



“The Arkansas Academic Challenge Scholarship has truly taken a weight off my shoulders! I’m grateful for the ADHE and what they have done for me and my fellow Arkansas college students.”

Adia Threatt | Siloam Springs



SALES FORCE

**AUG
2015**

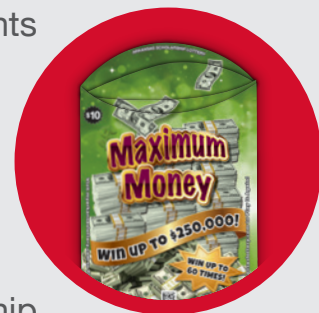
This is your Sales Force retailer newsletter from the Arkansas Scholarship Lottery intended to keep our lottery partners up-to-date on our games.

HAVE A GREAT MONTH!



GO MAXIMUM!

The Arkansas Scholarship Lottery game of the month for August is **Maximum Money!** 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.

AWESOME IN AUGUST!

(Note: These games launch Aug. 4.)

\$1

HOT \$100'S

Win up to \$3,000

Overall Odds: 1 in 4.58

Top Prize Odds: 1 in 420,000



\$2

DOUBLE YOUR MONEY

Win up to \$20,000

Overall Odds: 1 in 4.09

Top Prize Odds: 1 in 360,000



\$5

SPY SOME CASH

Win up to \$100,000

Overall Odds: 1 in 3.53

Top Prize Odds: 1 in 360,000



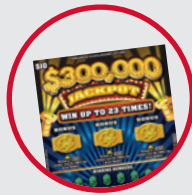
\$10

\$300,000 JACKPOT

Win up to \$300,000

Overall Odds: 1 in 3.15

Top Prize Odds: 1 in 400,000



Also, the Fast Play games Quick Cards and In Between launch Aug. 3.

GAME OVER!



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:

9/30/2015

- Bankroll Bingo
- Sizzlin' 7's
- Hunting for Hundred\$
- Fully Loaded!
- Great 8's
- Double Match
- \$10,000 Pay Day

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 sell: 8/18/2015

Last day to redeem: 11/16/2015

- Jumbo Bucks Crossword
- Giant Jumbo Bucks
- Junior Jumbo Bucks
- Black Pearls
- Crazy Cash 8's
- Win It All
- Wild Doubler

Also, the Fast Play games Hot Cash and Shopping Spree end Aug. 2.



Mustansar Meikletar and Dorothy King
of Sheraz Market in Star City.

RETAILER LIMELIGHT

LOCATION: Sheraz Market, 805 S. Lincoln Ave., Star City.

STORE OPEN SINCE: "July 2012," according to the store's Mustansar Meikletar.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: They "play all of them," he said, and clerk Dorothy King agrees.

STORE SPECIALTY: A sign outside this large, clean location lists Sheraz Market's specialties -- with cheese, sunglasses, hats, oil, eggs, gum, tobacco and fresh coffee among them.