

Welcome to the February *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. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Fiser at amber.fiser@arkansas.gov.

\$2,000,000 TOP PRIZE?

you got it!



LOADED WITH PRIZES? *absolutely!*

Top Prize Odds: 1 in 1,020,000

RUSH FOR THE GOLD AND WIN A TRIP, TOO!

Our Second-Chance Promotion for the new \$20 Arkansas \$2,000,000 Gold Rush is the greatest in the lower 48 states!

Grand prize is the choice of an Alaskan cruise for two (including airfare and \$500 on board credit for excursions) or a trip to Hawaii for two (including airfare and \$1,000 spending money). 1 winner per drawing. Second prize is a Sony 60" LED TV HDTV home theater system and Blu-Ray wireless stereo headphone system with HDMI cables (10 winners per drawing), and third prize is a Panasonic portable Blu-Ray player and a \$100 gift card (42 winners per drawing).

Three drawings will be held; on March 28, July 1 and October 24. We think this great game and promotion will cause a rush at your store, as well!

To enter, visit myarkansaslottery.com.

A Message From the Arkansas Scholarship Lottery:

We hope 2013 is emerging as a good year for you and your business!

Here at the Arkansas Scholarship Lottery, we're excited this month about the launch of our new \$20 ticket with a nice and hefty jackpot of \$2 million dollars – the \$20 Arkansas \$2,000,000 Gold Rush game. Seeing this jackpot, we think your customers will quickly catch the gold bug playing Arkansas \$2,000,000 Gold Rush!

Speaking of a cool \$2 million, Arkansas recently saw a woman from DeQueen claim a \$2 million dollar Powerball® jackpot, and a gentleman from Pine Bluff recently won \$210,000 playing our Natural State Jackpot. But, as one of our retailer partners, you are well aware that our Arkansas Scholarship Lottery winners are found all over the state. And they're not just Arkansas Scholarship Lottery players, but deserving scholarship recipients all across the state. It's great to be working together with you to provide scholarships to Arkansas students.

We've got lots of exciting things in store for 2013 here at the Arkansas Scholarship Lottery, and we're looking forward to good things with you, our retail partners. Thanks as always for your help in making Arkansas a better place, and have a great month!

NEW GAMES!

FEBRUARY FUN

\$1 3 Times Lucky

Win up to \$3,000

Overall Odds: 1 in 4.80

Top Prize Odds: 1 in 600,000

\$2 Raining Gems

Win up to \$20,000

Overall Odds: 1 in 4.24

Top Prize Odds: 1 in 510,000

\$3 EZ Grand

Win up to \$100,000

Overall Odds: 1 in 3.78

Top Prize Odds: 1 in 480,000

\$20 Arkansas \$2,000,000 Gold Rush

Win up to \$2,000,000

Overall Odds: 1 in 2.98

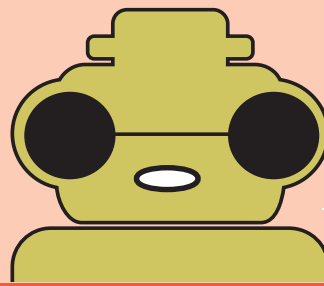
Top Prize Odds: 1 in 1,020,000

TRIPLE YOUR PFP POINTS PLAYING THE FEUD!

Survey says -- the ASL game of the month is Family Feud® – it's worth triple the Points for Prizes™ points all February long.

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ 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.

(FAMILY FEUD is a registered trademark of FreemantleMedia Operations BV. Licensed by Freemantle Media Enterprises.)



GAME OVER

The days are numbered
for these ASL games:

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

LAST DAY TO SELL: 3/27/2013 LAST DAY TO REDEEM: 6/25/2013

- Cash Bonanza Bonus
- Jewel 7's
- The Money Game
- Arkansas Millionaires Club
- Cashtastic
- Great 8's
- Tic-Tac-Luck
- Fast \$100



LAST DAY TO SELL: 1/3/2013 LAST DAY TO REDEEM: 4/3/2013



- A Christmas Story™
- Fast \$500
- Classic Jumbo Bucks
- Happy Birthday
- Hundreds of Dollars
- Did I Win?



PLAY BALL WITH THE TRAVELERS!

Tell your players to enter to win our Arkansas Travelers Points for Drawings giveaway for the 2013 baseball season -- deadline is February 11. Package includes four reserved-seat season tickets, four Travelers caps and four Travs replica jerseys, with a total value of \$3,285.33. A grand slam!

Visit pfp.aslplayerservices.com/prizes/drawings.php.

FAST PLAY

Fast Play games 3 Times Lucky and Lucky Loot start on Feb. 4, 2013. Also, sales of the Fast Play games Crazy 8's and Hunting For Hundreds end Feb. 3, 2013; sales of Holiday Cash and Candy Cane Cash end March 3, 2013.

AS SEEN ON TV!



Tell your Powerball® and Mega Millions® players they can see the games' draws in action by tuning in to Little Rock television station KATV's 10 p.m. "Nightside" newscast. KATV Channel 7 has been granted exclusive rights to air drawings of these games. The Mega Millions® results will be broadcast Tuesday and Friday nights, and Powerball® draw news comes on Wednesdays and Saturdays. The draws can be seen toward the end of those 10 p.m. newscasts between 10:29 and 10:35 p.m.

Trina Gibbs of Vilonia won \$21,000 playing a \$5 Blackjack ticket purchased at Hwy 65 Quick Mart in Greenbrier, AR 72058.

Lionel Crooks of Pine Bluff won \$210,000 playing a Natural State Jackpot ticket purchased at Harding St Valero in Pine Bluff, AR 71601.

Karla Via of Altheimer won \$7,000 playing a \$5 Jewel 7's ticket purchased at Paul's Discount Tobacco in Pine Bluff, AR 71602.

Junious Mitchell of Eudora won \$10,000 playing a Mega Millions ticket purchased at Rick's Express #7 in Lake Village, AR 71653.

April Abney of Conway won \$10,000 playing a \$10 Diamond Fortune ticket purchased at Snappy Mart #6 in Conway, AR 72032.

Charles Berry of Paragould won \$25,000 playing a \$2 Bucks and Ducks ticket purchased at Jordan's Kwik Stop 23 in Paragould, AR 72450.

Delois Kiech of Jonesboro won \$10,000 playing a \$20 Arkansas Millionaires Club ticket purchased at Trumann Mart in Trumann, AR 72472.

Booker Windmon of Wilson won \$5,000 playing a \$10 Wild 10's ticket purchased at Stop N By 3 in Osceola, AR 72370.

Sherry Miller of DeQueen won \$2,000,000 playing a Powerball ticket purchased at B & B Junction in Lockesburg, AR 71846.

Tamecka Malvin of Little Rock won \$10,000 playing \$10 Jackpot Bonus ticket purchased at Sunnys Super Stop in Little Rock, AR 72204.

Terry Oswalt of England won \$5,000 playing \$5 Red Hot Fiery 5's ticket purchased at Flash Market 2541 in North Little Rock, AR 72117.

WINNER HIGHLIGHT

Charles Calvert of White Hall won \$125,000 playing a \$10 Jackpot Bonus purchased at Superstop Valero in Pine Bluff. He had heart surgery last week so his winnings came at a perfect time to help with costly medical expenses.



MORE ASL WINNERS



FEBRUARY

KWIK STOP



Pam Willis, manager of Jordan's Kwik Stop in Trumann.

location:

Jordan's Kwik Stop #12, 301 Highway 163 North, Trumann (Poinsett County).

open since:

"Decades," said manager Pam Willis, adding, "I've been here 14 years myself."

ASL retailer since:

The beginning.

favorite thing about the lottery:

"The lottery has helped a lot of folks."

Favorite game for customers:

"It depends on the customers; they play all kinds," Willis said. "One day it may be \$10 or \$5 tickets, and the next day, \$1 or \$2 [tickets]. I have one customer who only buys \$20 tickets and one who only buys \$10 [tickets]."

store specialty:

Willis says the store's "made from scratch" breadsticks are big with customers, "and they like our Pepsi promotions." Jordan's Kwik Stop in Trumann also has DVDs, auto care products, coffee and the like.