



Vol: 53 | June 2014 Retailer 2-newsletter

Will to the June 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.

SPECIAL PROMOTION

Available June 1 through June 30.

BUSINESSE FREE

All through June, your customers simply need to buy a \$5 Natural State Jackpot ticket (Each NSJ play is \$1), and they'll receive a free \$1 NSJ play! Retailers, remind your customers this promotion is for the month of June only and the \$5 must be in a single purchase.

As always, ask your friendly MSR for any details on this promotion.



From left, Tammy Atchley, Aylisha Bradford, Regina Lainhart and Rose Moody of Atchley's Outpost.

RETAILER LIMELIGHT:

Location: Atchley's Outpost, 5430 Hwy. 7, Lake Hamilton, southern Garland County.

Location open since: 1985.

Arkansas Scholarship Lottery retailer since: Day one, according to the store's Tammy Atchley.

Favorite game for customers: Atchley said Cash 3, Cash 4 and \$20 instant tickets are big, but added, when it comes to lottery games, "We sell everything. We've had some big winners here, too – everybody's happy!"

HOT IN JUNE!

\$1 Fireball 7's

Win up to \$2,000 Overall Odds: 1 in 4.03 Top Prize Odds: 1 in 420,000

\$2 Spicy Hot 7's

Win up to \$20,000 Overall Odds: 1 in 4.03 Top Prize Odds: 1 in 420,000

\$3 Bankroll Bingo

Win up to \$75,000 Overall Odds: 1 in 3.30 Top Prize Odds: 1 in 560,000

\$5 Sizzlin' 7's

Win up to \$100,000 Overall Odds: 1 in 3.41 Top Prize Odds: 1 in 420,000

\$5 Giant Jumbo Bucks

Win up to \$100,000 Overall Odds: 1 in 3.38 Top Prize Odds: 1 in 480,000

CARDS X NINE!

The Arkansas Scholarship Lottery game of the month for June is our St. Louis Cardinals™ instant game, worth nine times the Points for Prizes® points all month long.

Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit myarkansaslottery.com for details.

FRST PLAY

Fast Play games Tic Tac Toe and
Lucky Loot launch June 2; the Fast
Play games Quick Cards and
Shopping Spree launch June 30.
The last day to sell the Fast Play
games Beat The Dealer and Find the
9's is June 1; the last day to sell the
Fast Play games Jumbo Bucks and
Smokin Hot Dice is June 29.



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



LAST DAY TO REDEEM: 7/23/2014

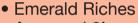
- Raining Gems
- Black Pearls
- Diamond Fortune
- Tattoo Doubler
- Lady Jumbo Bucks
- Queen of Hearts
- Cool Turquoise 7's
- Holiday Gold

LAST DAY TO SELL: 7/9/2014 LAST DAY TO REDEEM: 10/7/2014

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

LAST DAY TO REDEEM: 8/20/2014





Aces and 8's

3 Times Lucky

• Fast \$100

Football

Holiday Magic

GET COUPON happy!



Our coupon promotion is good through June and it will make retailers and players alike happy, and that's a fact, Jack! Coupon-bearing players who spend \$5 on instant tickets in June will receive a \$1 instant ticket coupon, good toward their next lottery purchase or good for a free \$1 instant ticket, through the end of June.

To process the coupon, press the "COUPON" button on the main terminal screen and scan the barcode. For your records, a receipt will print out that confirms the credit. You will receive a credit adjustment on your Financial Sales and Invoice reports.