

IT'S MARCH 2015! THIS IS YOUR SALES FORCE RETAILER NEWSLETTER FROM THE ARKANSAS SCHOLARSHIP LOTTERY INTENDED TO KEEP OUR LOTTERY PARTNERS UP-TO-DATE ON OUR GAMES.

Coupons Spring Up!

RETAILERS, LOOK OUT FOR A NEW PLAYER COUPON THAT WILL BE VALID FOR MARCH AND APRIL.

A \$1 off instant coupon insert will be in various newspapers across the state from Friday, February 27, through Sunday, March 1.

Each insert will have two \$1 off coupons valid for use through April 30, 2015. The offer will be \$1 off on your next purchase of a \$1, \$2, \$3 or \$5 instant ticket.



BE SURE EVERYONE AT YOUR LOCATION IS AWARE OF OUR EXCITING PLAYER PROMOTION!

NEW RETAILER PROMOTION!

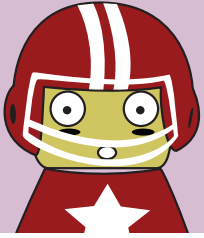
Our "Make My March Activation Challenge" promotion is a chance for ASL retailers to earn entries into drawings for

\$48,000 IN CASH PRIZES!

From Tuesday, March 3, to midnight March 6, 2015, retailers who activate one of the new "Make My ..." family of this month's new instant games will automatically be entered into the drawing. Increase your chances by activating multiple packs of all four games during the promotional period – up to five entries for each individual game per retailer for 20 chances to win!

CASH PRIZE	NUMBER OF PRIZES	STATEWIDE OR REGION
\$10,000	1	Statewide
\$5,000	4	One prize in each of four regions
\$1,000	8	Two prizes in each of four regions
\$500	20	Five prizes in each of four regions

CONTACT YOUR MSR OR CALL US AT 501-683-1884 FOR MORE INFORMATION ON THIS PROMOTION!



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 REDEEM: 3/18/2015

- Did I Win?
- LOTERIA™
- 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

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 SELL: 5/14/2015 LAST DAY TO REDEEM: 8/12/2015

- Hundreds of Dollars
- I Love Cash
- Kings of Cash
- Cash Word
- Spooky Cash
- Happy Holidays
- Winter Wishes
- Winner Green

Also, the Fast Play games Holiday Cash and Candy Cane Cash end March 1.

GO AHEAD, MAKE OUR MONTH!



\$1 Make My Day
Win up to \$5,000
Overall Odds: 1 in 4.77
Top Prize Odds: 1 in 480,000



\$2 Make My Week
Win up to \$25,000
Overall Odds: 1 in 3.95
Top Prize Odds: 1 in 480,000



\$5 Make My Month
Win up to \$100,000
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 450,000



\$10 Make My Year
Win up to \$250,000
Overall Odds: 1 in 2.99
Top Prize Odds: 1 in 300,000

ALSO, THE FAST PLAY GAMES FIND THE 9'S AND LUCKY LOOT LAUNCH MARCH 2.

MARCH FOR GOLD!

The Arkansas Scholarship Lottery game of the month for March is our **\$10 Gold Mine** instant game. It's worth triple 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 for details.



RETAILER LIMELIGHT:



Nikki Lee of Exxon Rapid Stop #11 in El Dorado.

Location: Exxon Rapid Stop #11, 1800 Lorene St., El Dorado (Union County).

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: It's a toss-up: "New ones," according to store manager Patricia Evans; "\$5 and \$20 scratch-offs," according to store clerk Nikki Lee.

Store specialty: In addition to the usual Exxon outlet amenities, this large, clean and friendly store also features a Goodcents Deli Fresh Subs sandwich shop within -- and boasts a strategic location in the south part of town near the confluence of highways 167/7 and 82/15.