

SL Media Release:

April 7, 2014 – Time: 10:29 A.M.



The Natural State Jackpot is the game to play!

Today's Jackpot amount of **\$375,000** and the game's current *Jackpot Run* has generated *real Arkansas player excitement and interest* in tonight's record breaking Jackpot amount.

Arkansas player's will see another *recording breaking Natural State Jackpot* amount in Tuesday's drawing, if there is no top prize winner tonight. The NSJ game will see the Tuesday night Jackpot amount raised to **\$400,000**, if the game rolls tonight.

The first week of April game sales, have topped all pasted one week sales totals for NSJ. The NSJ sales total is over **\$627,000** for last week. (March 31st – April 6th)

The recording breaking sales has also created more players than ever winning a prize in the game, in the last six days of NSJ play over **72,700** have won an NSJ prize from \$1 for correctly matching just two numbers to \$300 for correctly matching four of the numbers drawn.

Friday's April 4th NSJ game ticket sales totaled over **\$123,500**, making it *the highest single day of sales* for the game, along with the highest number of prize winners in a single day of play (**14,628**).

The 70 days between January 15th and April 6th has seen player interest in this Arkansas Only Game increase with over 1.4 million tickets sold generating over \$2.3 million in revenue. Over 50% of NSJ game sales can be counted as return for the lottery, with a large portion being contributed to Arkansas education in the form of scholarships and grants.

The odds of winning the Natural State Jackpot are 1 in 575,757, the overall odds of winning a prize in the game 1 in 9.

NSJ players choose just 5 numbers between 1 and 39 in this game and player's can choose to play up to 20 consecutive draws in NSJ. Each play costs \$1. The game is drawn six nights a week (Monday through Saturday), at 8:00 P.M. (CST)

The Natural State Jackpot game is only available in Arkansas.

Players matching two numbers will win \$1; three numbers win \$7; four matching numbers win \$300, and all five numbers will win the jackpot, guaranteed to be worth at least \$25,000. Each night in which there is no big winner, an additional \$5,000 is added to the jackpot. If there is more than one jackpot winner, the prize will be equally divided among all the jackpot prize winners. The overall odds of winning are one in nine. *The Natural State Jackpot prize amount is pre-tax. Tickets sold based on sales data.

