SALES FORCE

Happy holidays, everyone! Welcome to your December 2015 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, exclusively for our lottery retail partners.

"As a recipient of the Lottery Scholarship, it has given me the opportunity to take advantage of every aspect that Arkansas State has to offer without being financially burdened."

Bianca Garcia | Monette



HAVE A SUPER SEASON!

\$1 BLACKJACK (FOUR SCENES)

Win up to \$3,000

Overall Odds: 1 in 4.73

Top Prize Odds: 1 in 420,000



\$5 SUPER 7'S

Win up to \$100,000

Overall Odds: 1 in 3.67

Top Prize Odds: 1 in 420,000

(Note: These games launch Dec. 1.)



\$2 MONEYBAGS

Win up to \$20,000

Overall Odds: 1 in 4.07

Top Prize Odds: 1 in 360,000



\$10 \$10,000 STACKS

Win up to \$10,000

Overall Odds: 1 in 3.08

Top Prize Odds: 1 in 9,600



\$3 YAHTZEE™

Win up to \$75,000

Overall Odds: 1 in 3.51

Top Prize Odds: 1 in 450,000



Also, the Fast Play games Candy Cane Cash and Tic Tac Rock launch Dec. 7.



It's the time of the season -- be sure to remind your customers that Arkansas Scholarship Lottery tickets make a great holiday gift! It's also a gift that can keep on giving, whether in the form of prizes or scholarships, so be sure and have our holiday-themed tickets available for your players.

TEN TIMES THE HOLIDAY FUN!

The Arkansas Scholarship Lottery games of the month for December are Holiday Luck and Peng-Win! And both are worth ten times the Points for Prizes® points all month long.

There's usually a different Arkansas Scholarship Lottery game 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.



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 sell: 12/23/2015 Last day to redeem: 3/22/2016

- Platinum Payout
- \$100,000 Taxes Paid
- Crossword!
- 25X The Money
- Triple Dynamite 777
- Triple Payout

Last day to redeem: 2/17/2016

- Arkansas \$2,000,000
 Gold Rush
- Gold Mine
- Make My Day
- \$200 Frenzy

Last day to redeem: 1/5/2016

- Franklin's Fortunes
 \$50 Frenzy
- Ca\$htastic
- Cash Cow
- License 2 Win
- 10X The Money
- Lucky 777

Last day to sell: 2/10/2016 Last day to redeem: 5/10/2016

- Super Jumbo Bucks
 Make My Year
- \$500 Frenzy
- Crossword Express
- Make My Week
- Pinball Payout
- Make My Month
- Natural State Limited

Also, the Fast Play games 3 Times Lucky and \$2 Bingo end Dec. 6.

RETAILER LIMELIGHT:



Alice Hodge, Mark Hodge and Lori White (from left) of Hagarville Grocery and Station in Hagarville.

LOCATION: Hagarville Grocery and Station, 11925 Highway 123, Hagarville (Johnson County).

STORE OPEN SINCE: "We don't know," Mark Hodge, co-owner of the location for 22 years with his wife, Alice, admitted. "We say circa 1958."

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: "Mega Millions® and Powerball® are very popular," Hodge said, as is AR Progressive Jackpot Fast Play and "all scratch-offs." Hagarville Grocery's keys to lottery success? "Keep a good selection, keep your tickets current." Your lottery display "has to be in a good place, because it's an impulse item."

STORE SPECIALTY: Located near the Ozark National Forest and Piney Creeks WMA on Highway 123, Hagarville Grocery sees tourists, hunters and bikers in addition to its local regulars: "We try to have what people need." With fuel, a deli and grocery items, Hagarville Grocery "provides the fill-in between shopping trips to town," he said.