

This is your February 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students. Have a good month!

**FEB
2017**

RETAILER LIMELIGHT



Manager LuAnn Cauley and store clerk Sean Gunnnett of ASL retailer Greenbrier Exxon, 1110 U.S. Highway 65, in Greenbrier in Faulkner County.

LOCATION: Greenbrier Exxon, 1110 U.S. Highway 65, in Greenbrier (Faulkner County).

STORE OPEN FOR: For more than twenty years, according to LuAnn Cauley, who has managed the location for 11 years.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: \$5 instant games, Cauley said. A lot of the store's players like to take their lottery winnings and reinvest in more play, she added.

STORE SPECIALTY: Located on busy Highway 65 north of town, and with a Pizza Pro and Al's Car Wash also on site, Greenbrier Exxon has a lot to offer. But when asked what her customers really come for, McCauley simply said, "They like our fish."

NSJ TO SEE GAME CHANGES IN MARCH

Arkansas-only draw game, will be seeing a couple of major structural changes starting on March 13, 2017. The starting NSJ jackpot will be \$50,000 instead of the current \$25,000. The NSJ jackpot will continue to roll in \$5,000 increments until it reaches \$150,000. When the NSJ jackpot gets higher than \$150,000 and is not hit, it will roll by \$10,000 increments after March 13.



Here's the bottom line:

NSJ CHANGES	CURRENT	AFTER MARCH 13
Starting NSJ jackpot:	\$25,000	\$50,000
NSJ roll amount:	\$5,000	\$5,000 (up to \$150,000) \$10,000 (after \$150,000)

This means bigger prizes and more excitement for your customers. Again, these improvements will happen on **March 13**. We hope you and your players love the changes coming to this beloved game!

LOVE THESE NEW GAMES

(These games launch Jan. 31.)



\$10 Big Money Game (Game 380)
Win up to \$200,000
Overall Odds: 1 in 3.01
Top Prize Odds: 1 in 400,000

\$5 The Cash Wheel (Game 379)
Win up to \$100,000
Overall Odds: 1 in 3.47
Top Prize Odds: 1 in 400,000

\$3 Crossword Multiplier (Game 378)
Win up to \$75,000
Overall Odds: 1 in 3.57
Top Prize Odds: 1 in 600,000

\$2 Royal Jumbo Bucks (Game 377)
Win up to \$25,000
Overall Odds: 1 in 4.02
Top Prize Odds: 1 in 420,000

\$1 3 Times Lucky (3 scenes) (Game 376)
Win up to \$3,333
Overall Odds: 1 in 4.74
Top Prize Odds: 1 in 600,000

COMING FAST Fast Play games Beat the Dealer and Lucky Clover launch February 6.

NEW GAMES OF THE MONTH ARE HERE IN A FLASH

The games of the month for February are the "In a Flash" family of games – \$100 in a Flash, \$200 in a Flash and \$500 in a Flash -- and all worth double the Points for Prizes® points all this month!

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: 3/21/2017

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

Last day to sell: 2/15/2017

Last day to redeem: 5/16/2017

- Big Money Bingo
- Neon 100X
- Big Deal
- \$10,000 Blowout
- Triple 777
- Money Multiplier

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 Holiday Cash and Candy Cane Cash is February 5.