

Welcome to the July *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**.

Download the Arkansas Scholarship Lottery

ANDROID APP. IT'S FREE!



To download the app, visit
myarkansaslottery.com/apps

10X

EARN 10X THE REWARD POINTS WITH POINTS FOR PRIZES™ IN JULY



A Message From the Arkansas Scholarship Lottery:

With the Arkansas summer doldrums coming into full effect, we hope things are continuing to be cool for your business. Here at the Arkansas Scholarship Lottery, we're trying to do our part to keep things cool for our retailers, and your customers, as well.

To that end, you may have heard that our new ASL Android phone application recently launched. Following the reception to our ASL iPhone app, we listened to our players who said they wanted to be able to locate ASL retailers, access the Club and to check numbers and winners on their smart phones too.

We're also continuing to offer great summer-centric giveaways to our ASL players through our Points for Prizes™ reward point drawings of fishing packages, a spa package and even an Aloha Tropical Series 210 Family Pontoon 21-footer proudly made in North Little Rock. And we've upped our game on reward points, offering an unprecedented ten times the points this month when your customers play our holiday-themed instant games during the month.

So while we can't do much about the temperatures outside, we at the ASL are doing what we can to make things inside your store as cool as possible. Have a great July!

NEW GAMES!

JULY HOTNESS

\$1 Hook, Line & Sink

Win up to \$1,000.

Overall Odds: 1 in 4.18

Top Prize Odds: 1 in 400,000

\$2 Fast \$100

Win up to \$100.

Overall Odds: 1 in 4.74

Top Prize Odds: 1 in 250

\$3 Diamond Mine

Win up to \$50,000.

Overall Odds: 1 in 3.22

Top Prize Odds: 1 in 640,000

\$10 In The Money

Win up to \$100,000

Overall Odds: 1 in 2.77

Top Prize: 1 in 540,000

FAST PLAY

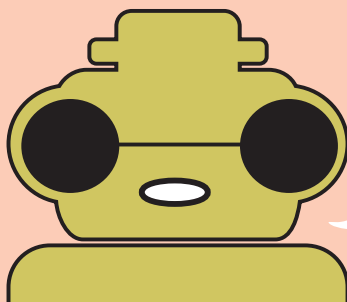
The Fast Play game Tic Tac Rock launches July 16.

The last day to sell
Fast Play game Jumbo
Bucks is July 15.

IT'S A JOLLY JULY WITH TEN TIMES THE PFP POINTS!

Receive ten times the Points for Prizes™ playing A Christmas Story™, Sleigh Bills and Jingle Jackpot all month long from the Arkansas Scholarship Lottery! It's like Christmas in July!

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for players.



GAME OVER

The days are numbered
for these ASL games:

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

LAST DAY TO REDEEM: 7/10/2012

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



LAST DAY TO REDEEM: 8/21/2012

- Tic Tac 2's
- Full of 50's
- \$100,000 Riches
- Hunting for Hundreds
- Wheel of Fortune®
- Pure Gold
- Run for the Roses™

LAST DAY TO REDEEM: 9/26/2012

- Crazy 8's
- Double Dollars
- Wild Cherry Doubler
- Hit \$500
- Fire 'n' Dice



LAST DAY TO SELL: 8/1/2012 LAST DAY TO REDEEM: 10/30/2012

- Football Fever
- Ace in the Hole
- Cash in a Splash
- Quick \$200
- Citrus Twist
- \$200,000 Pay Day
- Cash Frenzy

LAST DAY TO SELL: 9/12/2012 LAST DAY TO REDEEM: 12/11/2012

- Blackout Bingo
- Lucky Buck
- 9's in a Line
- High Roller
- Lucky Stars
- Payout

Abdul Farishata of Mabelvale won \$25,000 playing a \$10 Jingle Jackpot ticket purchased at M & J in Mabelvale, AR 72103.

Tammy Rose of Jonesboro won \$18,000 playing a \$2 Electric 8's ticket purchased at Tobacco Superstore #28 in Jonesboro, AR 72401.

Robert Ferrell of Hot Springs won \$77,777 playing a \$5 Jewel 7's ticket purchased at Lake Hamilton Superstop #147 in Hot Springs, AR 71913.

Becky Shrum of Sherwood won \$10,000 playing a \$10 Money Maker ticket purchased at Murphy USA 7465 in Sherwood, AR 72120.

Gene Forsythe of Russellville won \$10,000 playing a \$10 Money Maker ticket purchased at Larry's Superstop Inc. in Russellville, AR 72801.

Barbara Parker of Hattievile won \$100,000 playing a \$10 Wild 10's ticket purchased at Hwy 95 Liquor in Solgohachia, AR 72156.

Mary Griego of Little Rock won \$10,000 playing a \$20 AR Millionaires Club ticket purchased at H & J Mart in Little Rock, AR 72206.

Chris Pflaumer of Bono won \$5,000 playing a \$10 Wild 10's ticket purchased at Kwik Stop #34 in Pocahontas, AR, 72455.

Michael Reed of Swifton won \$25,000 playing a \$10 Wild 10's ticket purchased at Doublebees #110 in Jonesboro, AR 72403.

Ina Pickney of Walnut Ridge won \$7,000 playing a \$5 Jewel 7's ticket purchased at Flash Market 37 in Walnut Ridge, AR 72476.

WINNER HIGHLIGHT



Duane Porter of Greenwood won \$40,000 playing Powerball®. His ticket was purchased at Pic N Tote 4 in Fort Smith, AR 72908. He plans to pay bills with his winnings.

MORE ASL WINNERS



JULY
FURLOW
GROCERY



Alex Lalani, owner of Furlow Grocery, Furlow, Arkansas.

- location:

Furlow Grocery, Furlow, Arkansas, Highway 89 (Western Lonoke County).
- open since:

Furlow Grocery has been a landmark in the unincorporated crossroads community for many years, according to owner Alex Lalani, but has undergone big renovations since he took over. Lalani also runs other ASL retail locations in Pine Bluff and White Hall, he added.
- ASL retailer since:

Since the beginning.
- favorite thing about the lottery:

“The [retailer] support is good,” he said. “I’m happy.”
- Favorite game for customers:

“The \$2 Bankroll,” he said, “because we have winners!”
- store specialty:

Located at the crossroads of Arkansas highways 15, 89 and 294, Furlow Grocery offers salads, a large meat case (including chicken livers!) and coffee bar, Chester fried chicken in addition to its grocery selection. “We keep the price nice!” Lalani said.