



# RETAILER NEWSLETTER

Thank you for being a retail partner with the Arkansas Scholarship Lottery. With your help we have funded more than 302,000 college scholarships for Arkansas students since 2009.

JAN 2019

## DEBIT CARDS CAN BOOST SALES

Brothers Rovi and Manna Singh, owners of Exxon One Stop located at 2901 W. 28th St. in Pine Bluff, say accepting debit cards for lottery product sales is a positive for their business and has helped Exxon One Stop reach the status of No. 2 lottery retailer in Arkansas for FY19. They also own four other stores in the state that accept debit card payments for lottery.

"People like to use debit cards to buy \$10 and \$20 scratch-off tickets," Rovi said. "We sell more scratch-off tickets than we do draw games, and players buy the more expensive tickets now because they can pay with debit cards."

Rovi said if their stores didn't accept debit cards for lottery products their customers would go somewhere else to purchase them. Being a lottery retailer has definitely helped their business, he added.

"We saw an increase in lottery sales when we started taking debit cards," he said.

He said he keeps his customers aware of jackpot amounts and encourages them to buy tickets – especially when the jackpots get big. Several months ago when the Mega Millions® and Powerball® jackpots were really high, Rovi said he was posting the amounts prominently at the front of his stores.



MANNA SINGH

## Bundles are back in 2019!

The popular 5-Buck Bundle will be back for the entire month of January 2019. As in the past, players will get a \$3 Powerball® with Power Play®, a \$2 Mega Millions® ticket and a FREE \$1 Natural State Jackpot ticket.

For the first time ever the Arkansas Scholarship Lottery will sell a 10-Buck Bundle next February. Players will receive a \$3 Powerball® with Power Play®, a \$3 Mega Millions® with Megaplier®, a \$2 Lucky for Life®, a \$2 NSJ ticket and an additional FREE \$2 NSJ ticket.

All tickets for both Bundles will be Quick Picks. The Bundles will not be available on TVMs.



"Gimme Five!"



"WIN with TEN!"

## DEBIT CARD FACTS

- Last year lottery sales by retailers that took debit cards as a form of payment grew by 17.8 percent compared to 6.9 percent for retailers who did not.
- Consumers are using debit cards more frequently for everyday purchases – more than 70 billion transactions a year in the U.S. alone.
- 41 percent of all transactions in gas stations are on debit cards – 54 percent in supermarkets.
- ASL introduced debit cards as form of payment for lottery tickets in 2017 helping to make a record year in sales and retailer commissions.

**(\$10) Hit \$5,000!**  
 (Game 484)  
 Top Prize: \$5,000  
 Overall Odds: 1 in 3.05  
 Top Prize Odds: 1 in 3,750

**(\$5) Hit \$500!**  
 (Game 483)  
 Top Prize: \$500  
 Overall Odds: 1 in 3.69  
 Top Prize Odds: 1 in 500

**(\$2) Hit \$200!**  
 (Game 482)  
 Top Prize: \$200  
 Overall Odds: 1 in 4.09  
 Top Prize Odds: 1 in 600

**(\$1) Hit \$100!**  
 (Game 481)  
 Top Prize: \$100  
 Overall Odds: 1 in 4.77  
 Top Prize Odds: 1 in 600

# January Games!

(Note: These games launch **December 31st.**)



## COMING FAST ◀

Fast Play games **Cash Count Up** and **7's** launch January 7.

## LEAVING FAST ▶

The last day to sell Fast Play games **Hunting for Hundreds** and **Shopping Spree** is January 6.

# Double No Trouble!

January's game of the month is the **Big Multiplier**. Stay **BIG** with **DOUBLE** the Points for Prizes® points all month long!

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](http://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: 1/29/2019

- Lucky Numbers
- Cash \$500's
- Cash Diamonds
- Cool 7's
- \$1 Lottery Ticket
- SCRABBLE™ Crossword
- Cash Money
- 50X The Money

Last day to redeem: 3/19/2019

- Bonus 7
- Cash \$100's
- Cash \$200's
- Cash \$1,000's
- Lady Jumbo Bucks
- 100X The Money
- Bonus Payout
- \$5,000 Jackpot

Last day to sell: 2/13/2019

Last day to redeem: 5/14/2019

- \$10,000 Loaded
- 10X The Money
- 20X The Money
- Super 777
- Match 7's
- Platinum Doubler
- \$100,000 Jackpot
- Cash 10X