

Welcome to the June 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](mailto:amber.fiser@arkansas.gov).

## DIAMOND DAZZLER DASH SECOND-CHANCE PROMOTION

# SHOP AGAINST THE CLOCK



Retailers, make sure your customers enter the Arkansas Scholarship Lottery's Diamond Dazzler Dash drawing! Customers will simply enter their non-winning \$1,000,000 Diamond Dazzler instant tickets online for a chance to win a trip to Chicago and a timed shopping spree. The Diamond Dazzler Dash is sure to be a hit with your customers and increase traffic!

There'll be two drawings for the Arkansas Scholarship Lottery's Diamond Dazzler Dash. So have your customers visit [myarkansaslottery.com](http://myarkansaslottery.com) for more information on the ASL's Diamond Dazzler Dash and their chance to shop against the clock!

### A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Is everybody happy? Summer has arrived at the Arkansas Scholarship Lottery! We hope things are hot at your business, because things around here are hot -- as usual.

And winners are popping up all across the state as well. The very day our \$20 \$1,000,000 Diamond Dazzler instant game debuted early last month, we had a \$1,000,000 Diamond Dazzler winner! Congratulations to the newest millionaire in Jackson County – Herman Clark of Diaz – who purchased his winning ticket at the Tobacco Superstore in Newport. That meant a \$10,000 commission to the Tobacco Superstore! Additionally, Decades of Dollars, our multi-state draw game, also launched just a few weeks ago and is generating plenty of excitement as well. But even amid all the understandable fun and hoopla generated at the Arkansas Scholarship Lottery lately, we at the ASL remain focused on our primary item to generate – that being scholarship monies for deserving, college-bound Arkansas students. So be sure to tell your customers about all the great ASL games.

Inside this, the June issue of our *Sales Force* newsletter, we have information on game changes and other ASL news. As things get hot, we hope you stay cool. Have a great month!

Sincerely,  
**Ernie Passailaigue | Director**

## NEW GAMES!

### \$1 Big Bang Bucks

Win up to \$1,776  
Overall Odds: 1 in 4.44  
Top Prize Odds: 1 in 400,000

### \$2 Citrus Twist

Win up to \$20,000.  
Overall Odds: 1 in 4.13  
Top Prize Odds: 1 in 360,000  
*Retailer note: This game has three backgrounds: orange, lime and lemon, but each plays the same.*

### \$3 Bonus Crossword

Win up to \$50,000  
Overall Odds: 1 in 3.40  
Top Prize Odds: 1 in 480,000

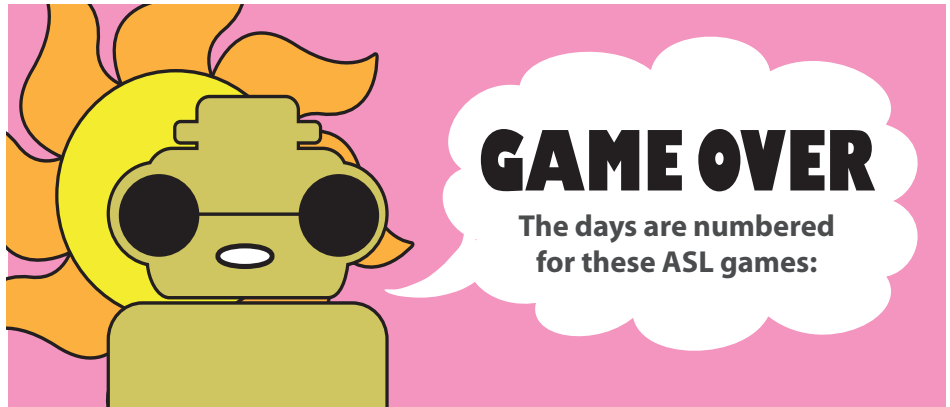
### \$5 \$100,000 Riches

Win up to \$100,000  
Overall Odds: 1 in 3.71  
Top Prize Odds: 1 in 510,000

## PLAY IT AGAIN™ FINAL TOP PRIZE DRAWINGS SCHEDULED

Drawing date: 6/30/2011

- **\$20,000 Taxes Paid** (Game #022), Final top prize: \$29,412.
- **Fortune Cookie** (Game #023), Final top prize: \$50,000.
- **\$250,000 Cash Club** (Game #024), Final top prize: \$250,000.
- **Find the 9's** (Game #027), Final top prize: \$19,999.
- **Spicy Hot 7's** (Game #030), Final top prize: \$17,777.
- **\$500 Winner** (Game #041), Final top prize: \$500.
- **The Color of Money** (Game #049), Final top prize: \$200,000.
- **Fabulous 4's** (Game #058), Final top prize: \$400.



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

## LAST DAY TO REDEEM: 6/27/2011

- \$20,000 Taxes Paid
- Fortune Cookie®
- Spicy Hot 7's
- Find the 9's
- \$250,000 Cash Club
- \$500 Winner
- The Color of Money
- Fabulous 4's



## LAST DAY TO SELL: 6/2/2011

## LAST DAY TO REDEEM: 8/31/2011

- \$25 Fiesta
- \$100,000 Taxes Paid
- Cool 7's
- Lucky Birthday
- MONOPOLY™



## LAST DAY TO SELL: 6/21/2011

## 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

## JUNE POINTS FOR PRIZES™ x 2!

There's still more double Points for Prizes™ here at the Arkansas Scholarship Lottery this month!  
The double point game for the month of June is 10X Cash.

J  
U  
N  
EMETRO  
ONE  
STORE

location:

Metro One Store, 6868 Congo Road, near Benton (Saline County).

open since:

1957, according to general manager Kim Holland. Metro One is on the outskirts of Benton and serves mostly county – as opposed to city -- residents. This tiny rural store with the deceptively metropolitan name is also surprisingly hopping with customers, who jam into the small, low-ceilinged store during peak hours. “It’s a busy little place,” she said, “we do a lot of business.” Beyond its small size, other details, like the antique gas pumps, offer clues as to Metro One’s history. “This used to be the only thing out here!”

ASL retailer since:

“Since they began.”

favorite thing about the lottery:

“Oh my gosh! It’s all been a very positive experience for us,” Holland said. “It’s increased our sales – it’s been pleasantly surprising the money [lottery tickets] make.”

Favorite game for customers:

“Well, new tickets seem to sell,” says Holland. “And there are peak times during the month when we sell more.” Metro One also has a winners’ board identifying lottery winners from the store.

store specialty:

Metro One’s ethanol-free gasoline is quite a draw for the store, according to Holland. “This is a happening place!” she laughs, in a bit of understatement.