

Welcome to the June 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 June 1 through June 30.

# BUY \$5

# GET \$1

**Natural State**  
**JACKPOT**

# FREE

All through June, your customers simply need to buy a \$5 Natural State Jackpot ticket (Each NSJ play is \$1), and they'll receive a free \$1 NSJ play! Retailers, remind your customers this promotion is for the month of June only and the \$5 must be in a single purchase.

As always, ask your friendly MSR for any details on this promotion.



From left, Tammy Atchley, Aylisha Bradford, Regina Lainhart and Rose Moody of Atchley's Outpost.

### RETAILER LIMELIGHT:

**Location:** Atchley's Outpost, 5430 Hwy. 7, Lake Hamilton, southern Garland County.

**Location open since:** 1985.

**Arkansas Scholarship Lottery retailer since:** Day one, according to the store's Tammy Atchley.

**Favorite game for customers:** Atchley said Cash 3, Cash 4 and \$20 instant tickets are big, but added, when it comes to lottery games, "We sell everything. We've had some big winners here, too – everybody's happy!"

## HOT IN JUNE!

### \$1 Fireball 7's

Win up to \$2,000

Overall Odds: 1 in 4.03

Top Prize Odds: 1 in 420,000

### \$2 Spicy Hot 7's

Win up to \$20,000

Overall Odds: 1 in 4.03

Top Prize Odds: 1 in 420,000

### \$3 Bankroll Bingo

Win up to \$75,000

Overall Odds: 1 in 3.30

Top Prize Odds: 1 in 560,000

### \$5 Sizzlin' 7's

Win up to \$100,000

Overall Odds: 1 in 3.41

Top Prize Odds: 1 in 420,000

### \$5 Giant Jumbo Bucks

Win up to \$100,000

Overall Odds: 1 in 3.38

Top Prize Odds: 1 in 480,000

## CARDS X NINE!

The Arkansas Scholarship Lottery game of the month for June is our St. Louis Cardinals™ instant game, worth nine times the Points for Prizes® points all month long.

Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.

## FAST PLAY

Fast Play games Tic Tac Toe and Lucky Loot launch June 2; the Fast Play games Quick Cards and Shopping Spree launch June 30. The last day to sell the Fast Play games Beat The Dealer and Find the 9's is June 1; the last day to sell the Fast Play games Jumbo Bucks and Smokin Hot Dice is June 29.



The last day to redeem is also the final Play It Again™ & Points for Prizes® entry deadline for that game.

## LAST DAY TO REDEEM: 7/23/2014

- Raining Gems
- Black Pearls
- Diamond Fortune
- Tattoo Doubler
- Lady Jumbo Bucks
- Queen of Hearts
- Cool Turquoise 7's
- Holiday Gold

## LAST DAY TO SELL: 7/9/2014 LAST DAY TO REDEEM: 10/7/2014

- Monopoly™
- Money Money Money
- Fast \$200
- Big Money
- \$500,000 Mega Fortune
- Daily Crossword
- Full of 50's
- Popeye®

## LAST DAY TO REDEEM: 8/20/2014

- Emerald Riches
- Aces and 8's
- 3 Times Lucky
- Fast \$100
- Football
- Holiday Magic

# GET COUPON *happy!*

**MAY COUPON OFFER  
NO LONGER VALID  
after 5/31/14**



**SAVINGS ON  
SCRATCHERS  
THAT WILL  
MAKE YOU  
HAPPY!  
HAPPY!  
HAPPY!**

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. May offer expires end of day 5/31/2014. June offer expires end of day 6/30/2014. 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 or \$2 credit. You will receive a \$1 or \$2 credit adjustment on your Financial Sales and Invoice reports.

Our coupon promotion is good through June and it will make retailers and players alike happy, and that's a fact, Jack! Coupon-bearing players who spend \$5 on instant tickets in June will receive a \$1 instant ticket coupon, good toward their next lottery purchase or good for a free \$1 instant ticket, through the end of June.

To process the coupon, press the "COUPON" button on the main terminal screen and scan the barcode. For your records, a receipt will print out that confirms the credit. You will receive a credit adjustment on your Financial Sales and Invoice reports.