



RETAILER NEWSLETTER

This is your December 2016 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. Thank you for a great year in our partnership of funding college scholarships for Arkansas students. Happy holidays!

DEC
2016

RETAILER LIMELIGHT



Haylee Dennis of ASL retailer Austin Store, 6880 Highway 9, in rural Conway County.

LOCATION: Location: Austin Store, 6880 Highway 9, in rural Conway County.

STORE OPEN FOR: Years.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS:

Natural State Jackpot.

STORE SPECIALTY: Haylee Dennis -- a longtime employee who is the store's lottery guru and makes a great deli sandwich -- has a good answer to the Austin Store's specialties: "Food and feed." Half the location is a feed store serving north Conway County's farming community; the other half is a more typical country convenience store with deli sandwiches, burgers, Hunt Brothers pizza, fishing gear and hardware.

HOLIDAY TICKET ENVELOPES SEAL THE DEAL!

Just in time for the holidays, we have FREE seasonal envelopes for your customers to make instant gifts of their instant ticket purchases. Instant tickets are the gift that keeps on giving for players and scholarship recipients alike, so we hope these envelopes seal the deal for easy holiday shopping for your customers.

Ask your MSR about the instant ticket holiday envelopes!



LOVE TO WIN? LUCKY YOU!

(These games launch Nov 29.)



\$10 CASH BASH
(Game 371)
Win up to \$250,000
Overall Odds: 1 in 3.03
Top Prize Odds: 1 in 400,000



\$5 Lucky You!
(Game 370)
Win up to \$100,000
Overall Odds: 1 in 3.78
Top Prize Odds: 1 in 390,000



\$3 Bingo!
(Three scenes) (Game 369)
Win up to \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 600,000



\$2 Tic Tac Tripler
(Game 368)
Win up to \$20,000
Overall Odds: 1 in 4.01
Top Prize Odds: 1 in 480,000



\$1 I Love to Win!
(Four scenes) (Game 367)
Win up to \$3,000
Overall Odds: 1 in 4.79
Top Prize Odds: 1 in 480,000

COMING FAST Fast Play games Tic Tac Rock and Snowflake Melt launch December 5.



A DOLLAR HOLLERS DOUBLE POINTS THIS MONTH!

Retailers, this one's a doozy! The games of the month for December are ALL the \$1 instant games. This means I Love to Win!, The Perfect Gift, Fast Cash, 5X The Bucks, Hot \$50's, Lucky Day, Hot Shot, 7 Wins, Neon 10X, Full of \$100s, Double It!, and Crazy Cash are all worth double the Points for Prizes® points all this month! No longer available for double PFP points after Dec. 13 are Lucky 7 and Blackjack.

There's usually a different Arkansas Scholarship Lottery game or games 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.

GAME OVER

The days are numbered for these ASL games

Note: The last day to redeem is also the final Play It Again™ entry deadline for that game.

Last day to redeem: 12/13/2016

- Lucky 7
- Ultimate Jumbo Bucks
- Strike It Rich
- Blackjack
- \$10,000 Stacks
- Full of \$500's
- Win Big

Last day to sell: 12/21/2016

Last day to redeem: 3/21/2017

- 200X The Money
- Full of \$100's
- Neon 20X
- Neon 50X
- Double It!

Last day to redeem: 2/14/2017

- Diamond Mine
- YAHTZEE™
- Super 7's
- Full of 200's
- Crazy Cash
- Pure Gold
- VIP Cash Club

LEAVING FAST The last day to sell Quick Cards and Shopping Spree is December 4.