

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 Tyler at amber.tyler@arkansas.gov

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

How is the month going for you and your business? Here in Little Rock at the Arkansas Scholarship Lottery, we're enjoying the autumn season and looking forward to one of the most beautiful months the state of Arkansas offers – November. It's a time for giving thanks, and we at the ASL certainly have plenty for which to be thankful.

We're excited to hear that colleges across the state are reporting increasing enrollment figures this fall -- sometimes even record-breaking enrollment. A September University of Arkansas at Fayetteville news release announced the school's largest numerical increase in enrollment in 64 years. The release also stated that "The Arkansas Challenge Scholarships, funded [in part] by the Arkansas [Scholarship] Lottery, appear to have had a significant impact on University of Arkansas students. More than 4,000 students received Challenge scholarships; over 1,800 of these are new freshmen, 583 received the scholarship last year and will receive it again this year, 300 are non-traditional students and nearly 1,300 are Current Achievers, students who were enrolled in the University of Arkansas last year."

This is but one university in the state's example, but other places of higher learning across Arkansas are experiencing similar rises in enrollment. Many are giving credit to the Arkansas Scholarship Lottery, but I would like to pass most of this credit and goodwill on to you, the lottery retailer. As I've said many times before, we couldn't do it without you! Happy Thanksgiving!

Sincerely,

Ernie Passailaigue | Director

AND THE NUMBERS KEEP GROWING!



NEW GAMES!

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

\$1 Secret Santa

Win up to \$2,500.

Overall Odds: 1 in 4.19

Top Prize Odds: 1 in 390,000

\$2 Holiday Money

Win up to \$25,000.

Overall Odds: 1 in 4.09

Top Prize Odds: 1 in 480,000

\$3 Winter Wishes

Win up to \$50,000.

Overall Odds: 1 in 3.76

Top Prize Odds: 1 in 480,000

\$10 Jingle Jumbo Bucks

Win up to \$100,000.

Overall Odds: 1 in 2.86

Top Prize Odds: 1 in 450,000



CASH 4 WALLET CARD, "PLAY HERE" TOPPER COMING

Retailers, the Cash 4 wallet card and "Play Here" play station topper are coming soon to an ASL play station near you!

This handy tri-fold wallet-sized Cash 4 card shows all different ways to play and ways to win that Cash 4 has to offer. The Cash 4 wallet card takes some of the mystery out of a fun but often complex game. Keep the wallet cards handy for employees to reference or to give to players.

The "Play Here" play station topper reminds your customers they can, indeed, play lottery games at the play station.

DOUBLE POINTS GAME FOR NOVEMBER SET

Ready for more double Points for Prizes™? The double points game for the month of November is Football Fever (Game No. 047). There's generally a different Arkansas Scholarship Lottery game with double Points for Prizes™ each month, so make sure and have that game available. Remind lottery players to check out the prizes available through Points for Prizes™.

Visit myarkansaslottery.com for more information.

EVERYONE'S BUZZING ABOUT ASL IPHONE APP

The official Arkansas Scholarship Lottery iPhone application is here and ready for **free download!** The app will display the latest results from Arkansas Scholarship Lottery games and have other features for players.



With the ASL iPhone app, you can:

- * check the latest winning numbers for Cash 3, Cash 4, Powerball®, and Mega Millions® games.
- * see if your numbers ever won with historical winning numbers.
- * receive push notifications when winning numbers are drawn.
- * find the closest lottery retailer locations based on your current location.
- * access The Club.

With the Arkansas Scholarship Lottery iPhone app, the ASL is in your pocket -- or at your fingertips!

Download at myarkansaslottery.com/iphone.

NEW WINNERS!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

Cameron Waldo of Fayetteville won \$20,000 playing Cool Cash. His ticket was purchased at EZ Mart 424 in Fayetteville, AR 72701.

Scott Overby of Alma won \$20,000 playing Cool Cash. His ticket was purchased at Shell Superstop #889 in Alma, AR 72921.

Bobby McKinney of Marshall won \$20,000 playing Cool Cash. His ticket was purchased at Citgo Station 7012 in Leslie, AR 72645.

Gary Hochstatter of Imperial, MO won \$1,000 playing Giant Jumbo Bucks. His ticket was purchased at Fastrip #37 in Bentonville, AR 72712.

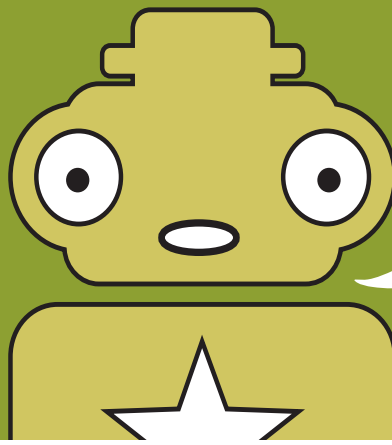
Daniel Henry Jr. of Austin won \$100,000 playing Arkansas Limited. His ticket was purchased at Doublebee's #132 in Cabot, AR 72023.

Claire Shell of Bryant won \$20,000 playing Cool Cash. Her ticket was purchased at USA Drug 18 in Benton, AR 72019.

Teresa Stuart of Western Grove won \$10,000 playing Powerball®. Her ticket was purchased at Valley Shamrock in South Valley Springs, AR 72682.

Levi Jech of Gentry won \$1,000 playing Cash Spectacular. His ticket was purchased at USA Airport Plaza in Bentonville, AR 72712.

Sandy Stephens of Gassville won \$1,000 playing Cool Cash. Her ticket was purchased at Flash Market #388 in Gassville, AR 72635.



GAME OVER

The days are numbered for these ASL games:

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

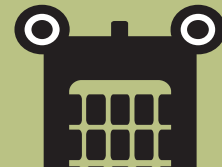
Last day to redeem: 11/22/2010



- **Lucky Loot**
- **Arkansas Riches**
- **\$100,000 Cash Bonanza**
- **Super 7's**
- **\$500,000 Jackpot**

Last day to redeem: 12/13/2010

- **High Stakes**
- **Beat the Dealer**



Last day to redeem: 1/10/2011



- **Jumbo Bucks**
- **Money Mania**

Last day to buy: 11/24/2010
Last day to redeem: 2/22/2011

- **Money Bags**
- **Arkansas Crossword**
- **Blackjack**



NOTE: \$2 Jumbo Bucks (AR-003) has been replaced with \$2 Classic Jumbo Bucks (AR-056). The tickets are similar-looking, so be sure to order and sell the Classic Jumbo Bucks version this month.

NOV

RETAILER
LIMELIGHT
G&B Liquor

location: 206 S. Park Avenue, Stuttgart (Arkansas County).

open: For more than forty years, while the Le family has owned the business for nearly a decade.

being top lottery retailer: "Because we're nice," Paul Le laughs – and indeed, there is much friendly rapport between the clerks and the customers who come and go. "And a lot of people know us. And we're closer than the casino. They go to the casino, nine out of ten times, they lose. Here, with the lottery, they win."

ASL retailer: "Since the beginning," says Le of the family-owned business, which fronts bustling Park Avenue. G&B is near several of the city's famed rice mills, the employees of which provide a portion of the foot traffic in the store.

favorite thing about ASL: "We're the number one lottery retailer in the state," he says, "so I guess it's all been pretty good."



(OWNER PAUL LE & SON BRYAN LE)



(STORE SIGN)



(PAUL LE & WIFE LIEN LE)