

Welcome to the July *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.



look for the retail portal log in button. [RETAIL PORTAL LOG IN ->](#)

ASL retailers, you've asked for it, and we've delivered

– the online ASL Retailer Portal! The ASL Retailer Portal is a secure website that allows you to check inventory, sales, payouts and accounting for your specific location.

- Check your individual store's sales by date, by draw, by week and even by amount won.
- Access winning numbers and jackpot information.
- Track inventory by individual retail location.
- Stay up-to-date on the latest ASL news.
- Generate accounting and sales reports in downloadable formats.

SEE PAGE 3 FOR MORE DETAILS.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Happy July, everybody! It's a happy time here at the Arkansas Scholarship Lottery offices, too. We're very proud about the recent news that more than 10,000 scholarship announcements have been sent to the newest class of Arkansas high school graduates, according to the Arkansas Department of Higher Education. That's right – ten thousand. More recently, news came from ADHE that about 150,000 have applied for the next round of scholarships. That's a ten-fold increase in applications from 2009, the year before lottery funds were added.

Let that sink in for a moment – thousands and thousands of students in the state are getting the opportunity to attend college in Arkansas, thanks to your hard work. Isn't it all worth it? Those thoughts should help keep you cool this summer!

Also in this issue, our new ASL retailer portal should help you conduct business. And have you heard about our Diamond Dazzler Dash promotion? The first of our two prize drawings will be this month. Your customers just enter non-winning \$1,000,000 Diamond Dazzler tickets at myarkansaslottery.com for a chance to win a trip to Chicago for a shopping dash! They are still taking entries during the month of July for the second drawing for this wild promotion. There are more details on the Diamond Dazzler Dash promotion at our website. Stay cool this July, everyone!

Sincerely,
Ernie Passailaigue | Director

NEW GAMES!

\$1 Ace in the Hole

Win up to \$2,000

Overall Odds: 1 in 4.60

Top Prize Odds: 1 in 400,000

\$1 Tic Tac Toad

Win up to \$1,000

Overall Odds: 1 in 4.38

Top Prize Odds: 1 in 240,000

\$2 Fire 'n' Dice

Win up to \$20,000

Overall Odds: 1 in 4.14

Top Prize Odds: 1 in 300,000

\$10 Super Jumbo Bucks

Win up to \$100,000

Overall Odds: 1 in 2.72

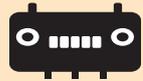
Top Prize Odds: 1 in 450,000



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

LAST DAY TO REDEEM: 8/31/2011

- \$25 Fiesta • \$100,000 Taxes Paid • Cool 7's



- Lucky Birthday • MONOPOLY™

LAST DAY TO REDEEM: 9/19/2011

- Bingo!
- Secret Santa
- Holiday Money
- Winter Wishes
- Jingle Jumbo Bucks
- White Ice 8's
- Big Money
- Suits



LAST DAY TO SELL: 7/7/2011

LAST DAY TO REDEEM: 10/5/2011

- Cash Spectacular • Red White & Blue 7's

LAST DAY TO SELL: 9/6/2011

LAST DAY TO REDEEM: 12/5/2011

- Harley-Davidson®
- Cool Cash
- Crossword
- Betty Boop™
- Shamrock 4's
- Hit \$100
- Gimme 5!



JU-LIKE MORE POINTS FOR PRIZES™?

As summer goes on, we have more double Points for Prizes™ here at the Arkansas Scholarship Lottery, and we're making a splash during July! The double point game for the month of July is \$3 Cash in a Splash.

YOU ASKED and we DELIVERED

continued...

Retailers, you've asked us for a secure online place to download reports, to track inventory, to find out where winning tickets have been sold, and to get sales and financial data from several retail locations in one report and more -- and we've listened! The ASL Retailer Portal is a secure website that allows lottery retailers to check inventory, sales, payouts and accounting for their specific location.

Retailers can check their individual store's sales by date, by draw, by week and even by amount won.

Winning numbers and jackpot information can also be accessed. The ASL Retailer Portal's instant game sales reports will show settlements and returns by game, inventory summaries, instant pack history, summaries of ticket packs that have been automatically settled for individual locations, activations and settles, manifest report, retailer order details, and locations where instant tickets more than \$500 were sold during the week. A weekly summarized inventory report and a weekly detailed inventory report will be available for retailers regarding all online and instant ticket sales, cashes, commissions, credits and EFT amounts by location.

Stay up-to-date on your store's performance by visiting myarkansaslottery.com and look for the Retailer Portal in the Retailer section of the site. For support or questions about the ASL Retailer Portal, contact the Intralot hotline at 1-877-896-9190, ASL Accounting at 501-683-1863, ASL Sales at 501-683-1884, or contact your ASL Marketing Sales Representative.

JULY

EVER
SO
FAST

PICTURED ABOVE: STORE MANAGER KAREN STANDRIDGE AND THE EVER SO FAST STORE.

location:

Ever So Fast, 1158 Highway 7 North, Dardanelle (northern Yell County).

open since:

More than 25 years ago, according to longtime store manager Karen Standridge. The Ever So Fast store has been affiliated with Phillips 66 for the past decade or so, she added.

ASL retailer since:

The beginning.

favorite thing about the lottery:

"I have no complaints about the lottery," according to Standridge, who hired a new employee solely to deal with ASL customers at Ever So Fast. "It brings in different people over here – it's fun," she said.

Favorite game for customers:

"The \$10 instant tickets and Powerball."

store specialty:

"Gas and the lottery."