

Welcome to the January 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.

SPECIAL PROMOTION!

AVAILABLE JANUARY 1 THROUGH JANUARY 31.

BUY

ASK FOR THE JACKPOT BUNDLE

GET

FREE

Natural State JACKPOT

A \$3 Powerball® with Powerplay® ticket, a \$2 Mega Millions® with Megaplier® ticket and a \$1 Natural State Jackpot ticket will qualify for one free \$1 Natural State Jackpot ticket. All Powerball®, Mega Millions® and Natural State Jackpot tickets must be purchased using the Jackpot Bundle terminal key to receive a free Natural State Jackpot ticket. All Jackpot Bundle plays will be quick picks.

A Message From the Arkansas Scholarship Lottery:

Happy 2013 to all our players and retail partners! We're excited about the new year and its prospects and hope to work together with our ASL retailers across the state for continued prosperity – and, of course, continued scholarships for college-bound Arkansas students.

To that end, we've got an exciting promotion in January where players can buy a \$1 Natural State Jackpot ticket, a \$3 Powerball® ticket with Powerplay® and a \$2 Mega Millions® ticket with Megaplier® and receive a \$1 Natural State Jackpot ticket free. Tell your players -- and your cashiers! -- to simply ask for the January Jackpot Bundle. We've got other similar promotions in the works that we'll be telling you about as the year goes on.

And among our 2013 plans for Points for Drawings, we'll be giving away a Bad Boy Mower, proudly manufactured in Batesville -- a continuation of our collaborations with Arkansas-based businesses, such as we did with North Little Rock's Aloha Boats and the Crescent Hotel in Eureka Springs in 2012.

We're proud to be working together with you to provide funds to help our students attend college – and fun for your customers! Here's to another great year of working together to provide both to the state of Arkansas!

ASK YOUR MARKETING SALES REP FOR DETAILS.

NEW GAMES!

JANUARY GAMES

\$1 PAC-MAN™

Win up to \$3,000

Overall Odds: 1 in 4.18

Top Prize Odds: 1 in 240,000

PAC-MAN™ & ©NAMCO

BANDAI Games Inc.

\$2 Tattoo Doublor

Win up to \$24,000

Overall Odds: 1 in 4.47

Top Prize Odds: 1 in 384,000

\$3 Emerald Riches

Win up to \$50,000

Overall Odds: 1 in 3.75

Top Prize Odds: 1 in 640,000

\$10 \$250,000 Taxes Paid

Win up to \$250,000 Taxes Paid
(Actual Amount: \$367,647)

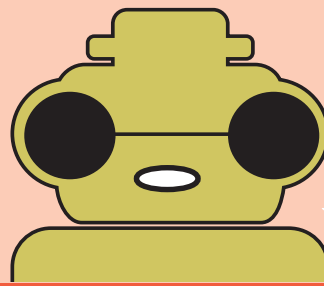
Overall Odds: 1 in 2.94

Top Prize Odds: 1 in 400,000



PLAY RICHES, DOUBLE YOUR POINTS!

The ASL game of the month is **\$1,000,000 Riches** – it's worth double the Points for Prizes™ points all January long.



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 REDEEM: 1/23/2013

- 3 Times Lucky
- Super Jumbo Bucks
- Betty Boop™ Crossword
- 7-11
- Whole Lotta 100's
- Scenic Arkansas

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

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



PLAY BALL!

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

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

play it again TOP PRIZE DRAWINGS

Final top prize drawings scheduled for six games
Players must submit all eligible entries by the deadline date to qualify for the final Play It Again™ top prize drawings for the following games:

DEADLINE TO ENTER: 1/23/2013

DRAWING DATE: 1/29/2013

- 3 Times Lucky (Game #001), Final top prize: \$3,000.
- Super Jumbo Bucks (Game #094), Final top prize: \$100,000.
- Betty Boop™ Crossword (Game #118), Final top prize: \$50,000.
- Scenic Arkansas (Game #126), Final top prize: \$1,000.
- 7-11 (Game #127), Final top prize: \$1,177.
- Whole Lotta 100's (Game #132), Final top prize: \$100.

Michael Platt of Bauxite won \$10,000 playing a \$10 Money Maker ticket purchased at Geyer Springs Doublebee's in Little Rock, AR 72209.

Danny Vickers of Fort Smith won \$5,000 playing a \$5 Black Pearls ticket purchased at Point Convenience Store in Fort Smith, AR 72901.

Kerry Johnson of Jonesboro won \$5,000 playing a \$5 Red Hot Fiery 5's ticket purchased at Tobacco Superstore 28 in Jonesboro, AR 72401.

Duston Curtsinger of Beebe won \$10,000 playing a \$10 Money Maker ticket purchased at Miraj Flash Market in Mc Rae, AR 72102.

Doyle Jackson of Bradford won \$50,000 playing a \$20 \$1,000,000 Riches ticket purchased at JB's Tobacco in Bradford, AR 72020.

Trent Huey Jr. of Jacksonville won \$10,002 playing a Decades of Dollars ticket purchased at Victory Lane in Jacksonville, AR 72076.

Howard Turner of Little Rock won \$200,000 playing a \$10 Diamond Fortune ticket purchased at Citgo Mart in Little Rock, AR 72206.

Bob Young of Huntsville won \$10,000 playing a Decades of Dollars ticket purchased at Fast Trax #10 in Goshen, AR 72735.

Nichole Dortch of Fort Smith won \$2,900 playing a Cash 4 ticket purchased at Point Convenience Store in Fort Smith, AR 72901.

Audrey Wagner of Ravenden won \$7,000 playing a \$5 Jewel 7's ticket purchased at Flash Market 106 in Hardy, AR 72542.

Savannah Woodruff of Nashville won \$43,714 playing an Arkansas 50/50 ticket purchased at Nashville Quick Mart in Nashville, AR 71852.

WINNER HIGHLIGHT



Terry Solley of Danville won \$10,000 playing a Powerball® ticket. His ticket was purchased at Hollis Country Store in Plainview, AR. He plans to help his family for the holidays with his winnings!

MORE ASL WINNERS



JANUARY

**TOBACCO
SUPERSTORE**



Sharon Abernathy of Tobacco Superstore in Crossett.

location:

Tobacco Superstore #72, 100 East 9th Ave., Crossett (Ashley County).

open since:

Since February 2002, according to the store's Sharon Abernathy. The store is part of a chain in Missouri, Mississippi, Tennessee and Arkansas; there are more than five dozen such stores in Arkansas alone.

ASL retailer since:

"When it first started," Abernathy said.

favorite thing about the lottery:

"It really isn't that hard for employees," she said.

Favorite game for customers:

Cash 3 and Cash 4.

store specialty:

Crossett's Tobacco Superstore claims it's the top online lottery sales retailer for the state in 2011 and 2012. "We have a lot of loyal customers that love the lottery!" said supervisor Elaine Allen.