



SALES FORCE

APRIL 2015

It's April 2015! This is your Sales Force retailer newsletter from the Arkansas Scholarship Lottery intended to keep our lottery partners up-to-date on our games. Have a great month!

OUR APRIL PROMOTION IS A NATURAL!

BUY A \$5



Natural State
JACKPOT

GET A \$1



FREE

FROM APRIL 1 THROUGH APRIL 30. BE SURE TO ALERT YOUR CUSTOMERS.



RETAILERS

YOU WILL RECEIVE **DOUBLE** THE SALES
COMMISSION (10 PERCENT!)
ON NSJ SALES FOR THE MONTH OF APRIL.

Questions? Contact your friendly MSR or call 501-683-2000.



HOW'S YOUR STORE LOOK?

Retailers, we are seeking photos of the best and brightest employees and retailer locations to be featured in Sales Force. If any of the below criteria fit your location, we'd like to hear about it.

RETAILER EXTERIORS-Have you made the effort to improve your exterior and broadcast you sell lottery? Do you have the best winner-awareness display around?

RETAILER PROMOTIONS-Have you promoted the lottery or new games in your location really well?

EMPLOYEES-Do you have a go-to employee who "gets" the lottery, or employees who have also been big winners?

POS-Have your employees done something creative with ASL point-of-sale materials at your location?

TO SUBMIT, CONTACT YOUR MARKETING SALES REPRESENTATIVE.

GO APE IN APRIL!



\$1 Crossword Express

Win up to \$2,000
Overall Odds: 1 in 4.76
Top Prize Odds: 1 in 336,000



\$2 Triple Dynamite 777

Win up to \$20,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 336,000



\$3 Bejeweled®

Win up to \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 480,000



\$5 \$100,000 Extra Play

Win up to \$100,000
Overall Odds: 1 in 3.54
Top Prize Odds: 1 in 450,000

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Also, the Fast Play games **Hot Cash** and **Shopping Spree** launch April 6.



THE DAYS ARE NUMBERED FOR THESE ASL GAMES

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

LAST DAY TO REDEEM: 5/12/2015

- \$1,000,000 Riches
- Diamond 7's
- Hit \$200
- 100X The Cash
- Money Matters
- Buckaroo
- Duck Dynasty®
- Fireball 7's

LAST DAY TO SELL: 5/14/2015 LAST DAY TO REDEEM: 8/12/2015

- Hundreds of Dollars
- I Love Cash
- Kings of Cash
- Cash Word
- Spooky Cash
- Happy Holidays
- Winter Wishes
- Winner Green

LAST DAY TO REDEEM: 6/29/2015

- Hit \$500
- Queen of Diamonds
- Extreme Jumbo Bucks
- \$100 Grand
- Quarter Million Jackpot
- Spicy Hot 7's

GAME OVER

Also, the Fast Play games **Tic Tac Rock** and **Snowflake Melt** end April 5.

'TAXES': TRIPLE!

The Arkansas Scholarship Lottery game of the month for April, appropriately for "income tax month," is our **\$100,000 Taxes Paid** game. It's worth triple 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.



RETAILER LIMELIGHT



Carlisle Citgo clerk Karri Smith (left) and manager Sheila Cook.

Location: Carlisle Citgo, 1504 North Bankhead, Carlisle (Lonoke County).

Store open since: "Forever," according to manager Shelia Cook.

"The early 70s or the late 60s." In fact, the Citgo used to be a Texaco dairy bar, and working there was Cook's first job.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: Gold Mine, \$2 and \$1 dollar scratch-offs. "We're ready for a big winner," Cook said.

Store specialty: This cozy store offers all the usual convenience store amenities, and locals like to gather and gab around the checkstand.