

*Welcome* to the February *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.

# RETAILERS, GET DOUBLY LUCKY!



Ready to get Lucky this month, retailers?

Receive double the sales commission on all your Lucky for Life sales in February! That's right, you get 10 percent sales commission on all your LFL sales all through the month.

**Get Lucky along with your customers!**

## RETAILER LIMELIGHT:

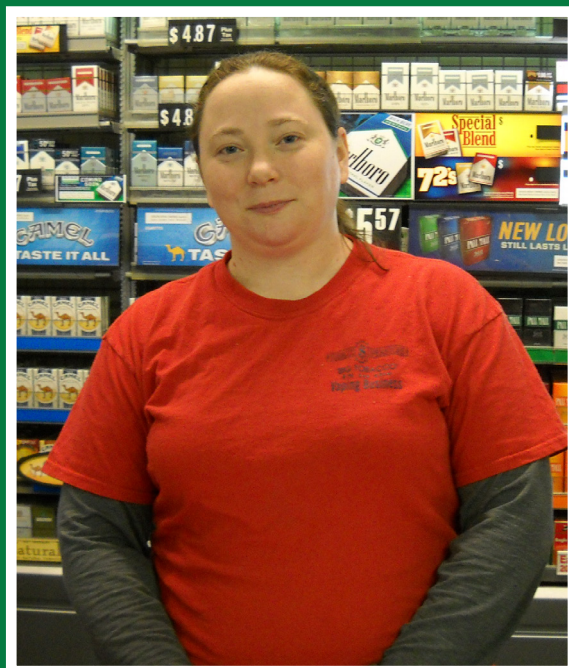
**Location:** Tobacco Superstore #15, 800 W. Center St., in Sheridan (Grant County).

**Location open since:** "A long time," manager Pam Anderson said. "Ten years here," she said, "but it was at another location in town even before that."

**Arkansas Scholarship Lottery retailer since:** Day one.

**Favorite game for customers:** Anderson cited Jumbo Bucks, but said her customers just generally "love the 'scratch.' We go through them all."

**Store specialty:** This comfortable store offers great service, a good location and a drive-though.



Pam Anderson of Tobacco Superstore #15 in Sheridan.

# NEW GAMES TO LOVE



**\$1 Cash Cow (4 scenes)**  
 Win up to \$2,000  
 Overall Odds: 1 in 4.09  
 Top Prize Odds: 1 in 420,000



**\$2 10X The Money (2 scenes)**  
 Win up to \$20,000  
 Overall Odds: 1 in 3.96  
 Top Prize Odds: 1 in 420,000



**\$3 Crossword!**  
 Win up to \$75,000  
 Overall Odds: 1 in 3.40  
 Top Prize Odds: 1 in 450,000



**\$5 25X The Money (2 scenes)**  
 Win up to \$100,000  
 Overall Odds: 1 in 3.61  
 Top Prize Odds: 1 in 450,000



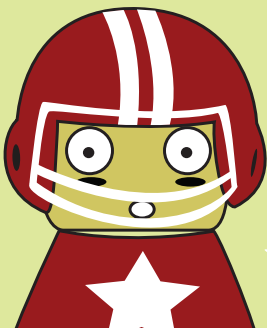
**\$10 Gold Mine**  
 Win up to \$200,000  
 Overall Odds: 1 in 3.01  
 Top Prize Odds: 1 in 320,000

Also, the Fast Play games  
 Bingo and Crazy 8's launch Feb. 2.

# IT'S A FRENZY!

The Arkansas Scholarship Lottery games of the month for February are our Frenzy family of tickets -- \$50 Frenzy, \$200 Frenzy and \$500 Frenzy. All are worth double the Points for Prizes® points all month long.

There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® points 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](http://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:  
 2/11/2015**

**LAST DAY TO REDEEM:  
 5/12/2015**

- \$1,000,000 Riches
- Diamond 7's
- Hit \$200
- 100X The Cash
- Money Matters
- Buckaroo
- Duck Dynasty®
- Fireball 7's

**LAST DAY TO REDEEM:  
 3/18/2015**

- Did I Win? (Game #188)
- LOTERIA™ (Game #209)
- Hot Dice
- St. Louis Cardinals™
- Joker's Wild
- Money Multiplier
- 20X The Cash
- 50X The Cash

**LAST DAY TO SELL:  
 3/31/2015**

**LAST DAY TO REDEEM:  
 6/29/2015**

- Hit \$500
- Queen of Diamonds
- Extreme Jumbo Bucks
- \$100 Grand
- Quarter Million Jackpot
- Spicy Hot 7's

Also, the Fast Play games **Beat the Dealer** and **Smokin Hot Dice** end Feb. 1.