

## **Arkansas Scholarship Lottery Instant Ticket Sales Hold Top 5 Slot in *La Fleur's Magazine* Rankings**

(Little Rock) – June 8, 2010 - After rocketing to the Top 5 of the American lottery industry's rankings in per capita instant ticket sales for its first quarter of operation last fall, the Arkansas Scholarship Lottery has learned that it once again received top honors. *La Fleur's Magazine*, which is an industry leader in compiling economic and statistical information on U.S. lotteries, ranked Arkansas number five in the United States for the First Quarter of 2010 in per capita instant ticket sales in its recent May/June 2010 issue. *La Fleur's* is informational to professionals at the 200+ official state-run lotteries around the globe.

"Our Arkansas Scholarship Lottery continues to surpass all original expectations for success," said Dianne Lamberth of Batesville, Chair of the Arkansas Lottery Commission. The Commission governs the ASL, which is a constitutional agency. "We credit our superb employees, more than 80 strong, who worked days, nights, and weekends to start up the enterprise and haven't let up. This level of success could not be achieved without their commitment to excellence. This is good news for Arkansas students, now and in the future."

ASL Vice President of Gaming David Barden said, "We are pleased to see the successes of our startup sustained through our first six months. While it takes a number of years to become a mature lottery, this level of achievement holds great promise for the future of the Arkansas Scholarship Lottery and the funds that can be generated for scholarships. It is critical to continue to build upon our success as scholarship demand has apparently exceeded all expectations.

With our Play It Again™ second-chance drawings, plans for summer double points in our Points For Prizes™ rewards program, and exciting new games, we feel we have a great instant ticket program."

Per capita instant ticket sales in Arkansas were \$38. Arkansas per capita instant ticket sales averaged only \$4 less than Connecticut at number four in the *La Fleur's* ranking. Massachusetts, Georgia and New York are ranked number one, two and three respectively. The magazine's list of the U.S. top ten were:

1. Massachusetts
2. Georgia
3. New York
4. Connecticut
5. Arkansas
6. Tennessee
7. New Jersey
8. Maine
9. South Carolina
10. Pennsylvania

**About the Arkansas Scholarship Lottery:**

The purpose of the ASL is to provide scholarships and grants to Arkansas residents enrolled in public and private nonprofit two-year and four-year colleges and universities within the state. At the end of May, 2010, the ASL reported net proceeds for college scholarships that exceeded \$75 million. For more information on the Arkansas Scholarship Lottery visit [www.myarkansaslottery.com](http://www.myarkansaslottery.com) <<http://www.myarkansaslottery.com>> .

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