

Happy 2017! This is your January retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. Best of luck for a great new year!

JAN
2017

RETAILER LIMELIGHT



Melissa McNeal of ASL retailer Corner Store and More, 323 Center St., in downtown Little Rock's historic Tower Building.

LOCATION: Corner Store and More, 323 Center St., in downtown Little Rock, on the ground floor of the Tower Building.

STORE OPEN FOR: Just more than a year, having celebrated its first anniversary in September, according to Corner Store and More's Melissa McNeal.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

Nearly since it opened, Ms. McNeal said. This lottery location is in the historic Tower Building, which is on the National Register of Historic Places. The Tower Building was completed in 1960 and was the tallest building in the state for nearly a decade.

FAVORITE GAME FOR CUSTOMERS:

Instant games Neon 200X, Super Hit!, and The Perfect Gift, as well as Natural State Jackpot, she said.

STORE SPECIALTY:

In addition to convenience store staples like drinks and snacks, Corner Store and More has jewelry, scarves, Arkansas-made gifts, and other items.

BUNDLE IT UP!

You know it, you love it, you can't live without it – it's the return of the 5 Buck Bundle for January! What is it? – players simply buy a \$3 Powerball® with PowerPlay® ticket and a \$2 Mega Millions® with Megaplier® ticket and get a free, free, free \$1 Natural State Jackpot ticket all month long. The JACKPOT BUNDLE button on the terminal will produce the \$3 Powerball® ticket with Power Play®, the \$2 Mega Millions® ticket with Megaplier® and the free \$1 Natural State Jackpot ticket. It's just that simple. 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 5 Buck Bundle!**



NEW GAMES ARE HERE IN A FLASH!

(These games launch Jan. 3.)



\$20 Arkansas Millions
(Game 375)
Win up to \$1,000,000
Overall Odds: 1 in 3.01
Top Prize Odds: 1 in 570,000



\$5 \$500 in a Flash
(Game 374)
Win up to \$500
Overall Odds: 1 in 3.73
Top Prize Odds: 1 in 500



\$2 \$200 in a Flash
(Game 373)
Win up to \$200
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 500



\$1 \$100 in a Flash
(Game 372)
Win up to \$100
Overall Odds: 1 in 4.77
Top Prize Odds: 1 in 600

COMING FAST

Fast Play games Bingo and Cash Count Up launch January 9.

DIAMOND DOUBLER'S WORTH 5X THE POINTS THIS MONTH!

The game of the month for January is Diamond Doubler, the \$5 instant game launched at the end of August. Diamond Doubler is worth five times the points month long.

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 the Fast Play games Hunting for Hundred\$ and Crazy 8's is January 8.