

This is your Nov. 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students.

**NOV
2017**

Tina Shelton of Mountain Pine Corner Store.



PHOTO: Mountain Pine Corner Store, 2702 Mountain Pine Road, in, yep, Mountain Pine.

Retailer Limelight



LOCATION:

Mountain Pine Corner Store, 2702 Mountain Pine Road, in, yep, Mountain Pine!



ARKANSAS SCHOLARSHIP LOTTERY RETAILER:

For years; the corner store -- indeed located at the corner of Mountain Pine and Glazypeau roads -- is a longtime landmark as well.



FAVORITE GAME FOR CUSTOMERS:

Clerk Tina Shelton says \$5 \$500 in a Flash has been popular; and instant tickets generally outperform draw games at this location.



STORE SPECIALTY:

Located near Lake Ouachita's Blakely Mountain Dam, Mountain Pine Corner Store of course sells fishing gear, but also animal feed, off-road diesel and wine and beer. However, Ms. Shelton says their food -- hamburgers, Philly's, fried chicken and a deli case with meats and cheeses -- is their specialty. "Oh! And the coldest beer!," she adds.

FUN FACT: Syndicated radio DJ and weekly Country Top 30 host Bobby Bones is from Mountain Pine, as touted on a sign in town.

Mega Millions®: Changes Have Come

Changes have come to Mega Millions®! These changes include better odds to win \$1 million, higher average jackpots, and faster-growing jackpots with rolls of at least \$5 million. Starting Mega Millions® jackpots are now \$40 million, while the cost to play Mega Millions® has increased to \$2 per play. (The Megaplier® cost remains at an additional \$1 per play.)

The first drawing for the new modified Mega Millions® was October 31. Be sure you have your new playslips and are ready to handle any confused players!



GAME DETAILS

WHOA-VEMBER!

(Note: These games launch Nov. 7)

(\$10) Cash Diamonds

(Game 419)

Win up to \$200,000

Overall Odds: 1 in 2.89

Top Prize Odds: 1 in 320,000

(\$5) Bonus 7

(Game 418)

Win up to \$100,000

Overall Odds: 1 in 3.65

Top Prize Odds: 1 in 560,000

(\$2) Lucky Numbers

(Game 417)

Win up to \$20,000

Overall Odds: 1 in 3.93

Top Prize Odds: 1 in 480,000

(\$1) Holiday Cheer

(Game 416)

Win up to \$3,000

Overall Odds: 1 in 4.58

Top Prize Odds: 1 in 336,000



New \$20 Ticket Packs to Increase in Size Next Month!

Retailers, the pack size for NEW \$20 instant tickets will increase starting with the game being launched Dec. 5. Packs of new \$20 games will go from 15 to 30 tickets per pack; pack value will double from \$300 to \$600. Ticket packs at all other price points will remain at \$300; ticket quantities per pack will not increase for \$1, \$2, \$3, \$5 or \$10 games.

HOLLER FOR A DOLLAR!

Hang on to your hats, retailers -- The games of the month for November are EVERY \$1 instant ticket, worth **double** the Points for Prizes® points all this month! That means the following games are worth double points in November: Holiday Cheer (launches Nov. 7), Popeye®, Fast Money, 5X the Cash, Lots of \$100's, Tic Tac Dough, Quick 7's, Double Frenzy and 3 Times Lucky. No longer for sale, but also eligible for DOUBLE points: 10X, \$100 in a Flash, and I Love to Win!

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.



\$1

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: 12/12/2017

- MONOPOLY™ • \$500 in a Flash
- \$10,000 Blast! • The Cash Wheel
- I Love to Win! • 50X
- Tic Tac Tripler

Last day to sell: 1/11/2017

Last day to redeem: 1/30/2018

- Jumbo Bucks Bonus • EZ \$1,000's!
- Diamond Doubler • 10X Joker's Jackpot
- Neon 200X • \$100 in a Flash
- Super Hit! • 10X

Last day to sell: 12/27/2017

Last day to redeem: 3/27/2018

- Cash Bash • 20X
- \$200 in a Flash • 100X
- \$3 Times Lucky • Platinum 7's
- Crossword Multiplier