

Welcome to the May Sales Force e-newsletter for Arkansas Scholarship Lottery retailers. If you'd like future editions of Sales Force sent to you electronically, send an e-mail to Amber Tyler at amber.tyler@arkansas.gov.

POWERPLAY[®] IN MAY

10X

FOR A CHANCE TO MULTIPLY YOUR
NON-JACKPOT WINNINGS
UP TO 10X
SELECT THE
POWERPLAY[®] OPTION

PROMOTION IS SCHEDULED TO END MAY 29, 2010.

SEE WEBSITE FOR PROMOTION DETAILS.

Prize amounts are based on the probable number of winners sharing the prize pool.

In some cases, these prizes may be paid on a pari-mutuel basis, and could be lower than published prize levels. In this case, the POWERPLAY[®] amounts will be calculated as a multiple of the winning amount per match category.



For more information on games or odds visit your local retailer, myarkansaslottery.com or call 501-683-2000. Please Play Responsibly. Call 1-800-522-4700 for National Council on Problem Gambling helpline assistance.

A Message from Ernie Passailaigue Calling All Lottery Retailers:

Summertime is almost here, and there's nothing better than Arkansas in bloom. For the Lottery, summer can be a challenging season, with sales traditionally slowing down. So I'm calling on **YOU** to promote lottery ticket sales. One powerful incentive is the May Powerball[®] PowerPlay[®] 10X promotion. During the month of May, each Powerball[®] PowerPlay[®] drawing will have the usual multipliers of 2 through 5 AND the added possibility of a multiplier of 10. So a Powerball[®] prize of \$10,000 could become \$100,000! Read all about our Powerball[®] PowerPlay[®] 10X promotion in this issue.

An example of a great sales effort can be found in the Retailer Limelight article featuring Shell Food Mart in England. Those folks attended the Retailer Sales and Merchandising Symposium and then took all the good ideas they learned and put them to work to expand their lottery sales. Read all about their efforts and ask your Marketing and Sales Representative for ideas and assistance, so you can beat the trend and see your summer sales go up. It'll make a big difference for Arkansas students!

Also in this issue of *Sales Force*, there's a preview of our four new instant tickets. We hope they will be big sellers for you! In case your customers ask about the scholarships, send them to www.adhe.edu for the "Youniversal" scholarship application.

Thank you for your business. Arkansas deserves to be number one in education, and we want your retail operation to be number one in lottery sales!

Sincerely,
Ernie Passailaigue | Director

BIG ASL 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.

Gary Wilson of Mabelvale won \$40,000 playing Mega Millions®. His ticket was purchased at Quick Stop in Benton, AR 72015.

Tommy Hiller of Clinton, MO won \$1,000 playing a \$500,000 Jackpot instant ticket purchased at Kum & Go 405 in Bentonville, AR 72712.

Ann Nelson of Benton won \$40,000 playing Powerball®. Her ticket was purchased at USA Drug #18 in Benton, AR 72019.

Henry Sowyers of El Dorado won \$15,000 playing a Stocking Stuffer instant ticket purchased at Tobacco Superstore #8 in Camden, AR 71701.

Kameka White of Augusta won \$1,000 playing a \$250,000 Cash Club instant ticket purchased at Hess of Augusta in Augusta, AR 72006.

Constance Shackelford of Charleston won \$29,412 playing a \$20,000 Taxes Paid instant ticket purchased at The Bear Tree Shop & Tan in Charleston, AR 72933.

Hanford White of Leslie won \$25,000 playing a Jumbo Bucks instant ticket purchased at Misty's Conoco in Leslie, AR 72645.

Tanya Ivy of Chidester won \$10,000 playing a 10K Payday instant ticket purchased at EZ Mart 436 in Chidester, AR 71726.

Ernest Everett of Huntsville won \$1,700 playing a Lucky Loot instant ticket purchased at Old Country Store in Hindsville, AR 72738.

Lisa Keith of Fayetteville won \$1,000 playing a \$500,000 Jackpot instant ticket purchased at Murphy USA in Fayetteville, AR 72703.



Tommy Hiller



Tanya Ivy



Constance Shackelford



Henry Sowyers

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

\$1 Quick 6's

Win up to \$1,600.

Overall Odds: 1 in 4.63

Top Prize Odds: 1 in 360,000

\$2 Cash Money

Win up to \$20,000.

Overall Odds: 1 in 4.11

Top Prize Odds: 1 in 660,000

\$5 Giant Jumbo Bucks

Win up to \$100,000.

Overall Odds: 1 in 3.35

Top Prize Odds: 1 in 600,000

\$10 Cash Spectacular

Win up to \$500,000.

Overall Odds: 1 in 3.39

Top Prize Odds: 1 in 1,000,000



RETAILER LIMELIGHT

The Freeman family of Sheridan, owner/operators of the Shell Food Mart #7 in England, has been in the oil business for an impressive 75 years. They have several convenience stores in Arkansas and are very proud of their dedicated managers and staff, who are almost always on a first-name basis with the loyal customers.

The Freemans currently have four stores selling for the Arkansas Scholarship Lottery and one more scheduled to go on-line very soon. Dan Freeman said, "With the intense competition now for convenience store business, we decided to begin selling the lottery in a few of our stores." Dan added, "And after developing our own shift and day reporting system, things are running much easier."

Store Manager Cindy Johnson and Lottery Manager Nikki Burrier agree that the challenge of learning something new has died down. Both owners and employees have learned to embrace and enjoy the change, and it is now simply a part of a daily routine. Dan's wife Pam also believes that, like any other product, inventory management is critical for success with the lottery.

The Freemans both credit the team at their England store for its success. Dan said, "We have used this store as our testing ground for all new ideas. And the England Store has now become our number one lottery store!"

The Freemans also attended the Retailer Sales and Merchandising Symposium in Little Rock at the end of February and decided to implement some of the suggestions offered by industry expert Jeff Sinacori during his presentation. And they truly feel their lottery sales have improved as a direct result of their additions, including:



Store Manager Cindy Johnson poses next to in-store signage.



LEFT TO RIGHT: Cindy Johnson, Dan Freeman, & Nikki Burrier

1. Second-Chance Drawing for Customers:

The England Shell #7 took a box, cut a hole in the top, and then covered it with non-winning instant tickets.

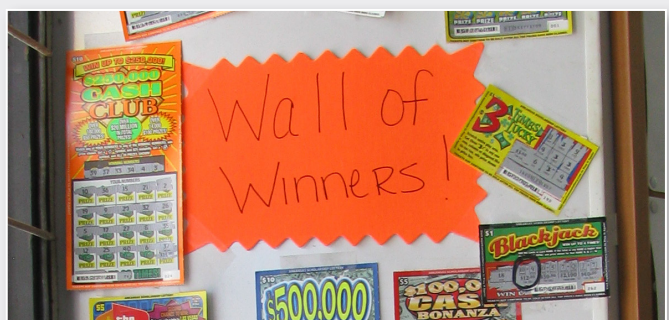
They encourage their customers to write their name and phone number on non-winning tickets and enter them for a weekly drawing for \$10.00 of gas, \$10.00 in lottery tickets, or a free pizza of their choice!

2. Create a "Winners Wall of Fame" Display:

This store uses a wall as a focal point to prominently display winning customers' tickets. Customers love to have their winning tickets displayed and it shows other customers that there are winning tickets sold and cashed right there in their community.

3. Display Winning Numbers & Jackpot Amounts:

The Freemans utilize signage and a dry-erase board with bright fluorescent markers in their store to showcase daily Powerball® and Mega Millions® jackpot amounts and winning numbers to generate excitement and sales in their stores.



Winners Wall of Fame Display

QUESTION & Answer

• What is the most popular game in your England Shell?

CINDY: “Our customers have quite a few favorites, but I believe it is the \$100,000 Cash Bonanza game that I see players buy in our store.”

NIKKI: “Many games are popular at different times, but most consistently popular are the \$10 games.”

• How has being a lottery retailer affected your normal business?

CINDY & NIKKI: “From day one back in October we have seen new customers and repeat customers in our store. We love to rejoice with them when they purchase a winning ticket, and we try to post larger winners on our “Winners Wall of Fame”.

• How do you handle continuing training?

CINDY & NIKKI: “Employees come and go in our line of work. We usually work a shift with new employees and explain the shift and day reporting system. We will admit that it does take a few shifts for all of us to learn to handle the lottery properly.”

• What do you think encourages customers to return to your store to play the lottery?

CINDY: “From the very beginning, we have all tried to learn the new games ourselves when they come on-line. After we understand the games, then we can explain them to our customers.

NIKKI: “We have seen an increase in return players since we started our second-chance drawing to win in our Shell store. It is neat to give our players a little extra for coming into our store.”

• Have customers responded to your new second-chance drawing?

NIKKI: “The drawing has been a HUGE success! Our box is usually full every Wednesday morning when we draw. If their name is drawn, they get to draw from another box that has \$10 of gas, \$10 in lottery tickets, or a free pizza of their choice!”

• What comments do you hear from your players?

CINDY: “Nearly all tell us they are glad that we have the lottery now and they know they will not always win, but losing doesn’t feel so bad knowing the scholarship dollars will be awarded.”

NIKKI: “It is really fascinating to hear everyone’s dreams of winning before they buy tickets, but more enjoyable is when they win, their excitement of sharing that win with us. It really brightens your day when your customers have winning tickets.”



SECOND-CHANCE PROMOTION

• What else could you do to encourage participation in playing the lottery?

NIKKI: “We would really like a special place for customers to scratch and play. We are working on this idea now and hopefully can come up with a great solution in the future.”

POWERBALL® POWERPLAY® 10X PROMOTION

For all Powerball® drawings in May, players have the chance to multiply their non-jackpot winnings up to ten times with PowerPlay®! One of the usual 5X PowerPlay® multipliers will be replaced with a 10X for a limited time. For example, the \$200,000 prize for matching the five white balls would become \$2 million with PowerPlay® if the 10X is drawn!

To be eligible for 10X, players must add the PowerPlay® option to their Powerball® tickets for an extra \$1 per play, per draw for any Powerball® draw in May 2010. Visit myarkansaslottery.com for more information.

POWERBALL® POWERPLAY® 10X PRIZES

MATCH	POWERBALL® PRIZE	POWERPLAY® MULTIPLIERS				
		2X (Odds 1 in 4)	3X (Odds 1 in 4)	4X (Odds 1 in 4)	5X (Odds 1 in 5.33)	10X (Odds 1 in 16)
5 + PB	Jackpot	—	—	—	—	—
5 + 0	\$200,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$2,000,000
4 + PB	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$100,000
4 + 0	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + PB	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + 0	\$7	\$14	\$21	\$28	\$35	\$70
2 + PB	\$7	\$14	\$21	\$28	\$35	\$70
1 + PB	\$4	\$8	\$12	\$16	\$20	\$40
0 + PB	\$3	\$6	\$9	\$12	\$15	\$30