

Welcome to the July *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.

A Message from Ernie Passailaigue

Dear Arkansas Lottery Retailers:

Thanks to your excellent work promoting lottery sales, the first part of the summer has held steady. We are happy to announce that Arkansas was again ranked number five among U.S. lotteries in instant ticket sales per capita in the first quarter of 2010—and our retailers deserve the lion's share of the credit. I know you're looking forward to brisk sales this fall. In the meantime, your Arkansas Scholarship Lottery (ASL) has plans to heat up summer sales.

On July 12, Cash 4 — a new and expanded version of Cash 3 with a top prize of \$5,000 — will be launched. Two days later, on July 14, the ASL's first Million Dollar Raffle tickets will go on sale. There will only be 500,000 raffle tickets—selling for \$10 each—and two lucky players will win \$1 million. This raffle will present our players with their best odds yet of winning a cool million!

Also this summer, the ASL will take part in the 2010 Arkansas State H.O.G. Rally in Hot Springs July 29 to 31. Join us for a preview of one of the four Harley-Davidson® motorcycles lucky players can win in the Harley-Davidson® second-chance promotion. We'll be spinning the big promotional wheel during the rally for prizes and fun.

And how about our players club's Double Points for Prizes promotion? A number of our instant ticket games will offer Double Points on non-winning tickets starting soon. Read all about Cash 4, the Raffle, the Harley-Davidson Rally, and Double Points in this issue.

Thank you for your business. Arkansas deserves to be #1 in education, and we want your retail operation to be #1 in lottery sales!

Sincerely,
Ernie Passailaigue | Director



SEE WHAT'S
MAKING A
SPLASH
THIS SUMMER

Cash 4

ARKANSAS MILLION DOLLAR
RAFFLE

MILLION DOLLAR RAFFLE, CASH 4, SET TO LAUNCH

MILLION DOLLAR RAFFLE

The Arkansas Million Dollar Raffle, a new game from the Arkansas Scholarship Lottery, launches July 14. There will be only 500,000 \$10 raffle tickets sold, and this raffle presents players with their best odds yet at winning a million dollars.

HOW IT WORKS

Arkansas Million Dollar Raffle tickets will print from the terminal and will show a number. Players do not get to pick their own numbers; raffle numbers are sold in order. Players hold on to their tickets until the drawing, which will only be held after all the tickets have been sold. Every 25th ticket sold will generate a \$20 instant win for the player.

MILLION DOLLAR RAFFLE

PRIZE	\$1,000,000	\$1,000	\$100	\$20 INSTANT PRIZE	TOTAL
NUMBER OF WINNERS	2	540	600	20,000	21,142

Overall odds are 1 in 23.65. Top prize odds are 1 in 250,000.

CASH 4 PRIZES & ODDS

WAYS TO PLAY	ODDS OF WINNING	WIN FOR \$0.50 PLAY	WIN FOR \$1.00 PLAY
STRAIGHT exact order	1 in 10,000	\$2,500	\$5,000
4-WAY BOX any order, three numbers must be the same, ex. 1112	1 in 2,500	\$600	\$1,200
6-WAY BOX any order, two pairs of numbers must be the same, ex. 1122	1 in 1,667	\$400	\$800
12-WAY BOX any order, two numbers must be the same, ex. 1123	1 in 833	\$200	\$400
24-WAY BOX any order, each number must be unique, ex. 1234	1 in 417	\$100	\$200
4-WAY STRAIGHT/BOX \$0.50 Straight and \$0.50 Box, three numbers must be the same, ex. 1112	1 in 2,500	No \$0.50 play	\$3,100 (Straight and Box) OR \$600 (Box only)
6-WAY STRAIGHT/BOX \$0.50 Straight and \$0.50 Box, two pairs of numbers must be the same, ex. 1122	1 in 1,667	No \$0.50 play	\$2,900 (Straight and Box) OR \$400 (Box only)
12-WAY STRAIGHT/BOX \$0.50 Straight and \$0.50 Box, two numbers must be the same, ex. 1123	1 in 833	No \$0.50 play	\$2,700 (Straight and Box) OR \$200 (Box only)
24-WAY STRAIGHT/BOX \$0.50 Straight and \$0.50 Box, each number must be unique, ex. 1234	1 in 417	No \$0.50 play	\$2,600 (Straight and Box) OR \$100 (Box only)
4-WAY COMBO PLAY Straight play for each of 4 ways to win, three numbers must be the same, ex. 1112	1 in 2,500	(Total Ticket Price \$2) \$2,500	(Total Ticket Price \$4) \$5,000
6-WAY COMBO PLAY Straight play for each of 6 ways to win, two pairs of numbers must be the same, ex. 1122	1 in 1,667	(Total Ticket Price \$3) \$2,500	(Total Ticket Price \$6) \$5,000
12-WAY COMBO PLAY Straight play for each of 12 ways to win, two numbers must be the same, ex. 1123	1 in 833	(Total Ticket Price \$6) \$2,500	(Total Ticket Price \$12) \$5,000
24-WAY COMBO PLAY Straight play for each of 24 ways to win, each number must be unique, ex. 1234	1 in 417	(Total Ticket Price \$12) \$2,500	(Total Ticket Price \$24) \$5,000

Odds of winning a prize range from 1 in 1,667 to 1 in 10,000, depending upon the play type selected.

CASH 4

Cash 4, another new ASL game, will launch July 12. Cash 4 numbers are drawn using computerized random number generators. Midday drawings for Cash 4 will be at 12:59 p.m. Monday-Saturday. Evening drawings will be at 6:59 p.m. Monday-Sunday.

HOW IT WORKS

Cash 4 players can select any combination of four numbers from 0 to 9, any of which numbers can be the same. Non-winning Cash 4 tickets won't be eligible for Play It Again. Cash 4 numbers can be sold out, if enough plays of certain number combinations are purchased.

NEW GAMES!

ENCOURAGE YOUR
CUSTOMERS TO
TRY OUT THESE
FUN NEW
INSTANT GAMES:

JUNE 29 INSTANT GAMES

\$1 Catfish and Hushpuppies

Win up to \$2,500.

Overall Odds: 1 in 4.79

Top Prize Odds: 1 in 300,000

\$1 Cash to Go!

Win up to \$2,500.

Overall Odds: 1 in 4.58

Top Prize Odds: 1 in 168,000

\$2 Wild 10's

Win up to \$20,000.

Overall Odds: 1 in 4.47

Top Prize Odds: 1 in 400,000

\$5 Harley-Davidson®

Win up to \$100,000.

Overall Odds: 1 in 3.40

Top Prize Odds: 1 in 520,000

Players can enter non-winning Harley-Davidson® tickets online at myarkansaslottery.com for the chance to win a Harley-Davidson® merchandise prize pack and a Harley-Davidson® Fat Boy® motorcycle.

There will be a \$100,000 top prize awarded through Play It Again™ at the end of the game.



Harley-Davidson® Fat Boy®

DO DOUBLE POINTS

ASL players can now earn double Points for Prizes™ points by entering their non-winning instant tickets online. Double points are available for for a different game each month — for the month of July, the game is Crazy 8's. Visit myarkansaslottery.com for more information.

Tip: Players will look for the double points game of the month, so be sure and have that game available for sale. And remind players to check out the prizes available in Points for Prizes,™ which now includes electronics and World Poker Tour® merchandise.

GET YOUR MOTOR RUNNIN' AT H.O.G. RALLY

HOT SPRINGS -- The Arkansas Scholarship Lottery will be on hand to help rev things up at the 2010 Arkansas State H.O.G. Rally in Hot Springs. The annual motorcycle rally will be Thursday, July 29 through Saturday, July 31. The ASL will have a booth at the event to sell lottery tickets. Players will get the chance to spin the ASL prize wheel with each \$10 ticket purchase and have a chance at winning a plethora of Harley-Davidson® as well as ASL prizes. For the week leading up to the H.O.G. Rally, ASL will sponsor an on-air Harley-Davidson® radio trivia quiz with prizes to help promote the event. Head out to the highway and be sure to stop by the ASL booth!

