

Welcome to the October 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.

ARKANSAS 50/50

A JACKPOT GAME TO CALL OUR VERY OWN.



QUESTIONS & ANSWERS

Q. How much does a ticket cost?

\$5

Q. When are the drawings?

**First Tuesday of
each month.**

Q. Where can I buy a ticket?

**Your local
lottery retailer.**

Q. Who's playing?

**Anyone that purchases
a ticket in Arkansas.**

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

It's been a busy time here at the Arkansas Scholarship Lottery; we've been gearing up for the launch of another great new lottery product that we hope you'll like. The latest new ASL game we're proud of is Arkansas 50/50. This is a raffle-style draw game that, unlike Decades of Dollars™, Powerball® or Mega Millions®, is exclusive to the state. Tickets cost \$5 and there are drawings every month.

Arkansas 50/50 sales will begin on the first of the month and end on the last day of every month. Drawings are held the first Tuesday of the month; half of sales will be awarded amongst 25 winners. One lucky player will win 75 percent of the pot while the rest will go to the remaining two dozen winners.

We think the Arkansas 50/50 game is an exciting ASL game that will be a hit with your customers, but let us know what you think. Thanks for all you do for Arkansas students, and have a great month!

Sincerely,
Ernie Passailaigue | Director

NEW GAMES!

GAME LAUNCH FOR OCT. 4

\$1 9's in a Line

Win up to \$999

Overall Odds: 1 in 4.13

Top Prize Odds: 1 in 480,000

\$2 Pure Gold

Win up to \$24,000

Overall Odds: 1 in 3.89

Top Prize Odds: 1 in 450,000

\$3 Lucky Stars

Win up to \$50,000

Overall Odds: 1 in 3.16

Top Prize Odds: 1 in 560,000

\$5 Cash Frenzy

Win up to \$75,000

Overall Odds: 1 in 3.58

Top Prize Odds: 1 in 480,000



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: 10/5/2011

- Cash Spectacular • Red White & Blue 7's

LAST DAY TO REDEEM: 12/5/2011

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



LAST DAY TO REDEEM: 12/19/2011

- Arkansas Limited • Money Money Money
- Lady Bucks

LAST DAY TO SELL: 10/19/2011

LAST DAY TO REDEEM: 1/17/2012

- Junior Jumbo Bucks
- Giant Jumbo Bucks
- Lucky Wheel
- Money Roll
- King's Ransom
- Sevens/Elevens



LAST DAY TO SELL: 11/17/2011

LAST DAY TO REDEEM: 2/15/2012

- Money Madness
- All The Money
- 10K Payday
- Wild 10's
- Cash Money
- Right on the Money
- 10X Cash
- Fantastic 5's

FALL IN TO TRIPLE POINTS FOR PRIZES™!

Do a triple take, because there's triple Points for Prizes™ for you this month from the Arkansas Scholarship Lottery! The triple point game for October is \$2 Football Fever.



Pictured Above: Penny Freeman at right & Terrie Starkey.

location:

Toad Suck One-Stop, 4462 Highway 60 East. Although the store's mailing address is Bigelow (Perry County), Toad Suck One-Stop is in the unincorporated community of Toad Suck – and, as its name suggests, nearby the Toad Suck Lock and Dam, at the foot of the bridge spanning the Arkansas River. "Bigelow is 10 miles away!," store clerk Terrie Starkey noted of the address discrepancy. "Even Houston [also in Perry County] is closer!"

open since:

"Twenty years," clerk Penny Freeman said at a recent Arkansas Scholarship Lottery retailer event.

ASL retailer since:

"Day one," according to Freeman.

favorite thing about the lottery:

"It brings in plenty of business," she said.

Favorite game for customers:

"They seem to like the scratch-offs more than the [draw] games," Starkey said.

store specialty:

With lots of ranchers in the area, and plenty of fishermen making the pilgrimage to fish in the river, Toad Suck One-Stop carries livestock feed and live bait in addition to grocery items. Toad Suck One-Stop also gleefully cashes in on the area's quirky name, offering t-shirts, caps, shot glasses, can cozies, magnets, pencils and much more, all bearing the "Toad Suck" name. But Toad Suck One-Stop has made a name for itself in the community in other ways. For example: "We're very well-known for our deli sandwiches," Starkey said, adding – "You better be hungry if you get one!" "It's a good, friendly country store," Freeman said. "Everybody that works here has been here for a long time."

WINNER HIGHLIGHT

Richard Cox of West Memphis won \$1,000 playing a \$10 Money Maker instant ticket purchased at Flash Market #35 in West Memphis, AR 72301.

Jonelle Philley of Springfield won \$100,000 in a Play It Again™ drawing with her \$5 \$100,000 Taxes Paid ticket originally purchased at Valero Superstop #678 in Morrilton, AR 72110.

Danny Rettstatt of Cabot won \$50,000 playing a \$20 \$1,000,000 Diamond Dazzler ticket purchased at Doublebee #133 in El Paso, AR 72045.

William Wadley of Bald Knob won \$1,000 playing a \$10 Money Maker instant ticket purchased at Video Corner in Bald Knob, AR 72010.

Samuel R. Maddox Jr. won \$100,000 in a Play It Again™ drawing with his \$5 MONOPOLY™ ticket originally purchased at Quik Stop in Blytheville, AR 72315.

Justin Reader of Bauxite won \$10,000 playing a \$10 Money Maker instant ticket purchased at EZ Mart 545 in Texarkana, AR 71854.

Betty Anderson of Jonesboro won \$10,000 playing a \$20 \$1,000,000 Diamond Dazzler instant ticket purchased at Tobacco Warehouse #15 in Jonesboro, AR 72401.

Jolene Wyatt of Stephens won \$10,000 playing a \$10 Money Maker instant ticket purchased at the Pit Stop in Stephens, AR 71764.

Levi Oberlies of Charleston won \$1,000 playing a \$5 5 Card Draw instant ticket purchased at Charleston Super Stop in Charleston, AR 72933.

Shanacee Person of Jacksonville won \$20,000 playing a \$2 Fire 'N' Dice instant ticket purchased at Victory Lane in Jacksonville, AR 72076.

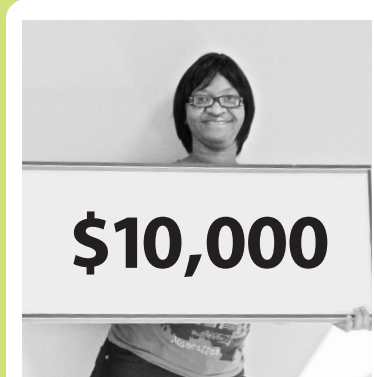


Danny Rettstatt

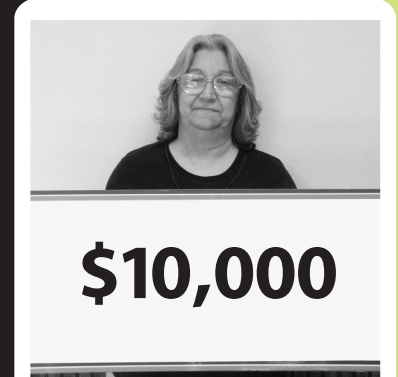
Danny said he loves playing the lottery just as much as he loves working at Red River Dodge in Heber Springs!

His son and daughter are Iraqi War veterans & he's going to spend most of his winnings doing something special for them!

MORE ASL WINNERS



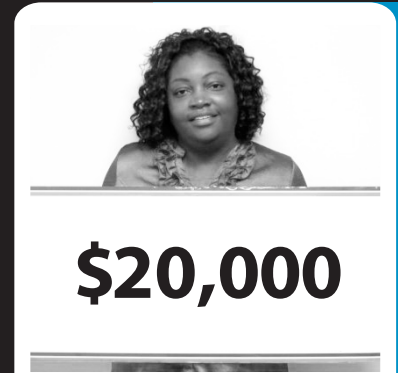
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