

Welcome to the November 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 NOVEMBER 1 THROUGH NOVEMBER 30.

BUY **\$5 ARKANSAS 50/50 RAFFLE TICKET**
GET **\$1 HUNTING FOR HUNDREDS FAST PLAY TICKET**
FREE

A Message From the Arkansas Scholarship Lottery:

Did you know Arkansas ranks next-to-last of the 50 states in percentage of adults with college degrees? Did you know Gov. Mike Beebe has set the goal of doubling the number of college graduates in the state by 2025?

You've surely heard of the El Dorado Promise, which pays college tuition and fees for graduates of El Dorado High School through an endowment provided by Murphy Oil? Five years in, more than \$8.5 million has been awarded to more than 1,000 high school graduates in El Dorado. Nearly 90 percent of EDHS graduates go on to college.

We were interested to learn that a similar project has launched in Arkadelphia, with the Ross Foundation and Southern Bancorp joining forces to provide funds for students at Arkadelphia High School to supplement the lottery-funded Arkansas Academic Challenge Scholarship. In the first year of the Arkadelphia Promise, the number of college-bound students rose to 74 percent.

In both Arkansas towns, test scores are rising, more students are taking college-placement tests and school enrollments are up. And this is true in other parts of Arkansas -- it is an exciting time to be a college-bound student in the state. Together, we can make a difference and improve Arkansas!

To that end, check out our new promotion; buy an Arkansas 50/50 ticket, get a Hunting for Hundreds Fast Play ticket free.

ASK YOUR MARKETING SALES REP FOR DETAILS.

NEW GAMES!

NOVEMBER NEWNESS

\$1 Hit \$50!

Win up to \$50

Overall Odds: 1 in 4.25

Top Prize Odds: 1 in 1,000

\$2 Hit \$200!

Win up to \$200

Overall Odds: 1 in 4.29

Top Prize Odds: 1 in 800

\$5 Hit \$500!

Win up to \$500

Overall Odds: 1 in 3.38

Top Prize Odds: 1 in 750

\$10 Diamond Fortune

Win up to \$200,000

Overall Odds: 1 in 2.48

Top Prize Odds: 1 in 480,000

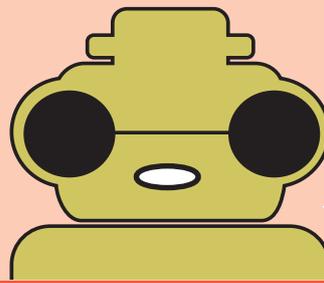
FAST PLAY

Also, the Fast Play games Holiday Cash and Candy Cane Cash launch November 5.

VISIT MARDI GRAD WORLD™ FOR 5X THE POINTS FOR PRIZES™!

Your customers who play Mardi Gras World™ during November will receive five times the Points for Prizes™ points all month long – that's way better than beads!

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for players. Remind lottery players to check out the various prizes available through Points for Prizes™, and to visit myarkansaslottery.com for details.



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: 10/30/2012

- Football Fever
- Cash in a Splash
- Citrus Twist
- Ace in the Hole
- Quick \$200
- \$200,000 Pay Day
- Cash Frenzy

LAST DAY TO REDEEM: 12/11/2012

- Blackout Bingo
- 9's in a Line
- Lucky Stars
- Lucky Buck
- High Roller
- Payout



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?



YES, WII CAN!

Put the "Wii" back in family game night with our new Points for Prizes™ giveaway – a Wii True Fitness bundle, Wii Ultimate Sports pack and a Samsung 60-inch 1080p LED HDTV! Tell your players entries may be submitted now through December 4.

To enter, visit pfp.aslplayerservices.com/prizes/drawings.php.

RACK UP ON OUR BILLIARD ROOM GIVEAWAY!

We're really upping the ante with this Points for Prizes™ giveaway – a deluxe WPT® billiard room! The package includes full-size 8-foot billiard table, matching game table and chairs, overhead billiard lamp, neon clock, floor cue rack with two sticks, bridge, balls, chucks, racks and rail brushes. Tell your players entries may be submitted now through November 18.

To enter, visit pfp.aslplayerservices.com/prizes/drawings.php.

Jerry Steakley of Marion won \$5,000 playing a \$2 Piggy Bank ticket purchased at Flash Market 167 in Marion, AR 72364.

Felisha Miller of Judsonia won \$10,000 playing a \$10 Money Maker ticket purchased at AC Store #1 in Searcy, AR 72143.

Jin Kim of Little Rock won \$5,000 playing a Cash 4 ticket purchased at Kim's Price Rite in Little Rock, AR 72209.

Randy Brents of Hattiesville won \$5,000 playing a \$20 \$1,000,000 Riches ticket purchased at I-40 Liquor in Morrilton, AR 72110.

Erika Moore of Knobel won \$25,000 playing a \$10 Wild 10's ticket purchased at BT Store in Paragould, AR 72450.

Patsy Simpson of Calion won \$5,000 playing a \$5 Black Pearls ticket purchased at Crackerbox #1799 in Calion, AR 71724.

Kevin Poe of Fort Smith won \$10,010 playing a Decade of Dollars ticket purchased at EZ Mart 173 in Fort Smith, AR 72903.

Darryl Perry of Russellville won \$25,000 playing a \$10 Wild 10's ticket purchased at Tobacco Row in Russellville, AR 72801.

Dianna Tucker of Wynne won \$10,000 playing a \$10 Cash Bonanza Bonus ticket purchased at Snappy Mart in Wynne, AR 72396.

Charlene Aguilar of Hot Springs won \$22,000 playing a \$2 Pink Panther ticket purchased at Discount Tobacco 986 in Hot Springs, AR 71913.

Altankhuyag Gongor of Alexander won \$100,000 playing a \$20 \$1,000,000 Riches ticket purchased at Vimy Ridge Superstop #667 in Alexander, AR 72002.

Greg White of De Queen won \$10,000 playing a \$10 In The Money ticket purchased at EZ Mart 217 in De Queen, AR 71832.

WINNER HIGHLIGHT

Marilyn Roby of Brinkley won \$10,000 playing a \$10 Money Maker ticket. Her ticket was purchased at Tobacco Superstore 66 in Hazen, AR 72064. She plans to pay some bills and do a little early Christmas shopping with her winnings!



MORE ASL WINNERS



NOVEMBER

LAKE
OUACHITA
ONE STOP

Lake Ouachita One Stop in Mount Ida: Karen Thompson, Keith Coffey, Brandi Sliger-Thompson and Justin Thompson (from left).

location:

Lake Ouachita One Stop, 3529 Highway 270 East, Mount Ida (Montgomery County).

open since:

The current owners have had the store for about a year, but Lake Ouachita One Stop has long been a fixture in Mount Ida, with its beginnings as a gas station more than 40 years ago.

ASL retailer
since:

The beginning, but owner Karen Thompson said when she took over last year, her customers taught her how to play, rather than the other way around! "They are really good at it! This is a big lottery area; I learned from scratch," she said. Thompson runs the store with help from her family, including Keith Coffey, Brandi Sliger-Thompson and Justin Thompson.

favorite thing
about the lottery:

"It's a learning experience — and I am still learning," Thompson said.

Favorite game
for customers:

"Spicy Cash and Cash Bonus Bingo are the store's best-sellers," she said.

store specialty:

Worms, crickets, night crawlers, cut shad, chicken livers and "Belgium" worms for hungry fish; canned goods, sausage biscuits and Philly cheese steak sandwiches for hungry humans. There are hand-carved tobacco pipes and hand-crafted McCoy knives, made right in Mount Ida. There's also Native American-style art, belt buckles and drums. There's fishing, camping and hunting gear – everything from minnow buckets to deer attractant. Need some chainsaw art or dustpans made from old license plates? Lake Ouachita One-Stop has you covered. This being Mount Ida, there are some of the area's famous crystals for sale, too. And, perhaps best of all, the store has a large table at its center where locals gather to eat, drink, smoke, swap stories and scratch their lottery tickets.