

SALES FORCE

Welcome to your July 2016 Sales Force retailer news-letter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. We appreciate you -- and the partnership we share in funding college scholarships for Arkansas students. Stay cool!

MULTIPLY YOUR MONEY IN JULY

(Note: These games launch June 28.)



\$1 Lucky Day

Win up to \$3,000

Overall Odds: 1 in 4.79

Top Prize Odds: 1 in 360,000



\$2 Quick \$100's

Win up to \$20,000

Overall Odds: 1 in 4.10

Top Prize Odds: 1 in 480,000



\$5 Money Multiplier

Win up to \$100,000

Overall Odds: 1 in 3.65

Top Prize Odds: 1 in 520,000



\$10 Jumbo Bucks Bonus

Win up to \$350,000

Overall Odds: 1 in 3.01

Top Prize Odds: 1 in 600,000

COMING FAST

The Fast Play games Hot Dice and Jumbo Bucks launch August 1.

DOUBLE YOUR SEVENS!



Sevens continue to be up -- the Arkansas Scholarship Lottery games of the month for July are our entire set of four new 7's games that launched in May! Hot 7, Triple 777, Lucky Number 7 and 7 Wins are all worth double the points all this month!

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.

RETAILER LIMELIGHT

LOCATION: Duck In & Go, at the corner of high-ways 54 East and 63 South in rural Jefferson County.

STORE OPEN: For more than 40 years, according to store manager Teresa Campbell.



A LOTTO LOVE-Manager Teresa Campbell (left) and Assistant Manager Sandy Parrish of Arkansas Scholarship Lottery retailer Duck In & Go, 10501 Hwy. 63 South, in rural Jefferson County.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: The \$1,000,000 Golden Ticket has been big lately, Assistant Manager Sandy Parrish said, but she said she usually knows what games the retailer's regular clientele will want the moment they walk in.

STORE SPECIALTY: Duck In & Go's salads and hamburgers are the biggest sellers, Campbell said, but the store also does a brisk trade in beer and lottery.

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:
6/20/2016

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

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 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 sell: 8/3/2016
Last day to redeem: 11/1/2016

- 3 Times Lucky
- 7-11-21
- Jumbo Bucks Crossword
- The Color of Money
- Electric 8's
- Money Bags

LEAVING FAST

The last day to sell the Fast Play games Stars & Stripes and Hot Cash is July 31.