

Welcome to the August 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 Fiser at amber.fiser@arkansas.gov.



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BE SURE TO INFORM YOUR CUSTOMERS
ABOUT OUR WHEEL OF FORTUNE[®]
SECOND-CHANCE PROMOTION.

For a limited time only,
enter for a chance to play
a lottery players - only
WHEEL OF FORTUNE[®]
game* in Hollywood!

* Non-broadcast.

Visit myarkansaslottery.com for more details.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery
Retailer:

Happy August, everyone! Here at the Arkansas Scholarship Lottery, we're slowing but surely working our way through this hot summer, and we hope your sales are as high as the temperatures.

Would you like to buy a vowel, or have you already heard that our \$5 Wheel of Fortune[®] game debuts this month? It has a top instant prize of \$100,000, and we think it will be a hit with your customers. I'm also excited to tell you about our Wheel of Fortune[®] second-chance promotion, where three lucky Wheel game players from Arkansas will get to travel to Hollywood to play a non-televised Wheel of Fortune[®] game with Pat Sajack and Vanna White for lottery players only. We want to help you promote the Wheel game, as well as the game's second-chance promotion, by giving all lottery retailers a Wheel of Fortune[®]-themed wobbler, burst and 13" x 20" cling for your places of business.

Have a good month and a great summer! And as always, thank you from all of us here at the Arkansas Scholarship Lottery for what you do!

Sincerely,
Ernie Passailaigue | Director

NEW GAMES!

\$1 2 for the Money

Win up to \$2,000.

Overall Odds: 1 in 4.13

Top Prize Odds: 1 in 480,000

\$3 Blackout Bingo

Win up to \$50,000.

Overall Odds: 1 in 3.20

Top Prize Odds: 1 in 480,000

\$5 Wheel of Fortune®

Win up to \$100,000.

Overall Odds: 1 in 3.35

Top Prize Odds: 1 in 640,000

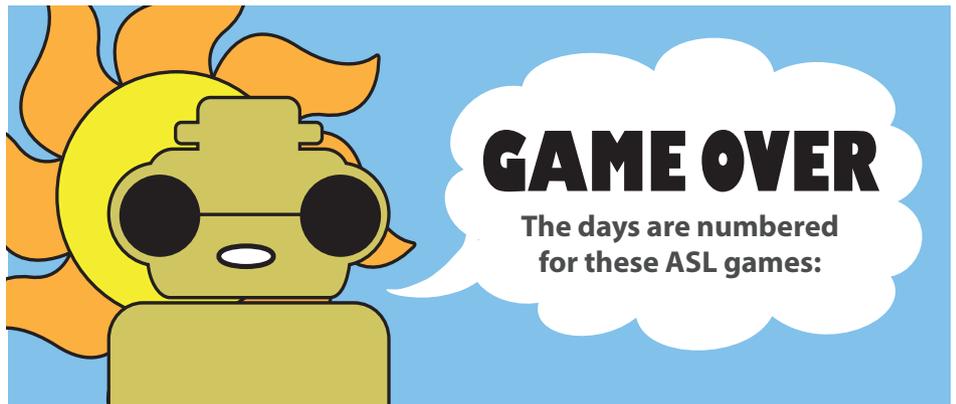
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\$10 \$200,000 Pay Day

Win up to \$200,000.

Overall Odds: 1 in 2.97

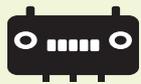
Top Prize Odds: 1 in 450,000



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

LAST DAY TO REDEEM: 8/31/2011

• \$25 Fiesta • \$100,000 Taxes Paid • Cool 7's



• Lucky Birthday • MONOPOLY™

LAST DAY TO REDEEM: 9/19/2011

- Bingo!
- Secret Santa
- Holiday Money
- Winter Wishes
- Jingle Jumbo Bucks
- White Ice 8's
- Big Money
- Suits



LAST DAY TO REDEEM: 10/5/2011

• Cash Spectacular • Red White & Blue 7's

LAST DAY TO SELL: 9/6/2011 LAST DAY TO REDEEM: 12/5/2011

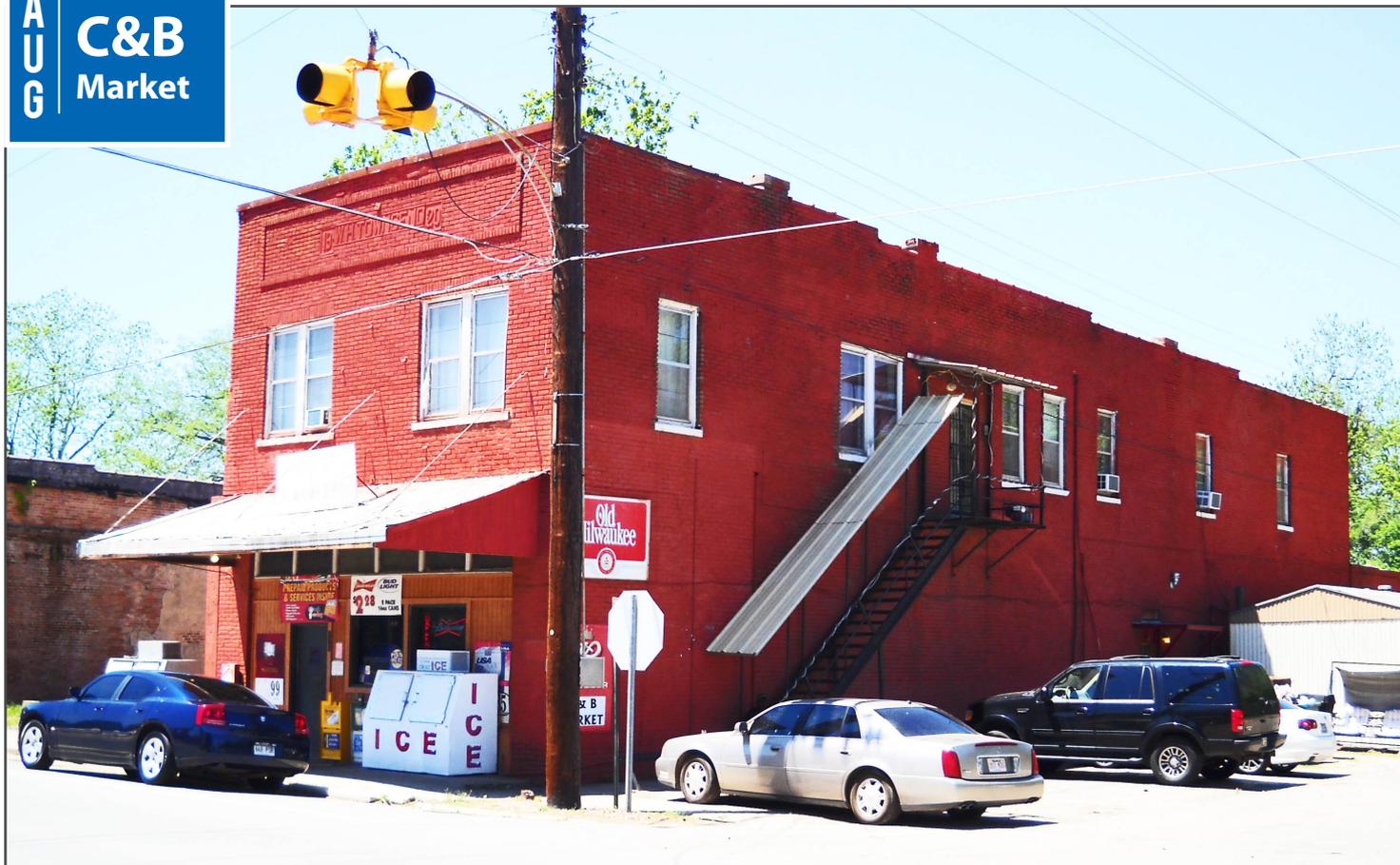
- Harley-Davidson®
- Cool Cash
- Crossword
- Betty Boop™
- Shamrock 4's
- Hit \$100
- Gimme 5!



AN AUGUST NOTION: PLAY WITH 'FIRE' FOR DOUBLE POINTS FOR PRIZES™!

We have more double Points for Prizes™ for you here at the Arkansas Scholarship Lottery!
The double point game for the month of August is \$2 Fire 'n' Dice.

AUG
C&B
Market



location:

C&B Market, First & Paw Paw Streets, Wabbaseka (Jefferson County).

open since:

1988, but the W.H. Townsend building in which C&B Market is located was completed in 1920. A historic city landmark located on Wabbaseka's First Street, a.k.a. Highway 79, the building is the biggest in town. Three generations of family work in the store, said deli clerk Sheena Goal, which has a billiards room in the back and apartments upstairs. "Mom keeps us in order!" she laughed.

ASL retailer since:

Six weeks after the lottery launched in the state, according to manager Rosemary Woolfolk, who sports a "Head Cashier" name patch on her work shirts.

favorite thing about the lottery:

It brings in money.

Favorite game for customers:

They like them all.

store specialty:

The C&B Market's deli offers up good cheeseburgers, onion rings and the like, and also more unusual fare such as their deep-fried spicy bologna sandwiches.