

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.

..... **COMING SOON!**

RETAILER SALES RALLIES

SAVE THE DATE!



AUGUST
26TH-29TH

- Locations across the state
- Prizes and games
- Retailer awards
- Training opportunities

AUGUST 26

2:00-4:00 pm
Jonesboro, AR

ARKANSAS STATE
UNIVERSITY

AUGUST 27

2:00-4:00 pm
Little Rock, AR

EMBASSY SUITES

AUGUST 28

2:00-4:00 pm
Texarkana, AR

TEXARKANA (ARKANSAS)
CONVENTION CENTER

AUGUST 29

2:00-4:00 pm
Rogers, AR

EMBASSY SUITES
NORTHWEST ARKANSAS

Retailers, we hope you've saved the dates of August 26-29th for our Arkansas Scholarship Lottery retailer sales rallies. Rally locations will be held across the state and are wonderful opportunities for training, to win prizes -- and to be recognized for retail success and innovation. Ask your marketing sales rep for details about the retailer rally in your area.

We're looking forward to seeing you there!

AUGUST GAMES

\$1 Junior Jumbo Bucks

Win up to \$2,500

Overall Odds: 1 in 4.07

Top Prize Odds: 1 in 400,000

\$2 Hunting for Hundred\$

Win up to \$100

Overall Odds: 1 in 3.99

Top Prize Odds: 1 in 300

\$5 Fully Loaded

Win up to \$100,000

Overall Odds: 1 in 3.65

Top Prize Odds: 1 in 420,000

\$10 Black Pearls

Win up to \$200,000

Overall Odds: 1 in 3.00

Top Prize Odds: 1 in 320,000



WE GO JUMBO IN AUGUST!

The Arkansas Scholarship Lottery games of the month for August are our Jumbo Bucks family of games, which includes Jumbo Bucks Crossword, Extreme Jumbo Bucks, Giant Jumbo Bucks and Junior Jumbo Bucks. All are worth double the Points for Prizes® points all month long.

There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® points each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit myarkansaslottery.com for details.



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

LAST DAY TO REDEEM: 8/20/2014

- Emerald Riches
- Aces and 8's
- 3 Times Lucky
- Fast \$100
- Football
- Holiday Magic



LAST DAY TO SELL: 9/4/2014 LAST DAY TO REDEEM: 12/3/2014

- Shooting Stars
- Scenic Arkansas
- Fast \$500
- Hot Bingo
- Quick Grand
- Whole Lotta 100's
- Money Roll
- Wild 10's

LAST DAY TO REDEEM: 10/7/2014

- Monopoly™
- Money Money Money
- Fast \$200
- Big Money
- \$500,000 Mega Fortune
- Daily Crossword
- Full of 50's
- Popeye®



Vickie Lindsey, April Thompson and Randa Sipes of Brady Mountain One Stop in Royal.

RETAILER LIMELIGHT:

Location: Brady Mountain One Stop, 7214 Albert Pike Rd., Royal, AR.

Location open since: 4 years, according to Brady Mountain One Stop's April Thompson.

Arkansas Scholarship Lottery retailer since: Fall 2013.

Favorite game for customers: "Lady Jumbo Bucks, Quick Grand, Mega Fortune, Fast \$500; we [also] sell quite a bit of Did I Win?"

Store specialty: Though located in small, unincorporated Royal, Brady Mountain One Stop is large and does a huge trade, especially with boaters, naturists and sportsmen, due to its strategic location near the Ouachita Mountains, Lake Ouachita and the Ouachita River.