# SALES FORCE

It's your April 2016 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. Have a great spring!

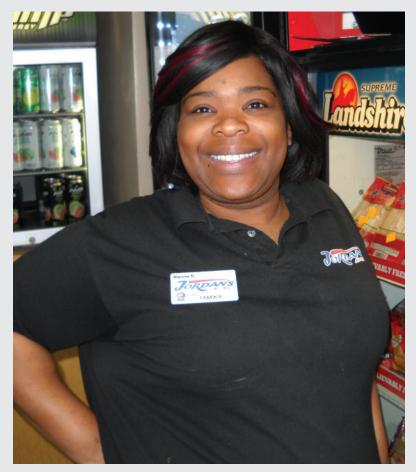
POWERBA

# **BUNDLE IT UP!**

We're springing into action with the return of the Jackpot Bundle in April and May – players who buy a \$3 Powerball® ticket and a \$2 Mega Millions® ticket get a free \$1 Natural State Jackpot ticket.

The JACKPOT BUNDLE button on the terminal will produce the \$3 Powerball® ticket with Power Play®, the \$2 Mega Millions® ticket with Megaplier® and the free

\$1 Natural State Jackpot ticket. All three tickets will be Quick Picks. This promotion is not available from lottery ticket vending machines or if tickets are purchased separately. Be sure and tell your players about the Jackpot Bundle, available again all this month and through May!



Tamika Granberry, manager at Jordan's Kwik Stop #5 in Jackson County for seven years.

## **RETAILER LIMELIGHT**

LOCATION: Jordan's Kwik Stop-Citgo #5, 2355 Hwy. 14B, between Newport and Waldenburg in eastern Jackson County.

STORE OPEN SINCE: For years, according to manager Tamika Granberry – who's been manager for seven years – but a recent remodel makes the location look new again.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: The \$1,000,000 Golden Ticket, Granberry says, as well as \$1 and \$5 scratch-offs. The lottery display at this Jordan's Kwik Stop is placed so it's hard for customers to overlook.

STORE SPECIALTY: "Chicken and tickets," Granberry says, as well as its highway location – "we're out here in wonderland!"

### **AWESOME IN APRIL!**

(Note: These games launch April 5.)

#### \$1 Double It

Win up to \$3,000

Overall Odds: 1 in 4.86

Top Prize Odds: 1 in 336,000



#### \$2 Big Deal

Win up to \$20,000 Overall Odds: 1 in 4.13 Top Prize Odds: 1 in 420,000



#### \$3 10X Crossword

Win up to \$75,000 Overall Odds: 1 in 3.56 Top Prize Odds: 1 in 600,000



#### \$5 \$100,00 Bonus Play

Win up to \$100,000 Overall Odds: 1 in 3.63 Top Prize Odds: 1 in 450,000



#### \$10 \$10,000 Blowout

Win up to \$10,000 Overall Odds: 1 in 3.13 Top Prize Odds: 1 in 8,000



Also, the Fast Play games Find the 9's and Fish Finder launch April 4.

### **DOUBLE YOUR NEON!**

The Arkansas Scholarship Lottery games of the month for April are our Neon family of games – \$1 Neon 10X, \$2 Neon 20X, \$5 Neon 50X and \$10 Neon 100X – all worth double the points in April!



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 redeem: 5/10/2016

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

#### Last day to sell: 4/27/2016 Last day to redeem: 7/26/2016

- Peng-Win!
- 5th Anniversary Millions
- Jumbo Bucks Bingo
- 7's
- · Ca\$ino Ca\$h
- Double Your Money
- \$300,000 Jackpot
- Hot \$500

#### Last day to sell: 6/9/2016 Last day to redeem: 9/7/2016

- Double Win
- · Majestic 7's
- The Big \$5 Ticket
- Spy Some Cash
- Pink Panther
- Bankroll
- Towering 10's
- Holiday Luck

### Last day to redeem: 6/20/2016

- Bejeweled®
- \$100,000 Extra Play
- Maximum Money
- Red Hot and Blue 7's
- Triple Play
- Hot \$100's