

Welcome to the April Sales Force newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov).

## MEET OUR NEW CREW OF WINNERS



### A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Spring has sprung here at the Arkansas Scholarship Lottery, and so has the Arkansas Million Dollar Raffle! Hopefully your business saw an increase in traffic as the million dollar raffle game concluded. Certainly, the ASL has had plenty of winners, as witnessed on the graphic on this page. Meanwhile, we're looking forward to new ASL games, new ASL promotions and more ASL fun as 2011 goes full steam ahead. It's been a quick year so far, hasn't it?

Inside this April issue of our Sales Force newsletter, we have news on new instant games for the month, our double points game for the month and other changes and updates in Arkansas Scholarship Lottery games, while our Retailer Spotlight comes out of Jacksonville in central Arkansas.

As things bloom and turn green here in Arkansas, we hope the same blossoming is happening to your Arkansas business this spring. As always, thank you for the important part you play in helping deserving students in the state get scholarships for higher education – we couldn't do it without you!

Sincerely,  
**Ernie Passailaigue | Director**

## NEW GAMES!

ENCOURAGE YOUR CUSTOMERS TO TRY OUT THESE FUN NEW APRIL INSTANT GAMES:

### **\$1 Lady Bucks**

Win up to \$2,000.

Overall Odds: 1 in 4.19

Top Prize Odds: 1 in 480,000

### **\$2 Treasure**

Win up to \$20,000.

Overall Odds: 1 in 4.14

Top Prize Odds: 1 in 480,000

### **\$3 Block Bingo**

Win up to \$50,000.

Overall Odds: 1 in 3.20

Top Prize Odds: 1 in 390,000

### **\$5 Fantastic 5's**

Win up to \$100,000.

Overall Odds: 1 in 3.34

Top Prize Odds: 1 in 480,000

### **PLAY IT AGAIN™ FINAL TOP PRIZE DRAWINGS SCHEDULED**

Entry deadline: 4/18/2011

Drawing date: 4/19/2011

- Cash on the Spot, Final prize: \$2,500.
- World Poker Tour®, Final prize: \$100,000.
- Quick 6's, Final prize: \$1,600.
- Catfish & Hushpuppies, Final prize: \$2,500.
- Cash to Go!, Final prize: \$2,500.



**The last day to redeem is also the final Play It Again™ entry deadline for that game.**

### **Last day to redeem: 4/18/2011**

#### **• Catfish & Hushpuppies**

- **Cash to Go!**
- **World Poker Tour®**
- **Cash on the Spot**
- **Quick 6's**

### **Last day to redeem: 5/23/2011**

- **\$100 Winner**
- **Hot 1's**
- **The Price Is Right®**
- **Fast Money**

### **Last day to redeem: 6/27/2011**

- **\$20,000 Taxes Paid**
- **Spicy Hot 7's**
- **Fortune Cookie®**
- **\$500 Winner**
- **\$250,000 Cash Club**
- **The Color of Money**
- **Find the 9's**
- **Fabulous 4's**

### **Last day to sell: 6/2/2011**

### **Last day to redeem: 8/31/2011**

#### **• \$100,000 Taxes Paid**

- **\$25 Fiesta**
- **MONOPOLY™**
- **Lucky Birthday**
- **Cool 7's**

## **MORE DOUBLING DOWN ON POINTS FOR PRIZES™ IN APRIL!**

We're still going mad for Double Points for Prizes™ here at the Arkansas Scholarship Lottery! The double point game for the month of April is **\$2 Tic Tac 2's**. There's usually a different Arkansas Scholarship Lottery game with double Point for Prizes™ each month, so make sure and have that game available for players. Remind lottery players to check out the various prizes available through Points for Prizes™, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.

APRIL

RETAILER  
LIMELIGHT  
IN & OUT  
EXPRESS

Pictured Above: Owner William Alami.

## location:

**In & Out Express, 705 S. First Street, Jacksonville.**

## open since:

**Owner William Alami has owned the store for five years, but it's been around even longer. Alami owns another ASL retail outlet nearby on Highway 294, In & Out Phillips 66, and is planning to open his "dream store" at 5051 Warden Road in Sherwood this summer.**

## ASL retailer since:

**Since the beginning.**

## favorite thing about the lottery:

**"It's really picked up our business big time," he says. "There hasn't been any problems with it ... you have good people taking care of us. We appreciate the people who had this idea to have the lottery come to Arkansas."**

## Favorite game for customers:

**"Customers know which games are coming to the market," Alami says, "so, all the games."**

## store specialty:

**"We're big on tobacco and beer, and we have a small deli," Alami notes, "that offers items like Philly cheese steak sandwiches, BLTs and chicken fried steak sandwiches." Beyond the usual convenience store fare, the store also carries some light grocery items like mayonnaise, Ro\*Tel and ramen noodles -- and even has a helium balloon stand. "A little bit of everything," Alami laughs. "I love my business; I'm involved in my business so much. You know, you can't leave your business alone, you have to be involved with it one hundred percent."**