

SALES FORCE

It's 2016! Welcome to your January 2016 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. Have a great year!

BUNDLE IT UP!

We're starting 2016 off right for our retailers with the return of our January Jackpot Bundle – Players who purchase the Jackpot Bundle for \$5 will get a \$2 Mega Millions® with Megaplier® ticket, a \$3 Powerball® with Powerplay® ticket, and a free \$1 Natural State jackpot ticket all January long.

The JACKPOT BUNDLE button on the terminal will produce the \$3 Powerball® with Power Play® ticket, the \$2 Mega Millions® with Megaplier® ticket and the free \$1 Natural State Jackpot ticket. All three tickets will be Quick Picks. This promotion is not available from lottery ticket vending machines or if tickets are purchased separately. Be sure and tell your players about the January Jackpot Bundle.



UP YOUR GAME!

We're always looking for innovative ways to work with our retail partners to sell lottery, and recent updates at Murphy USA's Van Buren are too good not to mention. The location has installed an attention-grabbing lottery display: An electronic floor mat keeps customers up-to-date on jackpots for Powerball® and Mega Millions® while a lighted case displays the instant tickets available just above slots for playslips. Anchoring it all together – and further attracting customers – in the middle is a beverage case full of cold tall boys. It's all located near the register among other impulse buys. In all, it makes for a great lottery experience for Murphy USA's players – and future players.

Has your lottery location come up with a unique way to sell or promote games? Tell your MSR to pass it on to us.



Murphy USA's location in Van Buren is home to an attention-grabbing lottery display.

NEW GAMES, NEW YEAR!

(Note: These games launch Jan. 5.)

\$1

Full of \$100's

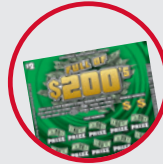
Win up to \$100
Overall Odds: 1 in 4.80
Top Prize Odds: 1 in 600



\$2

Full of \$200's

Win up to \$200
Overall Odds: 1 in 4.01
Top Prize Odds: 1 in 500



\$5

Full of \$500's

Win up to \$500
Overall Odds: 1 in 3.72
Top Prize Odds: 1 in 500



\$20

\$1,000,000 Golden Ticket

Win up to \$1,000,000
Overall Odds: 1 in 3.00
Top Prize Odds: 1 in 570,000



Also, the Fast Play games Jumbo Bucks and Shopping Spree launch January 4.

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:
1/5/2016

- Franklin's Fortunes
- Ca\$hhtastic
- License 2 Win
- Lucky 777
- \$50 Frenzy
- Cash Cow
- 10X The Money

Last day to sell:
2/10/2016

Last day to redeem:
5/10/2016

- Super Jumbo Bucks
- \$500 Frenzy
- Make My Week
- Make My Month
- Make My Year
- Crossword Express
- Pinball Payout
- Natural State Limited

Last day to redeem:
3/22/2016

- Platinum Payout
- \$100,000 Taxes Paid
- Crossword!
- 25X The Money
- Triple Dynamite 777
- Triple Payout

Last day to redeem:
2/17/2016

- Arkansas \$2,000,000 Gold Rush
- Gold Mine
- Make My Day
- \$200 Frenzy

Also, the Fast Play games Hunting for Hundreds and Cash Count Up end Jan. 3; Holiday Cash and Snowflake Melt end Jan. 31.

THREE TIMES THE POINTS? SAY YAHTZEE™!

The Arkansas Scholarship Lottery games of the month for January is YAHTZEE™, worth three times the Points for Prizes® points all month long.



Jeffrey Sims and Angela Bailey of lottery retailer Circle N Market in Forrest City.

RETAILER LIMELIGHT

LOCATION: Circle N Market and Mobil #1400, 940 E. Broadway, Forrest City, St. Francis County.

STORE OPEN FOR: Three years, according to Angela Bailey, Circle N Market manager.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: \$5 and \$3 instant tickets, according to Jeffery Sims, head cashier at Circle N Market.

STORE SPECIALTY: The fresh-cut French fries. But this bright and bustling lottery retailer also has burgers, Chester chicken, snacks, beer, wine and lots more -- from propane to sunglasses.