

Welcome to the February 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.

## SPECIAL PROMOTION!

AVAILABLE FEBRUARY 1 THROUGH FEBRUARY 28.

**BUY** **\$5 ARKANSAS 50/50 RAFFLE TICKET**

**GET** **\$1 CASH COUNT UP FAST PLAY TICKET**

**FREE**



The DeWitt Conoco 1-Stop staff: Cheryl Heidlebaugh (front left), Carolanna Buchanan (back left), Natasha Brown (right front), Denise Conner (center back) and Mary Alice Bronson (back right).

### RETAILER LIMELIGHT:

**Location:** Conoco 1-Stop, 1721 Whitehead Dr., DeWitt (Arkansas County).

**Location open:** "Twenty-plus years," according to Conoco 1-Stop General Manager Rodney Domrase. This hopping store in south Arkansas County faces streets on its front and back sides; both entrances can get busy.

**Arkansas Scholarship Lottery retailer since:** "Day one." The staff with the lottery is one of our most efficient vendors," he said. "We suffer less downtime with them than any other vendor we have."

**Favorite game for customers:** "The Powerball® and Mega Millions® now," Domrase said, "but the flashy new games catch their eyes."

## THESE NEW GAMES ARE A HIT!

(Note: These games launch Feb. 4)

### \$1 Hit \$100

Win up to \$100  
Overall Odds: 1 in 4.16  
Top Prize Odds: 1 in 864

### \$2 Hit \$200

Win up to \$200  
Overall Odds: 1 in 4.13  
Top Prize Odds: 1 in 640

### \$3 Jumbo Bucks Crossword

Win up to \$75,000  
Overall Odds: 1 in 3.43  
Top Prize Odds: 1 in 450,000

### \$5 Hit \$500

Win up to \$500  
Overall Odds: 1 in 3.46  
Top Prize Odds: 1 in 750

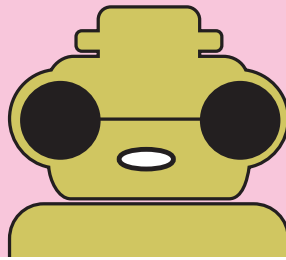
### \$20 Platinum Payout

Win up to \$1,000,000  
Overall Odds: 1 in 2.91  
Top Prize Odds: 1 in 540,000

## A DOLLAR WILL MAKE YOU HOLLER!

Whoa! The Arkansas Scholarship Lottery game of the month for February is epic! Every single eligible \$1 game we have available is worth triple the Points for Prizes® points all month long.

This includes AR-116 Double Dough (still available to redeem), AR-144 Star Spangled Cash (still available to redeem), AR-159 Shooting Stars, AR-163 Deuces Wild (still available to redeem), AR-170 PAC-MAN™ (still available to redeem), AR-179 3 Times Lucky, AR-188 Did I Win?, AR-189 Scenic Arkansas, AR-192 Fast \$100, AR-207 Full of 50's, AR-210 Popeye®, AR-211 Holiday Gold and AR-222 Hit \$100.



## 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: 2/05/2014 LAST DAY TO REDEEM: 5/6/2014

- In the Money
- Solid Gold
- Diamond Mine
- Deuces Wild
- Fat Cat Tripler
- Super Crossword
- EZ Grand
- Fantastic 5's



## LAST DAY TO REDEEM: 03/05/2014

- Double Dough
- Sunny Money
- Star Spangled Cash
- Pink Panther™
- Pink Diamond Bingo
- PAC-MAN™
- \$250,000 Taxes Paid
- American Muscle®

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PAC-MAN™ & © NAMCO Games Inc.

## FAST PLAY

Fast Play games Beat The Dealer and Find the 9's launch Feb. 3.

Also, the last day to sell the Fast Play games Hunting for Hundreds and Blackjack is Feb. 2..



# TAKE A BUCK OFF!

## \$1 INSTANT TICKET COUPON

Offer valid 2/13/2014 - 3/31/2014

The Arkansas Scholarship Lottery's new \$1 instant ticket coupon can be used toward players' next lottery purchase, or be redeemed for a free \$1 instant ticket at any Arkansas Scholarship Lottery retailer.

Retailers, to process this coupon, follow these steps: From the main terminal screen, press the "COUPON" button and scan the bar code on the coupon. For your records, a receipt will print out that confirms the \$1 credit. You will receive a \$1 credit adjustment on your Financial Sales and Invoice reports.

# A GIFT FOR YOU!

Offer valid 2/13/2014 - 3/31/2014

YOU MUST PRESENT COUPON PRIOR TO PURCHASE.

**\$1** INSTANT  
TICKET  
COUPON

Use toward your next purchase  
or redeem for a \$1 instant ticket

**FREE!**

SCAN  
HERE



This coupon can be redeemed at any Arkansas Scholarship Lottery retailer. All transactions are subject to Lottery rules and applicable laws. Coupon can only be redeemed once. Limit one coupon per transaction. For promotional use only. No cash value. Original coupon required. Offer expires end of day 3/31/2014. This coupon may not be used in combination with any other Lottery coupon or promotional offer.

**ATTENTION LOTTERY RETAILERS:**

To process this coupon, follow these steps below: From the main terminal screen, press the "COUPON" button and scan the barcode on the coupon. For your records, a receipt will print out that confirms the \$1 credit. You will receive a \$1 credit adjustment on your Financial Sales and Invoice reports.

For more information, visit any lottery retailer or call 501-683-2000. Call 1-800-522-4700 for problem gambling helpline. *Please play responsibly.*

Need help? Ask your MSR or call 501-683-2000. All transactions are subject to Lottery rules and applicable laws. Coupons can only be redeemed once. Limit one coupon per transaction. For promotional use only. No cash value. Original coupon required. Offer expires end of day 3/31/2014. This coupon may not be used in combination with any other Lottery coupon or promotional offer.

