SALES FORCE

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



Chat N' Scat owner/operator Edward Gray in Johnson County.

RETAILER LIMELIGHT

LOCATION: Chat N' Scat, 994 Hwy. 21, outside of Clarksville (Johnson County).

STORE OPEN SINCE: 1987. Owner/operator Edward Gray has had it for 20 years.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: \$5 scratch-offs, Gray said. He's used prominent placement of his ticket dispensers and game signage to increase lottery sales at his location.

STORE SPECIALTY: Non-ethanol gas – and the store's location itself, according to Gray – "People stop here before and after work -we're the only place on Highway 21 with lottery!"

NEW GAMES IN NEON!



\$1 Neon 10X Win up to \$5,000 Overall Odds: 1 in 4.83 Top Prize Odds: 1 in 432,000



\$2 Neon 20X Win up to \$25,000 Overall Odds: 1 in 4.30 Top Prize Odds: 1 in 384,000



\$5 Neon 50X Win up to \$100,000 Overall Odds: 1 in 3.82



\$10 Neon 100X Win up to \$250,000 Overall Odds: 1 in 3.0 Top Prize Odds: 1 in 480,000 Top Prize Odds: 1 in 360,000

\$10 WILL GET YOU FIVE!

The Arkansas Scholarship Lottery game of the month for March is \$10 \$10,000 Stacks, worth FIVE times the points in March!

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: 3/22/2016 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: 3/22/2016

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

Fast Play games Candy Cane Cash and Tic Tac Rock end March 6th.