

*Welcome* to the April *Sales Force* e-newsletter for Arkansas Scholarship Lottery retailers. If you'd like future editions of *Sales Force* sent to you electronically, send an e-mail to Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov).

## The New ARKANSAS ACADEMIC CHALLENGE SCHOLARSHIP

WANT MORE?  
→ visit [adhe.edu](http://adhe.edu)



A message from Ernie Passailaigue to our great retailer partners:

Thank you! Arkansas has been notified that our state was fifth in the nation in per capita instant ticket sales for the fourth quarter of 2009—our very first quarter of operation. You, our Retailers, put us ahead of 38 other states AND the District of Columbia in sales.

As an Arkansas Scholarship Lottery Retailer, you are selling great Lottery products and leading the efforts to provide scholarships to an estimated 28,000 students this fall. Without your work, there would be no scholarships.

It is our goal to provide you with excellent products to sell, and service through your Lottery Marketing and Sales Representative. Your Rep should be calling on you regularly and making sure you have the products that you need and the information to go with those products.

This issue of *Sales Force* provides a preview of our four new instant tickets. We hope they will be big sellers for you! In case any of your customers ask about the scholarships, send them to [www.adhe.edu](http://www.adhe.edu) for the "You-niversal" scholarship application.

Thank you for your business. Arkansas deserves to be Number 1 in education, and we want to work with you to build the Number 1 Lottery!

Sincerely,  
**Ernie Passailaigue | Director**

# Big ASL Winners!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov) to get a copy of the photo.

**Kathy Dutton** of Farmington won \$18,000 playing a Money Madness instant ticket purchased at Tobacco Superstore 47 in Lowell, AR 72745.

**Michael Sullivan** of Bryant won \$30,000 playing Mega Millions®. His ticket was purchased at C & S Superstop in Bryant, AR 72022.

**Joshua Graves** of Crossett won \$1,000 playing a \$250,000 Cash Club instant ticket purchased at EZ Mart 344 in Crossett, AR 71635.

**W J Newberry** of Green Forest won \$10,000 playing Powerball®. His ticket was purchased at Powells One Stop in Green Forest, AR 72638.

**Esther Reed** of Rogers won \$19,999 playing a Find the 9's instant ticket purchased at Jiffy Kwick in Rogers, AR 72756.

**LaDonna Moon** of Alma won \$10,003 playing Mega Millions®. Her ticket was purchased at Kum & Go 385 in Van Buren, AR 72956.

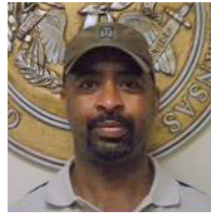
**Tony Sutton** of Lynn won \$1,000 playing a \$500,000 Jackpot instant ticket purchased at Sheila's Quick Stop in Lynn, AR 72440.

**Vicky Burnett** of Pine Bluff won \$22,000 playing an All the Money instant ticket purchased at M. R. Petroleum in Pine Bluff, AR 71603.

**Billy Boykin** of Jacksonville won \$20,000 playing a \$20,000 Taxes Paid instant ticket purchased at Bucks Country Store in Jacksonville, AR 72076.

**Catherine Richter** of Russellville won \$30,000 playing Powerball®. Her ticket was purchased at Reid's Sportsmans One Stop in Russellville, AR 72801.

**Kirby Stanfield** of Little Rock won \$22,000 playing an All the Money instant ticket purchased at Super Stop 21 in Little Rock, AR 72211. Kirby is a second-chance drawing winner.



**Billy Boykin**



**W J Newberry**



**Michael Sullivan**



**LaDonna Moon**

## NEW GAMES

Encourage your customers to try out these fun new March instant games:

### \$1 \$25 Fiesta

Win up to \$2,500.  
Overall Odds: 1 in 4.64  
Top Prize Odds: 1 in 360,000

### \$2 Spicy Hot 7's

Win up to \$17,777.  
Overall Odds: 1 in 4.04  
Top Prize Odds: 1 in 570,000

### \$3 Arkansas Crossword

Win up to \$50,000.  
Overall Odds: 1 in 3.60  
Top Prize Odds: 1 in 390,000

### \$5 World Poker Tour®

Win up to \$100,000.  
Overall Odds: 1 in 3.49  
Top Prize Odds: 1 in 520,000

World Poker Tour® merchandise prize packs will be awarded in two second-chance drawings. Players enter non-winning tickets online at [www.myarkansaslottery.com](http://www.myarkansaslottery.com).

**ARKANSAS SCHOLARSHIP LOTTERY**  
Enter at [www.myarkansaslottery.com](http://www.myarkansaslottery.com) for WPT® Prizes!  
See back for details.

**WPT® WORLD POKER TOUR**

**YOUR CARDS**

GAME 1: Match any of YOUR CARDS to any WINNING CARD, win prize shown.

**WINNING CARDS**

PRIZE PRIZE PRIZE PRIZE  
PRIZE PRIZE PRIZE PRIZE

**Win up to \$100,000!**

GAME 2: Scratch YOUR 2 CARDS and the COMMUNITY CARDS to make your best 5-card hand. Do the same with THEIR 2 CARDS. If your best 5-card hand beats their best 5-card hand, win the prize shown. See back for hand rankings.

**YOUR 2 CARDS** **COMMUNITY CARDS** **THEIR 2 CARDS**

**PRIZE**

EACH GAME PLAYED SEPARATELY

TICKETS MAY CONTINUE TO BE SOLD AFTER ALL TOP PRIZES HAVE BEEN CLAIMED.