

Arkansas Scholarship Lottery Player Rewards Program Tops \$5 Million in Redemptions

Little Rock, AR – May 31, 2011 – Playing the Arkansas Scholarship Lottery certainly has its rewards – somewhere in the neighborhood of \$5 million in rewards, to be more precise.

Players participating in the Lottery's Points for Prizes® rewards program reached a major milestone during the week ending Sunday, May 29 with the achievement of \$5 million in total merchandise prize redemptions.

“We're very proud to have provided players here in Arkansas with the most unique and comprehensive player's club in the lottery industry, and reaching this \$5 million redemption mark is a testament to the way the playing public has embraced it,” said David Barden, Vice President of Gaming at the Lottery. “No other lottery has anything that approaches this right now. It's groundbreaking.”

The Arkansas Scholarship Lottery's player's club, known simply as “The Club,” now boasts more than 183,000 registered members. Membership is free, with fast online registration, and members can earn points by entering valid non-winning lottery tickets into their accounts on the Lottery's website. After banking their points, members can redeem them by choosing from more than 300 different items available in the Points for Prizes® online store.

“Players can earn rewards that range from a single MP3 music download to free brand-name electronics,” said Barden. “Since the store opened early last year, nearly 50,000 individual items have gone out to players who've joined The Club.”

Barden said the Points for Prizes® store is refreshed often with new merchandise, so players are encouraged to check back regularly. The Club and Points for Prizes can be accessed via the Arkansas Scholarship Lottery's website at www.myarkansaslottery.com <<http://www.myarkansaslottery.com>> .

Contact: Julie Baldrige, 501-683-1877