

Welcome to the January *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.



**HAPPY
NEW YEAR
FROM THE ARKANSAS
SCHOLARSHIP LOTTERY**

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

The new year brings with it the promise of renewal and rebirth, as well as a time of reflection and contemplation of the past year. (I'm sure our Arkansas college students also consider it a much-needed break from their studies!)

The previous year for the Arkansas Scholarship Lottery was the year in which the lottery went from non-existence to nearly 2,000 retailers and thousands of players across the state – and, most importantly, helped fund college scholarships to thousands of Arkansas students. Even as we face the new year, we remain thankful and humbled that the ASL staff and you, the retailer, coalesced to work together so well that the lottery in Arkansas was able to start in record time – and that so many college-bound scholars have been helped by these combined efforts of so many across the state. Thank you.

This January issue of our *Sales Force* newsletter has the information you need to keep you up to date on what is happening in the world of the Arkansas Scholarship Lottery. Inside, we have updates on Arkansas Scholarship Lottery games, news on our latest ASL winners and much more. Thanks for a great 2010.

Here's hoping the new year 2011 is a good one for your family, friends and customers. Again, thank you for being part of the dream for so many college-bound Arkansas students.

Sincerely,
Ernie Passailaigue | Director

NEW GAMES!

ENCOURAGE YOUR CUSTOMERS TO TRY OUT FUN NEW JANUARY INSTANT GAMES:

\$1 Suits

Win up to \$1,000.

Overall Odds: 1 in 4.76

Top Prize Odds: 1 in 300,000

\$2 Betty Boop™

Win up to \$25,000.

Overall Odds: 1 in 4.31

Top Prize Odds: 1 in 540,000

\$5 King's Ransom

Win up to \$100,000.

Overall Odds: 1 in 3.70

Top Prize Odds: 1 in 540,000

\$10 Money Money Money

Win up to \$500,000.

Overall Odds: 1 in 2.86

Top Prize Odds: 1 in 600,000



DOUBLE POINTS GAMES FOR JANUARY SET: CELEBRATE 'JUMBO JANUARY' WITH US!

Double Points for Prizes™ are continuing in 2011 and have expanded for the month! The double points games for the month of January are the Jumbo Bucks family of games, so we're calling this month "Jumbo January!" These games include \$1 Junior Jumbo Bucks, \$2 Classic Jumbo Bucks, \$5 Giant Jumbo Bucks and \$10 Jungle Jumbo Bucks.

There's generally 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 prizes available through Points for Prizes™. Visit myarkansaslottery.com for more information.

TIC-TAC-TOE GAMES COULD= HOLIDAY SHOPPING SPREE

There's a leftover holiday gift for ASL players who Play It Again™ -- those who enter non-winning holiday instant tickets (only \$1 Secret Santa, \$2 Holiday Money, \$3 Winter Wishes, and \$10 Jingle Jumbo Bucks apply) will get to play a holiday-themed tic-tac-toe game. The game will reveal how many entries the player receives into the next drawing for gift cards -- or 25,000-point Points for Prizes™ store shopping sprees. There was a drawing in early December and one is set for early January. Visit myarkansaslottery.com for more information.



NEW WINNERS!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

Emily O'Connor of Hoxie, AR won \$100,000 playing Jingle Jumbo Bucks. Her ticket was purchased at Tobacco Superstore #6 in Hoxie, AR 72433.

Brandy Crocker of Van Buren, AR won \$2,500 playing Secret Santa. Her ticket was purchased at Mackie's One Stop in Fort Smith, AR 72904.

James Ogozaly of Springdale, AR won \$77,777 in the Play It Again™ drawing for Super 7's.

Denise Sawyer of Jacksonville, AR won \$500,000 in the Play It Again™ drawing for \$500,000 Jackpot.

Karen Cook of Pine Bluff, AR won \$100,000 playing Jingle Jumbo Bucks. Her ticket was purchased at Sandy Acres Grocery in White Hall, AR 71602.

Lauren Pace of Gassville, AR won \$20,000 playing Cool Cash. Her ticket was purchased at White Oak #9 in Mountain Home, AR 72653.

Amanda Camden of Judsonia, AR won \$18,888 playing Crazy 8's. Her ticket was purchased at Doublebees #135 in Searcy, AR 72143.

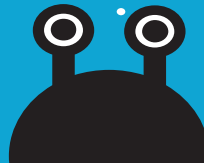
Roy Lewis of Lowell, AR won \$2,900 playing Cash 4. His ticket was purchased at Flash Market #185 in Siloam Springs, AR 72761.

Jessica Simmons of Fort Smith, AR won \$10,000 playing Powerball®. Her ticket was purchased at Pic N Tote 2 in Fort Smith, AR 72908.



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

Last day to redeem: 1/10/2011



- **Jumbo Bucks**
- **Money Mania**

Last day to redeem: 2/22/2011

- **Money Bags**
- **Arkansas Crossword**
- **Blackjack**



Last day to sell: 1/18/2011
Last day to redeem: 4/18/2011

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

Last day to sell: 2/22/2011
Last day to redeem: 5/23/2011

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



JAN

RETAILER
LIMELIGHT
LAKEWOOD
EXXON



location:

Lakewood Exxon, 2501 McCain Blvd., North Little Rock (Pulaski County).

open since:

Run since 1991 by the current owners, but the business has been open as a garage and store “for long before that,” according to Lakewood Exxon manager Jennifer Loyko.

ASL retailer since:

“Day one,” Loyko said; Lakewood Exxon has consistently ranked in the top ten lottery retailers in the state since the lottery’s inception as well.

favorite thing about the lottery:

“It’s brought in more people,” Loyko said of the lottery. “The ten-dollar tickets sell like hotcakes here. We’ve got some high-rollers that come through here.”

store specialty:

North Little Rock’s Lakewood Exxon specializes in all automotive repairs, but particularly its transmission work.

