



FOR IMMEDIATE RELEASE—
Contact Stephen Koch at 501-683-2055 for more information

Lottery Launches New ‘Lucky 7’ Family of Games

May 3, 2016

LITTLE ROCK – A new family of four ‘7’-oriented instant games launch today from the Arkansas Scholarship Lottery with price points ranging from \$1 to \$10 and top prize jackpots ranging from \$3,000 to \$200,000.

The new games being released today are \$1 *7 Wins* (with four different scenes available) with a top prize of \$3,000; \$2 *Lucky Number 7* with a top prize of \$20,000; \$5 *Hot 7* with a top prize of \$100,000; and \$10 *Triple 777* with a top prize of \$200,000.

With today’s ‘7’-oriented instant game launch, the Arkansas Scholarship Lottery also announces a new promotion with Little Rock ABC-TV affiliate KATV Channel 7 through the month of May. Players who enter a drawing at katv.com will be eligible for prizes of \$77 in Lottery scratch-off tickets each weekday given away during the station’s *Daybreak* program (5-6 a.m.). A grand cash prize drawing for \$7,777 will be given away on May 31. *See attached rules for more details.*

About the Arkansas Scholarship Lottery

Since Lottery sales started in Arkansas in 2009, the Arkansas Scholarship Lottery has provided more than \$573 million for in-state college scholarships to Arkansas students, while players have won nearly \$2 billion in prizes -- and Lottery retailers have earned more than \$162 million in commissions. More than 92 cents of every dollar of Lottery revenue goes to prizes, scholarships and retailer commissions in the state.

Please follow the Arkansas Scholarship Lottery on [Facebook](#), [Twitter](#) and [Instagram](#). Visit www.myarkansaslottery.com for more information on scholarships, winners, games, odds, promotions -- and to join the free Play It Again™ Rewards Club. To hear winning numbers, call the Winning Numbers Hotline at 501-682-IWON (4966). To get help with problem gambling, contact the National Problem Gambling Helpline at 1-800-522-4700.

###

KATV LUCKY 7S GIVEAWAY
FACEBOOK AND WEBSITE ENTER TO WIN
OFFICIAL CONTEST RULES

Contest: KATV Lucky 7s Giveaway

Station: KATV, LLC dba KATV

Station Address: KATV, PO Box 77, Little Rock, AR 72203

Contest Area: State of Arkansas

Sponsors: Arkansas Scholarship Lottery

Prize Providers: Arkansas Scholarship Lottery

Age of Eligibility: 18

Contest Period: May 3, 2016 to May 31, 2016

Entries Due: 5:00PM CDT on weekdays during the Contest Period: May 3-6, 9-13, 16-20, 23-27, 30-31, 2016

Entry is limited to one (1) entry per IP address. Remaining valid entries will carry over to the next Daily Drawing Dates and the Grand Prize Drawing Date.

Drawing Dates: Daily Prize Drawing Dates: May 3-6, 9-13, 16-20, 23-27, 30-31, 2016. **Grand Prize Drawing Date:** May 31, 2016

Number of Winners on Each Drawing Date: One (1) with the exception of May 31, 2016 when one (1) Daily Winner and one (1) Grand Prize Winner will be received.

Total Number of Winners: Twenty-two (22): twenty-one Daily Winners (21) and one (1) Grand Prize Winner chosen from among all valid entries received

Prizes and Values: Daily Prize: Each Daily Winner receives an assortment of scratch-off tickets from the Arkansas Scholarship Lottery, including five (5) Lucky Number 7 (value at \$10), five (5) Hot 7 (valued at \$25), three (3) Triple 7 (valued at \$30), and twelve (12) 7 Wins (valued at \$12). The total approximate retail value of each scratch-off prize package is valued at \$77.00. The scratch off tickets are subject to the Arkansas Scholarship Lottery's rules located at <http://www.myarkansaslottery.com>, and any prizes as a result of such scratch off tickets cannot be redeemed by the Station. The Station and Arkansas Scholarship Lottery do not guarantee that any of the scratch off tickets will result in an additional prize.

Grand Prize: The Grand Prize Winner will receive one (1) cash prize in the amount of \$7,777. Total approximate value of Grand Prize is \$7,777.00.

Station's Facebook Page: www.facebook.com/KATVChannel7

Station's Website: www.katv.com

Station's Privacy Policy: <http://katv.com/station/privacy>

Station's Website Terms and Conditions: <http://katv.com/station/terms>

NO PURCHASE NECESSARY. This contest is subject to all applicable laws and regulations and is void where prohibited.

Odds of winning depend on the number of valid entries received.

All capitalized terms shall have the meanings set forth above.

How to Enter

To enter, log on to either the Station's Website or the Station's Facebook Page, and click on the Contest tab to access the Contest entry page. Complete the online entry form with your name, address, phone number and birth date in the provided area and click submit. No mechanically reproduced or completed entries will be accepted.

How to Win

On each Daily Prize Drawing Date, one (1) Daily Winner will be selected by random drawing from among valid entries received. Remaining valid entries will carry over to the next Daily Drawing Dates and the Grand Prize Drawing Date. On the Grand Prize Drawing Date, one (1) Grand Prize Winner will be selected by random drawing from among all valid entries received during the Contest Period.

Eligibility

1. To be eligible to participate in the Contest, entrants must be U.S. residents who are at least the Age of Eligibility, and reside in the Contest Area.
2. Employees of Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., Station (collectively, the "Company"), Sponsor(s), Prize Provider(s), contest software providers, social media platforms, each of their affiliated companies, advertising and promotion agencies, any and all local television broadcast and cable stations, local radio and other media companies, and the immediate family members of each are ineligible. The term "immediate family" includes spouses, domestic partners, grandparents, parents, siblings, children, grandchildren, and any other relatives who reside in the same household with employee.

Contest Terms and Conditions

1. Station is not responsible for lost, late, garbled, or misdirected entries, printing errors, server unavailability, computer or any other electronic malfunction. All entries received that are duplicate, mutilated, tampered with, incorrect, illegible, or from ineligible entrants will be void. All entries become the property of the Company and will not be acknowledged or returned.
2. Station cannot be held liable for any lost or stolen entries, prizes or contest information. Station is not responsible for any technological malfunction, or human error relating to the Contest.
3. Prizes are provided "as is" without any express or implied warranty of any kind including warranties of merchantability, non-infringement or intellectual property, or fitness for any particular purpose. Prizes are subject to the Sponsor(s) and/or Prize Provider(s) standard terms and conditions, and expiration dates. For any ticket related prizes, Station, Sponsor(s) and Prize Provider(s) are not responsible if any event or performance is cancelled or postponed.
4. Each winner will be notified by email or phone. Before claiming any prize, each winner must provide his/her correct name, address and telephone number to Station at the time of notification. Each winner must sign and return a release and affidavit of eligibility, which must be received within three (3) days of notification (or less due to prize use time constraints), at the time winner claims

his/her prize in person at the Station. In the event prize must be claimed at the Prize Provider's location, winner is still required to appear at the station prior to claiming prize in order to show identification and sign the aforementioned release. Each winner must show picture identification to claim his/her prize. Station reserves the right to examine additional identification and may choose to accept or deny awarding any prize based on the identification presented.

5. If a winner cannot be notified within two (2) days, or does not timely sign and return the release and affidavit of eligibility, then the prize will be forfeited, and time permitting, the prize will be awarded to an alternate winner randomly selected from among remaining valid and correct entries. If time does not permit for an alternate winner to be selected, then the prize will be forfeited, and the prize will remain the property of the Prize Provider.

6. There will be no substitutions or cash alternatives for any prize except at the sole discretion of Station. The Station has the right to substitute a prize of similar value. No sale, transfer or assignment of any prize is allowed.

7. Each winner is responsible for paying all local, county, state and federal taxes on prizes based on the estimated retail value of the prizes as set forth in these rules. Each winner must sign a W-9 form.

8. Only one Daily Prize will be awarded per household. A Daily Prize winner is eligible to be the Grand Prize winner. Entrants are eligible to win only one contest within any 90 day period, regardless of the number of contests entered.

9. The Company is not liable if the provider of any part of a prize fails to satisfy its obligations to furnish its portion of the prize.

10. The Company, Sponsor(s), Prize Provider(s), and Facebook accept no responsibility or liability in connection with any injuries, losses or damages of any kind directly or indirectly caused by or resulting from the acceptance, possession or use of any prize awarded in the Contest. By entering, entrants agree to release the Company, Sponsor(s), Prize Provider(s), contest software providers, social media platforms, and each of their respective parent, affiliates, officers, directors, employees and agents, from any and all claims, loss, damage or injury as a result of or incident to his/her participation in the Contest or his/her use of the prize. Entrants further acknowledge and agree that if a winner, the Company has the right to publicize entrant's name, character, likeness, photograph, voice and the fact that entrant is a winner of the Contest for promotional purposes, without financial remuneration.

11. Complete Official Rules for the Contest are available Monday through Friday during normal business hours at the Station and on the Station's Website. For a list of prize winners, send a separate, self-addressed, stamped envelope to the Station at the Station Address within thirty (30) days of the last day of the Contest Period.

12. The Station has the right to disqualify any entrant it determines has not complied with the Contest Rules. All decisions by the Station shall be final and binding relating to this contest, including the interpretation of the Contest Rules. Station reserves the right to make rules and contest changes and change the contest dates. Station reserves the right to cancel/terminate, modify or suspend the Contest if in Station's sole determination it believes that the integrity of the Contest has been, or could be, compromised or that the Contest is not capable of running as planned or fairly, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or force majeure or any other causes beyond the Station's control.

13. The Contest is subject to the Station's Privacy Policy and the Station's Website Terms and Conditions located on the Station's Website.

14. Facebook is not affiliated with the Station or the Contest. The Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook.