



LOTTERY INTRODUCES POINTS FOR PRIZES™ REWARDS PROGRAM

Little Rock (January 19, 2010) – The Arkansas Scholarship Lottery is adding even more value to instant lottery tickets with a new program called Points for Prizes™. Players earn points by going to the lottery’s website and entering their non-winning instant tickets. These points can then be redeemed for exciting merchandise.

The Play It Again™ second-chance drawing program began with the Lottery on September 28, 2009. Since then, more than 100,000 players have registered for an online player services account at www.myarkansaslottery.com. Play It Again™ gives players a second chance to win the top prize amount in any eligible instant game by entering their non-winning tickets online. \$169,000 has been awarded to date.

The newest program, Points for Prizes™, gives players rewards points for every ticket entered into Play It Again™. Point balances will be revealed to current members on Tuesday, January 19. Players will then see the points they have earned by entering their non-winning tickets over the past weeks and months. Current and new members can continue to enter tickets and earn points.

The Points for Prizes™ online store is scheduled to open February 8, where points can be used to order clothing, sporting goods, entertainment items, and more. New items will be added to the store inventory from time to time, including music downloads and gift certificates.

Points for Prizes™ and Play It Again™ give players more value for their lottery play. “The Points for Prizes™ program starting in Arkansas is one of the more comprehensive lottery rewards programs in the country” said David Barden, ASL Vice President of Gaming. “A goal of this lottery is to give back as much as possible to Arkansans, and Points for Prizes™ is an exciting way to do that.”

Play It Again™ and Points for Prizes™ also limit litter because as players learn there are different ways to win, more will take their tickets with them to the nearest computer.

Lottery net proceeds go toward scholarships. For scholarship information, including the YOUNiversal scholarship application, visit www.adhe.edu, the website of the Arkansas Department of Higher Education.