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## **Lottery's "*Play It Again*" Offers Cash, Merchandise**

The ASL's *Play It Again*, an important second-chance feature, has achieved remarkable success. Ernie Passailaigue, ASL Executive Director, called *Play It Again* "an incredible way to give our players added value, creating both merchandise rewards and additional opportunities to win the top prize for each instant ticket game." Eligible tickets for *Play It Again* are those that did not initially qualify for a prize.

To qualify, players simply can access the ASL website, [www.myarkansaslottery.com](http://www.myarkansaslottery.com), sign up once for a free personal account, and continue entering information on their eligible tickets. When each game ends, one lucky *Play It Again* player will win a drawing for the top prize offered for that ticket. Then, in early 2010, players will be able to log on to their account, view their accumulated points, and redeem them for a variety of merchandise at a virtual "store" on [www.myarkansaslottery.com](http://www.myarkansaslottery.com).

In the first three weeks of operations, the *Play It Again* site has been enormously successful, with 46,050 registered players submitting 1,157,036 eligible ticket entries. *Play It Again* members have already earned more than 8,000,000 Points for Prizes in only 21 days.

In addition to making the Lottery more entertaining, *Play It Again* has the added bonus of encouraging players to retain the tickets until they can be entered on a computer and then disposed of properly—thus cutting down on litter.

For more information: Julie Baldrige, 501-683-1877