

Welcome to the April 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.

**AVAILABLE APRIL 15**

# NEW!

**The first Arkansas  
*FAST PLAY* game  
with a rolling jackpot.**



**Ask your marketing sales  
rep for details or visit  
[myarkansaslottery.com](http://myarkansaslottery.com).**

Here at the Arkansas Scholarship Lottery, we hope 2013 is turning out to be a banner year for you and your business -- and we have some new lottery games to tell you about this month that we trust will help with your success.

Our new \$5 instant American Muscle® game would be plenty exciting enough just with its top prize of \$100,000. But any American Muscle® game worthy of the name should include the opportunity to actually win an American muscle car. So, our American Muscle® Second-Chance Promotion naturally includes 2 chances to win the choice of a Ford Mustang, a Chevy® Camaro®, a Dodge Charger or a Dodge Challenger. And each ticket for the American Muscle® game features one of the four aforementioned automotive classics.

In other news, you should soon be receiving point-of-sale promotional items with facts and figures about the Arkansas Scholarship Lottery specific to your county to better illustrate how the lottery positively impacts local communities through prizes and scholarships.

As ever, thanks to you for your help in improving the state of Arkansas. Have a great month!

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## NEW GAMES!

### NEW TICKETS SHOWER US IN APRIL!

#### **\$2 Fantastic 5's**

Win up to \$25,000

Overall Odds: 1 in 4.07

Top Prize Odds: 1 in 360,000

#### **\$3 Queen of Hearts**

Win up to \$75,000

Overall Odds: 1 in 4.03

Top Prize Odds: 1 in 560,000

#### **\$5 American Muscle®**

Win up to \$100,000

Overall Odds: 1 in 3.45

Top Prize Odds: 1 in 320,000

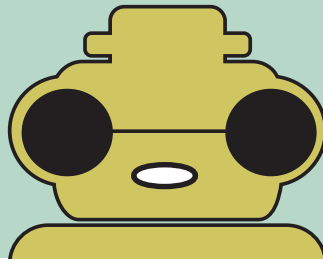
### **FAST PLAY**

Also, the Fast Play games Beat the Dealer and Fish Finder launch April 1; Arkansas Progressive Jackpot launches April 15.

## MULTIPLY POINTS IN APRIL!

The Arkansas Scholarship Lottery game of the month for April is the entire multiplier family that launched in March and worth double the Points for Prizes™ points all month long. So, 10X The Cash, 20X The Cash, 50X The Cash and 100X The Cash are worth 2X the points all April long.

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 your players. Remind your lottery players to check out the various prizes available through Points for Prizes™, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.



## 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 SELL: 5/1/2013 LAST DAY TO REDEEM: 7/30/2013

- Sleigh Bills
- Jingle Jackpot
- Bankroll
- Cash Bonus Bingo
- Loteria®
- Deluxe 7-11-21
- Aces High

### LAST DAY TO REDEEM: 6/25/2013

- Cash Bonanza Bonus
- The Money Game
- Cashtastic
- Tic-Tac-Luck
- Jewel 7's
- Arkansas Millionaires Club
- Great 8's
- Fast \$100



MANAGER AMANDA TATE

## RETAILER LIMELIGHT:

**Location:** Majestic Liquor, 692 W. Chestnut Street (a.k.a. Highway 79), Marianna (Lee County).

**Location open:** The Palmers opened Majestic Liquor in November 2006, so the store is still pretty new, but manager Amanda Tate noted they had just opened up another location!

**Arkansas Scholarship Lottery retailer since:** The beginning. "When it first came out," Tate said.

**Favorite thing about the lottery:** "The people enjoy scratching off and winning money," Majestic Liquor co-owner Brenda Palmer said.

**Favorite game for customers:** "The Wild 10's have been playing in here," Tate said.

**Store specialty:** Majestic Liquor sports a big wine and beer selection befitting its majestic name.

# Hey, ASL Retailers - want a **BONUS\$?**

Arkansas Scholarship Lottery retailers have the opportunity to make a 5% bonus commission on increases in same-store instant ticket lottery sales over last year's numbers.

From March 1 to May 31, you can receive a 5% bonus or 10% total commission on additional instant ticket sales compared with your instant ticket sales during the same three-month period from the previous year.

## This 5% bonus commission:

- is only from March 1 through May 31, 2013.
- is on your increased instant ticket sales only.
- is only on any instant ticket sales increases above and beyond your instant ticket sales figures from the same period in the previous year.

**5%  
BONUS**

To qualify for the 5% bonus incentive, retailers must have been an active retailer with the ASL for at least one year. You must also be in good standing with the Arkansas Lottery Commission and the State of Arkansas and have no outstanding debts to either.

<b>Sell this much more each month:</b>	<b>Earn this much in commission:</b>
<b>\$1,000</b>	<b>\$300</b>
<b>\$5,000</b>	<b>\$1,500</b>
<b>\$10,000</b>	<b>\$3,000</b>

As always, your Arkansas Scholarship Lottery sales team will assist you with the 5% bonus incentive program and help determine eligibility at your place of business.

**Arkansas**  
Scholarship Lottery