6/25/2013

- Cash Bonanza Bonus
- Jewel 7's
- The Money Game
- Arkansas Millionaires Club
- Cashtastic
- Great 8's
- Tic-Tac-Luck
- Fast \$100

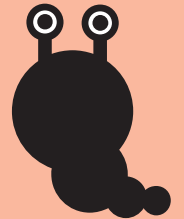


LAST DAY TO REDEEM: 4/3/2013

- A Christmas Story™
- Fast \$500
- Classic Jumbo Bucks
- Happy Birthday
- Hundreds of Dollars
- Did I Win?

LAST DAY TO SELL: 5/1/2013 LAST DAY TO REDEEM: 7/30/2013

- Sleigh Bills
- Loteria®
- Jingle Jackpot
- Deluxe 7-11-21
- Bankroll
- Aces High
- Cash Bonus Bingo



BE ON THE CUTTING EDGE WITH OUR MOWER GIVEAWAY!

Be sure and tell your Points for Prizes™ players that March 17 is the entry deadline for our Bad Boy mower giveaway. The winner will receive a Bad Boy CTZ Elite 60-inch cut mower proudly manufactured in Batesville, complete with electric blade start and electric adjustable deck height. This cutting-edge Bad Boy giveaway is valued at more than \$10,000.

AS SEEN ON TV!



The Arkansas Scholarship Lottery has a new TV draw partner in Northwest Arkansas: KHBS/KHOG, the ABC/CW affiliate. Mega Millions® results will be broadcast Tuesday and Friday nights, and Powerball® draws are on Wednesdays and Saturdays. The draws can be seen toward the end of the 10 p.m. newscasts.

LOOKING GOOD!

Retailers, we have exciting new promotional materials and point-of-sale display items to help promote big draw game jackpots, the lottery winners you have had at your store and more! Check these out and ask your MSR for details:

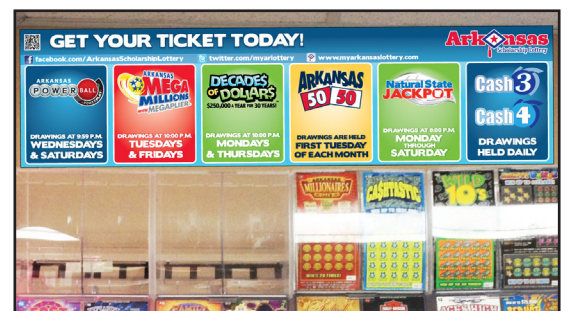
Winner banners: We have banners ready to announce your store's big lottery winners; we will also print custom banners in-house for retailers that need a different size. Banners are vinyl and include grommets and can be placed outdoors. If you've had a big winner from your store ask your MSR for a banner.



Dry erase jackpot buttons: We now have dry erase jackpot buttons for our retailers so rising jackpots can be updated easily. If you would like one, ask your MSR.



Draw game sign topper: Your MSR will be placing a draw game sign topper on top of ticket dispenser in the next several weeks. These signs should help create awareness and help to better sell draw games.



Carlos Johnson of Washington won \$5,000 playing a \$2 Sunny Money ticket purchased at Quick Draw's Ultra Stop in Nashville, AR 71852.

Maple Porr of Wynne won \$10,000 playing a \$10 Money Maker ticket purchased at Snappy Mart in Wynne, AR 72396.

Thomas Whitehead of Jonesboro won \$10,000 playing a \$10 Money Maker ticket purchased at Tobacco Superstore 24 in Jonesboro, AR 72401.

Jimmy Summers of Searcy won \$21,000 playing a \$5 Blackjack ticket purchased at Doublebees #126 in Searcy, AR 72143.

Linda Crossley of Farmington won \$5,000 playing a \$10 Wild 10's ticket purchased at Green Oak Center in Farmington, AR 72730.

Trudy Lucas of Bee Branch won \$10,000 playing a \$10 \$250,000 Taxes Paid ticket purchased at Flash Market 389 in Bee Branch, AR 72013.

Michael Perry of Little Rock won \$2,700 playing a Cash 4 ticket purchased at West 12th Street Market in Little Rock, AR 72204.

Verena Lee of Little Rock won \$2,600 playing a Cash 4 ticket purchased at City Market #3461 in Little Rock, AR 72204.

Doris Robinson of Siloam Springs won \$24,000 playing a \$2 Tattoo Doubler ticket purchased at Station 3 in Siloam Springs, AR 72761.

LD Shields of Harrison won \$10,000 playing a \$20 \$1,000,000 Riches ticket purchased at White Oak Station 8 in Harrison, AR 72601.

Roy Bolden of Concord won \$40,000 playing Powerball®. His ticket was purchased at Exxon Travel Mart in Mountain View, AR 72560.

WINNER HIGHLIGHT

Jimmie Dollins of Cabot and Robert Jones of Imboden won \$10,002 playing Decade of Dollars. Their ticket was purchased at Murphy USA in Cabot. They told their wives first and plan on putting their winnings in the bank.



MORE ASL WINNERS



MARCH

T. RICKS



Kristen White, sales clerk at ASL retailer T. Ricks in Hazen (Prairie County).

location:

T. Ricks, 4350 Highway 63 North, Hazen (Prairie County)

open since:

For some years, but T. Ricks re-opened in June 2012 under new ownership in partnership with Citgo gasoline. Along with new signage, Hazen's T. Ricks added bathrooms, showers and more gas pumps and replaced its Subway sandwich area with pressure-cooked Broaster chicken. "It's not greasy," assured store clerk Kristen White of the chicken.

ASL retailer since:

The beginning.

favorite thing about the lottery:

Once we did the renovation," Michael Holikov, manager of T. Ricks, said, "lottery sales jumped."

Favorite game for customers:

"They seem to favor \$20 tickets," said Holikov, "but some like the \$3 and \$5 games. And they look for the new games."

store specialty:

The aforementioned pressure-cooked, less-greasy Broaster chicken is a specialty of T. Ricks, and the Hazen location also has other healthy options like sliced fruit, veggies and sub sandwiches -- as well as a beer cave, for balance.