

Press release for Arkansas Scholarship Lottery First Retail License
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Re: First Arkansas Scholarship Lottery Retail License Issued

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Arkansas Scholarship Lottery
Issues First Retail License

LITTLE ROCK — Arkansas Scholarship Lottery (ASL) today marked another milestone with the issuance of its first retail license, to Murphy Oil USA, Inc. This begins a process of licensing to a fast-growing statewide network of ASL retail partners.

Meeting in Little Rock in regular session, the nine-member Arkansas Lottery Commission recognized and applauded Hank Heithaus, President, Murphy USA Marketing Co., the retail division of Murphy Oil USA, Inc.; Carl James, Manager of Special Projects for Murphy USA; and Kyle Williams, General Manager, Non-Fuel Programs for Murphy USA. Fifty-seven (57) Murphy Oil retail locations are now authorized to sell tickets when the games launch on September 28. The initial license is the first of hundreds that retail agents will receive approval on a rolling basis in the coming days, as the approval process kicks into overdrive.

“It is an honor to welcome as our first retailer the company that made ‘the El Dorado Promise,’” ASL Director Ernie Passailaigue said, pointing to Murphy’s gift of college scholarships to seniors at El Dorado High School. “This Lottery is all about scholarships for the children of Arkansas, and there could not be a more fitting partner than Murphy Oil.”

“All of us look forward to a great relationship between Murphy Oil and the Arkansas Lottery Commission,” Carl James said. “Murphy has always been a proponent for education, and with the Arkansas Scholarship Lottery gearing up to help Arkansas students, we think this partnership is a great fit.”

“We invite the citizens of Arkansas to watch as we add retailers on a daily basis,” said Passailaigue. “The list will grow quickly as we complete background checks and other required approvals; first to the more than fifteen hundred (1,500)

retailers we expect to be in operation on launch, and then to the eventual two thousand five hundred (2,500) or more as the lottery matures.”

With the announcement of the first corporate license, ASL officials are completing approvals for many independent outlets, as well as other multiple-outlet corporations. Both these groups’ approval will result in a rapid expansion of the retailer network.

“Through mailings, our website, and advertisements in newspapers across the state, we have invited all Arkansas businesses to join us in selling this new entertainment product,” Passailaigue said. “With startup about a month away, we hope that all businesses will send their applications now so they can be a part of the historic first-day game sales on September 28. Installing the equipment and training the retailers takes time, and we want everyone to be a part of the excitement that will hopefully benefit their business, and enhance the scholarship funding for young Arkansans.” The financial benefits include the approximate six(6)-plus percent commissions on ticket sales and redemption payments, as well as a likely increase in customer traffic in lottery-equipped stores.

As retail locations are approved, Intralot and Scientific Games, the ASL’s two technology partners, are scheduling installations of state-of-the-art touch-screen terminals and satellite dishes needed to sell tickets and connect to the complex ASL telecommunications system. Next up will be training sessions for retailer personnel. .

Retailer applications can be downloaded at lotterycommission.arkansas.gov or can be obtained by calling 501-683-2000.

About the Arkansas Scholarship Lottery

The purpose of the Arkansas Scholarship Lottery is to support Arkansas education for Arkansas students and build a better future for our state. Security and integrity — reflecting the values of the people of Arkansas — are essential to the success of our work.