

Welcome to the August Sales Force newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Fiser at [amber.fiser@arkansas.gov](mailto:amber.fiser@arkansas.gov).

## AVAILABLE AUGUST 27

# ARKANSAS'S JACKPOT GAME

### 6 NIGHTS A WEEK

DRAWINGS AT 8:00 P.M. MONDAY  
THROUGH SATURDAY.



THE GAME'S JACKPOT STARTS AT \$25,000 AND INCREASES  
BY \$5,000 EVERY DRAW UNTIL IT IS WON.

#### A Message From the Arkansas Scholarship Lottery:

The dust has settled on fiscal year 2012, but with the end of the year comes good news for Arkansas college-bound students, the Arkansas Scholarship Lottery and our retail partners. The Arkansas Scholarship Lottery ended FY 2012 more than \$10 million ahead compared with annual sales from the previous fiscal year. The Arkansas Lottery Commission announced total annual sales of nearly \$475 million; unaudited results were \$474,076,726.

"The people of Arkansas voted in favor of starting a lottery because they wanted our citizens to have a better chance of going to college and getting a degree," ALC Chairman Ben Pickard said. "Ten million dollars more in sales was not easy to achieve. I commend the great work of the lottery staff for getting through a difficult year and keeping their eye on the ball to get this done. All of us know our only mission is to maximize scholarship dollars."

Arkansas Scholarship Lottery Director Bishop Woosley said he was optimistic that scholarship funding this year will outstrip those of previous years: "With the 64,708 scholarships [awarded] thus far," he said, "it appears the people of Arkansas are getting more familiar with the lottery and see that it is doing a lot of good."

Also, we're excited about the new Natural State Jackpot 5-digit lotto style game that launches August 27, with drawings six nights a week. The game's jackpot starts at \$25,000 and increases by \$5,000 every draw until it is won. You will be receiving new door clings and other signage for the game next month. Ask your marketing sales rep for more details.

## PRIZE CATEGORIES AND ODDS

Matching Numbers	NSJ Prizes	Game Odds
●●●●●	*JACKPOT	1 in 575,757
●●●●	\$300	1 in 3,387
●●●	\$7	1 in 103
●●	\$1	1 in 10

Overall odds of winning are 1 in 9.

\*Jackpot prize will be divided equally among the number of Matching 5 of 5 winning tickets in a draw.

## NEW GAMES!

### JULY 31 LAUNCH

#### **\$1 4's Galore**

Win up to \$2,400

Overall Odds: 1 in 3.92

Top Prize Odds: 1 in 400,000

#### **\$2 \$25,000 Winfall**

Win up to \$25,000

Overall Odds: 1 in 3.90

Top Prize Odds: 1 in 480,000

#### **\$2 Piggy Bank**

Win up to \$20,000

Overall Odds: 1 in 4.00

Top Prize Odds: 1 in 480,000

#### **\$5 Family Feud®**

Win up to \$100,000

Overall Odds: 1 in 2.99

Top Prize Odds: 1 in 640,000

## FAST PLAY

Fast Play games 7's and Lucky Clover launch August 27.

The last day to sell

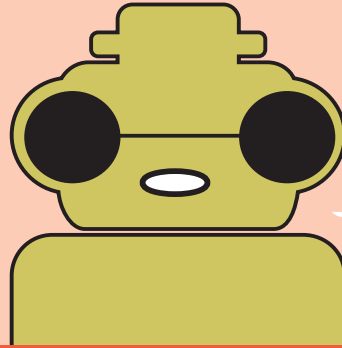
Quick Cards and

Hot Cash is August 26.

### POINTS FOR PRIZES™ IN AUGUST IS HOT!

Your customers who play Arkansas Millionaires Club during the month of August will receive double Points for Prizes™ points all month long!

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for players.



## 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 SELL: 5/23/2012 LAST DAY TO REDEEM: 8/21/2012

- Tic Tac 2's
- \$100,000 Riches
- Wheel of Fortune®
- Full of 50's
- Hunting for Hundreds
- Pure Gold
- Run for the Roses™

### LAST DAY TO SELL: 6/28/2012 LAST DAY TO REDEEM: 9/26/2012

- Crazy 8's
- Wild Cherry Doubler
- Fire 'n' Dice
- Double Dollars
- Hit \$500



### LAST DAY TO SELL: 8/1/2012 LAST DAY TO REDEEM: 10/30/2012

- Football Fever
- Cash in a Splash
- Citrus Twist
- Ace in the Hole
- Quick \$200
- \$200,000 Pay Day
- Cash Frenzy



### LAST DAY TO SELL: 9/12/2012 LAST DAY TO REDEEM: 12/11/2012

- Blackout Bingo
- 9's in a Line
- Lucky Stars
- Lucky Buck
- High Roller
- Payout

**Tim Lassiter** of Conway won \$150,000 playing a \$10 The Money Game ticket purchased at Ozark General Store in Conway, AR 72032.

**Linda Cheney** of Jacksonville won \$10,000 playing a \$10 Money Maker ticket purchased at Sufficient Grounds Metro in Little Rock, AR 72001.

**Murray Gillerson** of Little Rock won \$75,000 playing a \$5 Red Hot Fiery 5's ticket purchased at D & J Mini-Mart in North Little Rock, AR 72114.

**Robert Walker** of Humphrey won \$30,000 playing a Mega Millions® ticket purchased at Stuttgart Spirits in Stuttgart, AR 72160.

**Luster Fowler** of Blytheville won \$5,200 playing a Cash 4 ticket purchased at Dodge Store #621 in Blytheville, AR 72315.

**Daley Bain** of Bauxite won \$7,000 playing a \$5 Jewel 7's ticket purchased at C & S Superstop #646 in Bryant, AR 72022.

**David Sundine** of Jacksonville won \$77,777 playing a \$5 Jewel 7's ticket purchased at Victory Lane in Jacksonville, AR 72076.

**Rachel Wallace** of Bentonville won \$50,000 playing a \$3 Spicy Cash ticket purchased at White Oak Station #36 in Bentonville, AR 72712.

**Buddy Crow** of Atkins won \$10,000 playing a Decades of Dollars ticket purchased at Tobacco Town #714 in Atkins, AR 72823.

**Christie Franks** of Magnolia won \$8,000 playing a \$2 Electric 8's ticket purchased at Dixie Mart #23 in Magnolia, AR 71753.

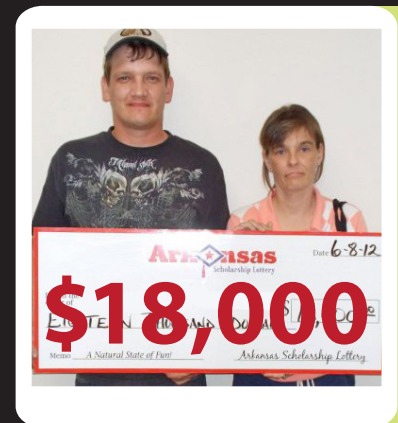
**Mary A. Francis** of Little Rock won \$5,000 playing a \$2 Sunny Money ticket purchased at Citgo Mart in Little Rock, AR 72206.

## WINNER HIGHLIGHT

**Todd Ceola** of Springdale won \$25,000 playing \$10 Wild 10's. His ticket was purchased at Braich Arrow Express in Springdale AR, 72762. He is taking his family on vacation to the Gulf with his winnings.



## MORE ASL WINNERS





AUGUST

Tobacco  
Town

Hot Springs Tobacco Town owner Becca Kirby

location:

**Tobacco Town, Hot Springs, Arkansas, 649 E. Grand Avenue (Garland County).**

open since:

**Only since April of this year, as the store held its grand opening in spring with free drinks, 500 free hot dogs and hundreds of customers; a previous store was torn down and a brand new Tobacco Town rebuilt.**

ASL retailer since:

**Tobacco Town has been with the ASL since the lottery launch, according to owner Becca Kirby.**

favorite thing about the lottery:

**"It's really easy to learn," she said. "The cashiers catch on quickly."**

Favorite game for customers:

**"The scratch-offs," said Kirby.**

store specialty:

**Located on busy Grand Avenue in historic downtown Hot Springs, this large store has pretty much any conceivable tobacco product that's available in the state – truly a Town of Tobacco if there ever was one.**