



LOTTERY OPENS ONLINE REWARDS STORE

Little Rock (February 8, 2010) – The Arkansas Scholarship Lottery (ASL) Points for Prizes™ online store opens Monday, February 8! Players can go to www.myarkansaslottery.com to shop in the store, where their points can be used to order clothing, sporting goods, entertainment items, and more. New items will be added to the store inventory from time to time, including music downloads.

The Points for Prizes™ program was introduced in January as a feature that adds even more value to instant lottery tickets. Players already had been entering their non-winning tickets into the website to qualify for the ASL's Play It Again™ second-chance drawings. Play It Again™ drawings have awarded \$169,000 in cash prizes to date.

These second-chance drawings hand out thousands of dollars to players who've entered their non-winning tickets into their online account. Now, those same ticket entries have deposited Points for Prizes™ points into the players' online accounts—points that show up when the player logs in. Current and new members can continue to enter tickets and earn points.

More than 110,000 players have registered for an online player services account.

Points for Prizes™ and Play It Again™ give players more value for their lottery play. "The Points for Prizes™ program starting in Arkansas is one of the more comprehensive lottery rewards programs in the country," said David Barden, ASL Vice President of Gaming. "A goal of this lottery is to give back as much as possible to Arkansans, and Points for Prizes™ is an exciting way to do that."

Play It Again™ and Points for Prizes™ also limit litter because as players learn there are different ways to win, more will take their tickets with them to the nearest computer.

Lottery net proceeds go toward scholarships. For scholarship information, including the YOUiversal scholarship application, visit www.adhe.edu, the website of the Arkansas Department of Higher Education.