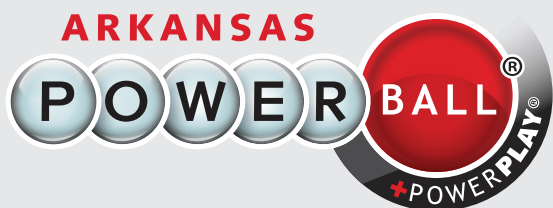




“The Arkansas Lottery Scholarship has paid for virtually all of my education and taken a big financial burden off of my family. I am very grateful for the opportunity this scholarship has given me.”

Shelby Lane | Huttig

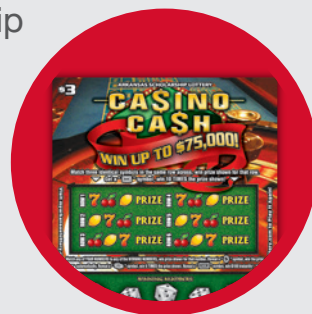


POWERBALL® CHANGES THIS MONTH!

The 2015 changes to Powerball® will complete this month! With bigger jackpots, sales for the new Powerball® game begin on October 4, and players can again purchase up to 20 multi draws on a Powerball® ticket. The biggest change will be larger jackpots and the match 4+1 \$50K payout! We know bigger jackpots and an improved Powerball® game will be popular with your players, so we're promoting the game update. Be on the lookout for new Powerball® point-of-sale items coming your way like t-shirts, lanyard pens, counter mats, door clings and wallet cards. We want the new Powerball® to be a game-changer for your location as well as for your players!

TRIPLE IT!

The Arkansas Scholarship Lottery game of the month for October is Ca\$ino Ca\$h! 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.

FIVE FOR OCTOBER!

(Note: These games launch Oct. 6.)

\$1

7-11-21

Win up to \$3,000

Overall Odds: 1 in 4.65

Top Prize Odds: 1 in 336,000



\$2

Ultimate Jumbo Bucks

Win up to \$25,000

Overall Odds: 1 in 4.10

Top Prize Odds: 1 in 510,000



\$3

Jumbo Bucks Crossword

Win up to \$75,000

Overall Odds: 1 in 3.43

Top Prize Odds: 1 in 480,000



\$5

The Color of Money

Win up to \$100,000

Overall Odds: 1 in 3.59

Top Prize Odds: 1 in 450,000



\$10

Towering 10's

Win up to \$200,000

Overall Odds: 1 in 2.98

Top Prize Odds: 1 in 320,000



Also, the Fast Play games Hunting for Hundred\$ and Cash Count Up launch Oct. 5.

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:

11/16/2015

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

Last day to sell: 10/7/2015

Last day to redeem: 1/5/2016

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

Last day to sell: 11/19/2015

Last day to redeem: 2/17/2016

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

Also, the Fast Play games Smokin Hot Dice and Tic Tac Toe end Oct. 4.



Melissa Shaw of Tiger Mart in Heber Springs.

RETAILER LIMELIGHT

LOCATION: Exxon Tiger Mart, 619 W. Main St., in Heber Springs (Clebune County).

STORE OPEN SINCE: 44 years, all with original owner Sam Hale. The location was formerly a full-service garage and wrecker service run by Hale, but now focuses on its convenience store side, according to store manager Melissa Shaw, who has been there for eight years herself.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: "\$10 and \$5 scratch-offs; they'll buy \$60-\$80 worth of tickets when Mega Millions® and Powerball® get high."

STORE SPECIALTY: "Our 89 cent fountain drinks -- we sell over 300 a day," Shaw says, adding "and our good people, of course." The small location at busy Highway 25B/Main Street also has night crawlers, motor oil, tobacco, sunglasses and ice cream.