

Welcome to the February *Sales Force* newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is *your* lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Fiser at [amber.fiser@arkansas.gov](mailto:amber.fiser@arkansas.gov).

# EARN EVEN MORE REWARD POINTS!

Arkansas Scholarship Lottery players can now earn Points for Prizes™ reward points for **all games – even draw games.**

Visit [myarkansaslottery.com](http://myarkansaslottery.com) for more information on eligible tickets.



## A Message From the Arkansas Scholarship Lottery:

We at the Arkansas Scholarship Lottery hope your 2012 is shaping up well and you had a successful and prosperous 2011. We are proud to report that 2011 figures released from the Arkansas Department of Higher Education show an increase of more than 5 percent in the number of new high school graduates enrolling in Arkansas colleges with the grade point averages and test scores necessary to obtain Arkansas Academic Challenge Scholarships.

"New high school graduates have done a tremendous job of meeting two of three requirements – completing the Smart Core, making [at least] a 19 on the ACT and achieving [at least a] 2.5 G.P.A. – required to receive the Arkansas Academic Challenge Scholarship," said Interim ADHE Director Shane Broadway. While the exact number of Arkansas students with scholarships will likely vary as semesters change, we at the Arkansas Scholarship Lottery take pride in this achievement, and hope you do as well. ASL retailers, none of this would be possible without you. Thanks for all you do for Arkansas education!

## NOW EARN PFP REWARD POINTS FOR ALL ASL GAMES!

Arkansas Scholarship Lottery players can now earn Points for Prizes™ reward points for all Arkansas Scholarship Lottery games – even terminal-generated games. Just look for the ticket code. Tell your customers to earn their reward points, they can simply register, log in, and enter their eligible ASL tickets to earn points to get great items.

## NEW GAMES!

### FEBRUARY GAMES

#### \$1 7-11

Win up to \$1,177.

Overall Odds: 1 in 4.24

Top Prize Odds: 1 in 480,000

#### \$2 Tic-Tac-Luck!

Win up to \$17,000.

Overall Odds: 1 in 4.06

Top Prize Odds: 1 in 480,000

#### \$5 Jewel 7's

Win up to \$77,777.

Overall Odds: 1 in 3.62

Top Prize Odds: 1 in 480,000

#### \$20 Arkansas Millionaires Club

Win up to \$1,000,000.

Overall Odds: 1 in 2.90

Top Prize Odds: 1 in 750,000



## GAME OVER

The days are numbered  
for these ASL games:

**The last day to redeem is also the final  
Play It Again™ entry deadline for that game.**

### LAST DAY TO REDEEM: 2/15/2012

- Money Madness
- All the Money
- 10K Payday
- Cash Money
- Right on the Money
- Wild 10's
- 10X Cash
- Fantastic 5's



### LAST DAY TO REDEEM: 4/17/2012

- Cupid Cash
- 5 Card Draw
- Happy-go-Lucky
- Treasure
- Block Bingo
- Triple 7's
- Big Bang Bucks
- Tic Tac Toad

### LAST DAY TO SELL : 4/11/2012

### LAST DAY TO REDEEM: 7/10/2012

- Bag Some Bucks
- Classic Jumbo Bucks
- Bonus Crossword
- 2 for the Money
- \$1,000,000 Diamond Dazzler



## EARN DOUBLE POINTS IN FEBRUARY

The double points game for February is \$5 Run for the Roses™. (Churchill Downs, Kentucky Derby and Run for the Roses are registered trademarks owned by Churchill

Downs Incorporated and used with permission  
under license.)



**Ruth Simcox** of Cabot won \$1,000,000 playing a \$20 \$1,000,000 Diamond Dazzler ticket purchased at Exxon Travel Plaza in Cabot, AR 72023.

**Terry Corbitt** of West Helena won \$200,000 playing a \$10 Jingle Jackpot ticket purchased at Helena Crossing Conoco in West Helena, AR 72390.

**Nita Harris** of Hot Springs won \$600 playing Mega Millions™. Her ticket was purchased at Discount Tobacco 986 in Hot Springs, AR 71913.

**Telesha Faulkner** of Pine Bluff won \$10,000 playing Decades of Dollars™. Her ticket was purchased at EZ Mart 362 in Pine Bluff, AR 71603.

**Troy Tippit** of North Little Rock won \$10,000 playing a \$10 Money Maker ticket purchased at A SuperStop in North Little Rock, AR 72118.

**Jessie Winters** of Yellville won \$2,600 playing a Cash 4 ticket purchased at White Oak Station 3 in Yellville, AR 72687.

**Brenda Quattlebaum** of Greenbrier won \$50,000 playing a \$3 Crossword ticket purchased at Tobacco Superstore #2 in Searcy, AR 72143.

**Ronald Lee Isam** of Van Buren won \$75,000 playing a \$5 Cash Frenzy ticket purchased at S & S Superstop in Van Buren, AR 72956.

**Paul Taylor** of Blytheville won \$10,000 playing Decades of Dollars™. His ticket was purchased at Flash Market #177 in Blytheville, AR 72315.

**Susan Dailey** of Blytheville won \$40,000 playing Powerball®. Her ticket was purchased at Jordan's Kwik Stop 16 in Blytheville, AR 72315.

**Joann Doyle** of Bradford won \$20,000 playing Powerball®. Her ticket was purchased at Marty Mart 12 in Bald Knob, AR 72010.

## WINNER HIGHLIGHT

Morgan Roberts of Mabelvale won \$10,000 playing Decades of Dollars™. His ticket was purchased at Mt. Olive Grocery in Bauxite, AR 72011. Morgan and his wife Marilyn are celebrating their 34th wedding anniversary & this prize is the best gift they've ever gotten.



## MORE ASL WINNERS



FEB

Maumelle Exxon



*Pictured Above: Jolene Hicks and Mary Caples.*

- location:

Maumelle Exxon, 119 Carnahan Drive, Maumelle (Pulaski County) – just off busy Maumelle Boulevard.
- open since:

1992, according to manager Jolene Hicks. “So, twenty years!,” she said.
- ASL retailer since:

“Day one,” Hicks said.
- favorite thing about the lottery:

“We hired an extra person for a while when the lottery started,” Hicks said at a recent ASL retailer store event.
- Favorite game for customers:

“They like Mega Millions®, Powerball®,” store clerk Mary Caples said. “And lots of scratch-off – so it’s kind of a combination.”
- store specialty:

There’s a full convenience store at Maumelle Exxon, and also a full garage, offering brake repair, tire repair, auto air conditioning repair and the like.