

Welcome to the December *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**.

THE NEW \$2 POWERBALL®

BIGGER JACKPOTS

STARTING AT \$40 MILLION

BETTER TOP PRIZE ODDS

MORE MILLIONAIRES

MATCH 5 WIN \$1,000,000

Current Game Top Prize Odds: 1 in 195,249,054
New \$2 Game Top Prize Odds: 1 in 175,223,510

A Message From the Arkansas Scholarship Lottery:

We at the Arkansas Scholarship Lottery strive to make the operating relationship between the ASL and ASL retailers a smooth one. In that spirit, we have attempted to answer some frequently-asked questions we receive from lottery retailers.

Common Questions from ASL Retailers: Treasury Department

1. What do HT and LT mean on my printout?

LT: Low Tier is cash payouts to a customer less than \$20.

HT: High Tier is cash payouts to a customer of \$20 or more.

2. The report I printed shows I have a credit balance but it was not deposited into my account. Why?

Credit balances roll to the next week. ASL will only sweep debit balances from the designated bank account.

3. How do packs settle?

Packs can settle in three ways: Manually after the last ticket in the pack is sold, automatically by the system when 75% of the low tier prizes in the pack have been claimed or 28 days after the pack is activated.

4. What am I making out of this deal?

You will receive a 5% selling commission on each pack settled, i.e. \$15 per pack and 1% cashing commission on each ticket you cash, i.e. 1 cent on each dollar.

5. What is the System Charge on my invoice?

ASL has implemented a \$5 fee that covers satellite communication, maintenance and upkeep of the terminal. *How often will this occur?* This is a weekly fee. *I was not told about the fee.* This fee is outlined in your "Retailer Contract" on page 5, section 16 (Terminal Requirements), sub sections C.

6. Who do I call to order more game tickets?

Scientific Games at 1.888.289.1705.

NEW GAMES!

REINDEER GAMES

\$1 Lucky Buck

Win up to \$1,000

Overall Odds: 1 in 4.13

Top Prize Odds: 1 in 480,000

\$2 Quick \$200

Win up to \$200

Overall Odds: 1 in 4.15

Top Prize Odds: 1 in 800

\$3 Betty Boop™ Crossword

Win up to \$50,000

Overall Odds: 1 in 3.32

Top Prize Odds: 1 in 480,000

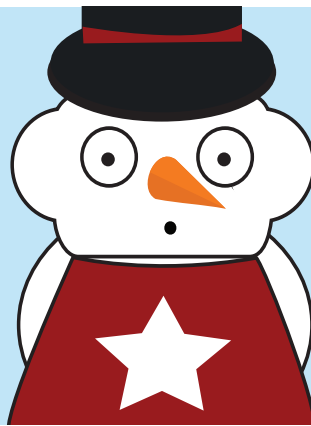
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\$10 The Money Game

Win up to \$150,000

Overall Odds: 1 in 2.81

Top Prize Odds: 1 in 540,000



GAME OVER

The days are numbered
for these ASL games:

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

LAST DAY TO REDEEM: 12/5/2011

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

LAST DAY TO REDEEM: 12/19/2011

- Arkansas Limited
- Money Money Money
- Lady Bucks

LAST DAY TO REDEEM: 1/17/2012

- Junior Jumbo Bucks
- Giant Jumbo Bucks
- Lucky Wheel
- Money Roll
- King's Ransom
- Sevens/Elevens

LAST DAY TO REDEEM: 2/15/2012

- Money Madness
- All the Money
- 10K Payday
- Cash Money
- Right on the Money
- Wild 10's
- 10X Cash
- Fantastic 5's



LAST DAY TO SELL: 1/18/2012

- Cupid Cash
- 5 Card Draw
- Happy-go-Lucky
- Treasure
- Block Bingo
- Triple 7's
- Big Bang Bucks
- Tic Tac Toad

TRIPLE YOUR POINTS FOR PRIZES™ IN DECEMBER!

There's triple Points for Prizes™ for you this month from the Arkansas Scholarship Lottery!
The triple points game for December is \$1 3 Times Lucky.



Pictured Above: The Big Red Store in Pine Bluff.

location:

Big Red Store #12, 2317 28th Street, Pine Bluff (Jefferson County).

open since:

Four years ago under this management, according to Big Red Store #12 manager Ali, who did not want to give his full name. But the location has long been a destination for travelers along busy 28th Street in Pine Bluff, as well as for neighborhood residents -- and students of the community college nearby. All the traffic seems to add up, as this Big Red store in southern Jefferson County is one of the top ASL retailers in the state.

ASL retailer
since:

"Day one," he said.

favorite thing
about the lottery:

"It's easy to handle," Ali said at a recent ASL retailer event at the store.

Favorite game
for customers:

Ali opined that ASL customers at his Big Red Store #12 do not have a particular favorite lottery game.

store specialty:

Pine Bluff's Big Red Store #12 in Jefferson County carries the usual convenience store fare such as gasoline, soda, snacks and automotive gear -- in addition to Arkansas Scholarship Lottery products, naturally.

Gary Carr of Blytheville won \$20,000 playing a \$2 A Christmas Story™ ticket purchased at Gary's Food Mart 6 in Blytheville, AR 72315.

Robert Clark of Lamar won \$75,000 playing a \$5 Run for the Roses™ ticket purchased at Flash Market 198 in Prairie Grove, AR 72753.

Joan Gililand of Bluffton won \$10,000 playing a \$10 Money Maker ticket purchased at Crackerbox 21 in Hot Springs, AR 71902.

Vickie Peters of Little Rock won \$50,000 playing a \$3 Lucky Stars ticket purchased at Doublebee's 121 in Little Rock, AR 72204.

Timmy Hughes of Bismarck won \$10,000 playing a \$10 Money Maker ticket purchased at Wishbone's General Store in Malvern, AR 72104.

Jason Thomas of Hazen won \$10,000 playing a Decades of Dollars™ ticket purchased at Tobacco Superstore 66 in Hazen, AR 72064.

Pamela Smith of Woodbine, KY, won \$10,000 playing a \$10 Money Maker ticket purchased at Cash's Citgo #5 in McGehee, AR 71654.

Monique Gregory of Little Rock won \$20,000 playing a \$2 Fire 'N' Dice ticket purchased at Exxon Food Mart in Little Rock, AR 72209.

Brandon Taylor of Cotter won \$5,000 playing a Cash 4 ticket purchased at On the Run #8 in Gassville, AR 72635.

David Bennett of Jonesboro won \$10,000 playing a \$10 Money Maker ticket purchased at Kum & Co 395 in Jonesboro, AR 72401.

DeAnna Sheeks of Paragould won \$1,000 playing a \$5 Cash Frenzy ticket purchased at Kum & Go 398 in Paragould, AR 72450.

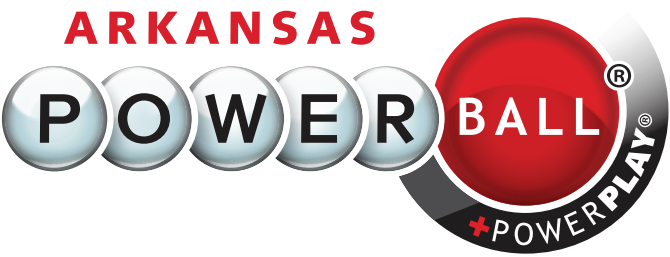
WINNER HIGHLIGHT



Kennita Cox of O’Kean won \$24,000 playing a \$2 Pure Gold ticket purchased at R&R Countryside Package Store in Delaplaine, AR 72425. She plans to buy Christmas presents for her kids with her winnings.

MORE ASL WINNERS





THE NEW \$2 POWERBALL® GAME IS
COMING JANUARY 2012!

CURRENT PER PLAY COST	\$1	CURRENT POWERBALL™ NUMBER SELECTION	1-39
NEW PER PLAY COST	\$2	NEW POWERBALL™ NUMBER SELECTION	1-35

	ODDS CURRENT GAME	NEW \$2 GAME ODDS
MATCH 5 +1	1 IN 195,249,054	1 IN 175,223,510
MATCH 5+0	1 IN 5,138,133	1 IN 5,153,633
MATCH 4+1	1 IN 723,145	1 IN 648,976
MATCH 4+0	1 IN 19,030	1 IN 19,088
MATCH 3+1	1 IN 13,644	1 IN 12,245
MATCH 3+0	1 IN 359	1 IN 360
MATCH 2+1	1 IN 787	1 IN 706
MATCH 1+1	1 IN 123	1 IN 111
MATCH 0+1	1 IN 62	1 IN 55
OVERALL	1 IN 35.1	1 IN 31.8

PRIZE LEVELS CURRENT GAME	PRIZE LEVELS NEW \$2 GAME	POWERPLAY® PRIZES LEVEL CURRENT GAME	POWERPLAY® PRIZES NEW GAME LEVEL
\$20M START	\$40M START	N/A	N/A
\$200,000	\$1,000,000	\$1,000,000	\$2,000,000
\$10,000	\$10,000	2X-5X MULTIPLIER	\$40,000
\$100	\$100	2X-5X MULTIPLIER	\$200
\$100	\$100	2X-5X MULTIPLIER	\$200
\$7	\$7	2X-5X MULTIPLIER	\$14
\$7	\$7	2X-5X MULTIPLIER	\$14
\$4	\$4	2X-5X MULTIPLIER	\$12
\$3	\$4	2X-5X MULTIPLIER	\$12