

UPCOMING INSTANT GAMES SCHEDULE

JANUARY
Launching:
January 3, 2023

FEBRUARY
Launching:
January 31, 2023

MARCH
Launching:
February 28, 2023

APRIL
Launching:
April 4, 2023 +
a mid-month
launch on April
18, 2023

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- January 19, 2023 - UALR Basketball, Little Rock
- January 24, 2023 - U of A Basketball, Fayetteville
- February 23, 2023 - UCA Basketball, Conway



RETAILER NEWSLETTER

With the help of our retailers, the Arkansas Scholarship Lottery creates winning people, winning futures, and winning moments! This newsletter will keep you up to date on the latest lottery information and retailer best practices and tips, which will ultimately increase sales at your location. Learn more at <https://myarkansaslottery.com/about/retailer-information>.

JAN 2023

COMING FAST

Cash Count Up and 7's will launch on January 2. Beat the Dealer and Lucky Clover launches on January 30.



LEAVING FAST

The last day to sell Fast Play games Hunting for Hundreds and Shopping Spree is January 1. Holiday Cash and Candy Cane Cash's last day to sell is January 29.



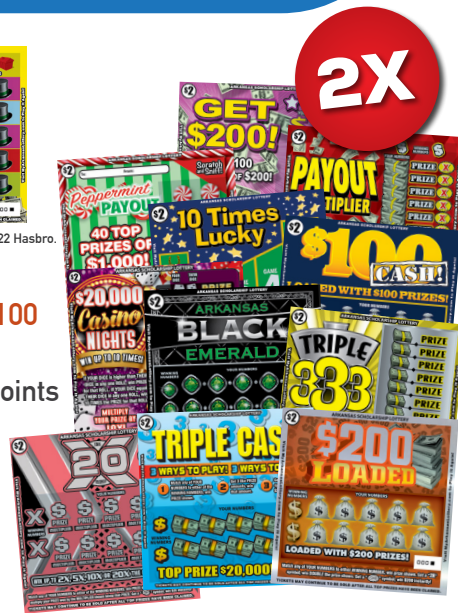
2X THE POINTS!



THE GAME OF LIFE TM. © & © 2022 Hasbro.



MONOPOLY X20. © & © 1935, 2022 Hasbro.



2X

The games of the month for January are the entire \$2 price point! That means Triple Cash, 20X the Money, Triple 333, Arkansas Black Emerald, THE GAME OF LIFE, \$100 Cash, MONOPOLY X20, \$20,000 Casino Nights, 10 Times Lucky, Peppermint Payout, Payout Multiplier, and Get \$200! are worth **DOUBLE** the Points for Prizes® points all month long for Club members. \$200 Loaded is no longer available for purchase during January but can still be redeemed for **DOUBLE** the Points for Prizes® points.

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.

GAME OVER

Last day to redeem: 2/14/2023

- \$50,000 Payday
- \$100 Loaded
- \$200 Loaded
- \$300 Loaded
- \$500 Loaded
- \$5,000 Loaded
- Mega Cash Crossword

Last day to sell: 1/19/2023

Last day to redeem: 4/19/2023

- Lucky 7's
- Triple Cash
- Lucky 10's
- \$10 Million Cash Payout
- 10X the Money
- 20X the Money
- Diamond 10X
- The Game of Life™

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.



SCAN NOW FOR IMPORTANT UPDATES!



FIND US ON SOCIAL MEDIA

PLAY. SCRATCH. WIN.



JANUARY Games!

NEW GAMES DETAILS

(\$10) Get \$2,500!
(Game 713)
Top Prize: \$2,500
Overall Odds: 1 in 3.04
Top Prize Odds: 1 in 1,875

(\$5) Get \$500!
(Game 712)
Top Prize: \$500
Overall Odds: 1 in 3.69
Top Prize Odds: 1 in 500

(\$3) Get \$300!
(Game 711)
Top Prize: \$300
Overall Odds: 1 in 3.59
Top Prize Odds: 1 in 597

(\$2) Get \$200!
(Game 710)
Top Prize: \$200
Overall Odds: 1 in 4.09
Top Prize Odds: 1 in 598

(\$1) Get \$100!
(Game 709)
Top Prize: \$100
Overall Odds: 1 in 4.77
Top Prize Odds: 1 in 675



Call or Text 1-800-522-4700 for Problem Gambling Helpline.

HOLIDAY DELIVERY

January's instant tickets will be delivered to you on Tuesday, January 3. Be sure to activate new games as soon as you receive them! Start the New Year right with your bins full of the latest games!



ASK FOR THE 5-BUCK BUNDLE!

Available January 1 through February 28.

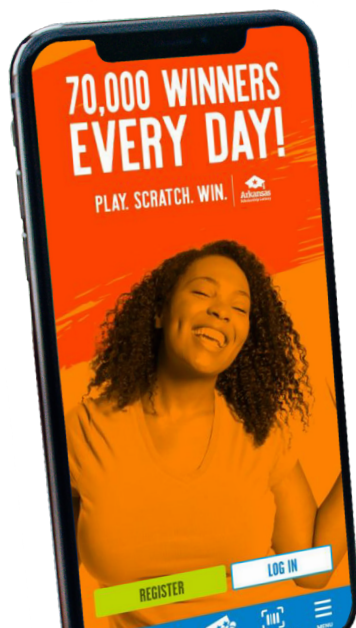
The popular 5-Buck Bundle is back for January and February with a slight change from years past! Players will receive a \$3 Powerball® with Power Play®, a \$2 LOTTO ticket, and a FREE \$1 Natural State Jackpot ticket for just \$5! All tickets must be Quick Picks. The 5-Buck Bundle is not available on Winstation TVMs but will be available on DreamTouch Smart TVMs.



COMING SOON

NEW APP, NEW FEATURES

A new app is coming to the Arkansas Scholarship Lottery! The **AR Lottery + Club** app will have innovative and exciting features such as ticket checking and digital playslips. Digital playslips will allow players to save their lucky numbers and play options and then scan the QR code at any ASL retailer to purchase their tickets quickly. Additionally, new navigation and design will make the app faster and easier to use. Stay tuned for more information to come!



DIXON FAMILY STORE

Randy Dixon, owner and manager of Dixon Family Store, takes pride in keeping the fun at the center of lottery play while his family-owned businesses thrive. He owns two other stores in the same county, Exxon Tiger Mart and Dixon's Valley Exxon, which are also Arkansas Scholarship Lottery retailers. His son, Jeffrey, manages Dixon's Valley Exxon.

Dixon is always focused on convenience and praises his staff for always being willing to assist with efficiency for his business operations and an enhanced customer experience.

"We're open 24/7 and sell lottery all day," he said. "This location has 22 lottery bins, providing players with a great selection of games. I take

the initiative to activate, display, and sell as soon as I receive a shipment, especially the new games.

"We keep customers informed of promotions like the 5-Buck Bundle. Our players love this promotion and look forward to it each year!"

Scratch-off tickets are very popular at this store; however, customers love testing their luck as the Powerball® and Mega Millions® jackpots start to climb. This causes Dixon to firmly believe in consistently redeeming player prizes up to \$500.

Paying winning tickets to a customer benefits retailers by putting cash in the hands of the very individuals who will spend it in your store. It also reinforces that retailers run a winning store while building player loyalty.



Randy Dixon, owner, and manager.
3036 Pine St., Arkadelphia

WINNING RETAILERS

DIXON FAMILY STORE

“

I'm proud to be a lottery retailer, and I love to see people win! They will keep returning if they know we'll always have enough cash to redeem their winnings.

- Randy Dixon

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