

Welcome to your October 2016 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners.

**OCT
2016**

RETAILER LIMELIGHT



Winner's Circle #5 of Arkadelphia Manager Shane Moore says \$10 and \$20 instant tickets are favorites for his customers.

LOCATION:

Winner's Circle #6, 104 N. 10th St., Arkadelphia (Clark County).

STORE OPEN FOR:

Years, according to Shane Moore, manager for three.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

Day one.

FAVORITE GAME FOR CUSTOMERS:

\$20 and \$10 scratch-offs, Moore said.

STORE SPECIALTY:

For lottery players, this bright, clean and busy location has a scratch-off area right where customers walk in – and Moore notes, this retailer gets lots of walk-in traffic. Beyond its lottery, snacks, and hot wings, Moore says Winner's Circle's big draw is "the cheapest beer in town."

OCTOBER GAMES ARE SUPER, FAST AND EZ

(These games launch Oct. 4.)



\$10 Road to Riches[®]
(Game 362)
Win up to \$200,000
Overall Odds: 1 in 2.98
Top Prize Odds: 1 in 320,000

\$5 EZ \$1,000's!
(Game 361)
Win up to \$100,000
Overall Odds: 1 in 3.72
Top Prize Odds: 1 in 450,000

\$3 Super Hit!
(Game 360)
Win up to \$70,000
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 600,000

\$2 MONOPOLY™
(Game 359)
Win up to \$20,000
Overall Odds: 1 in 4.09
Top Prize Odds: 1 in 360,000

\$1 Fast Cash
(Game 358)
Win up to \$3,000
Overall Odds: 1 in 4.78
Top Prize Odds: 1 in 450,000

COMING FAST

Fast Play games Hunting for Hundreds and Crazy 8's launch October 3; Holiday Cash and Candy Cane Cash launch October 31.



GET HOT FOR 5X THE POINTS!

The game of the month for October is Hot Shot (Game 342), worth five times the Points for Prizes® points all this month!



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: 11/1/2016

- 3 Times Lucky
- 7-11-21®
- Jumbo Bucks Crossword
- The Color of Money
- Electric 8's
- Money Bags

Last day to redeem: 12/13/2016

- Lucky 7
- Ultimate Jumbo Bucks
- Strike It Rich
- Blackjack
- \$10,000 Stacks
- Full of \$500's
- Win Big

Last day to sell: 11/16/16

Last day to redeem: 2/14/17

- 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 3 Times Lucky and In Between is October 2; the last day to sell Jumbo Bucks and Hot Dice is October 30.