

Welcome to the October 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.

## BETTER OVERALL ODDS & HIGHER JACKPOTS



**COMING OCTOBER 19TH**

### LARGER JACKPOTS

- Starting jackpot amount will increase from \$12 million to \$15 million.
- Jackpots increase by a minimum of \$5 million with each roll.

### NEW GAMEPLAY

- The number of the five (5) white balls to choose from will INCREASE from 56 balls to 75 balls.
- The number of the one (1) Mega Balls to choose from will DECREASE from 46 balls to 15 balls.

### BETTER OVERALL ODDS

Overall odds of winning will improve from 1 in 39.9 to 1 in 14.71.

### \$1 MILLION MATCH-5 PRIZE

Match-5 prize will increase from \$250,000 to \$1 million.

### NEW \$5 MILLION PRIZE LEVEL

## PRIZE CHART

## MEGAPLIER® PRIZES

Matching Balls	Prize	Game Odds
●●●●●+●	JACKPOT	1 in 258,890,850
●●●●●	\$1,000,000	1 in 18,492,204
●●●●●+●	\$5,000	1 in 739,688
●●●●●	\$500	1 in 52,835
●●●●+●	\$50	1 in 10,720
●●●●	\$5	1 in 766
●●●+●	\$5	1 in 473
●●+●	\$2	1 in 56
●+●	\$1	1 in 21

Matching Balls	X2 Odds: 1 in 7.5	X3 Odds: 1 in 3.75	X4 Odds: 1 in 5	X5 Odds: 1 in 2.5
●●●●●	\$2,000,000	\$3,000,000	\$4,000,000	\$5,000,000
●●●●●+●	\$10,000	\$15,000	\$20,000	\$25,000
●●●●●	\$1,000	\$1,500	\$2,000	\$2,500
●●●●+●	\$100	\$150	\$200	\$250
●●●●	\$10	\$15	\$20	\$25
●●●+●	\$10	\$15	\$20	\$25
●●+●	\$4	\$6	\$8	\$10
●+●	\$2	\$3	\$4	\$5

## NEW GAMES!

### NEW OCTOBER GAMES WILL HAUNT YOUR DREAMS!

#### **\$1 Full of 50's**

Win up to \$500

Overall Odds: 1 in 4.60

Top Prize Odds: 1 in 9,600

#### **\$2 Money Roll**

Win up to \$22,000

Overall Odds: 1 in 4.10

Top Prize Odds: 1 in 360,000

#### **\$5 Quick Grand**

Win up to \$100,000

Overall Odds: 1 in 4.37

Top Prize Odds: 1 in 560,000

#### **\$20 Millionaire Madness**

Win up to \$1,000,000

Overall Odds: 1 in 3.06

Top Prize Odds: 1 in 320,000

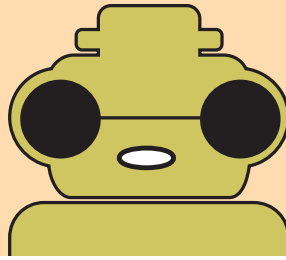
## OCT. GAME OF THE MONTH LOOKS GOOD!

The Arkansas Scholarship Lottery game of the month for October is Scenic Arkansas. Scenic Arkansas is worth quadruple the Points for Prizes® points all month long.



### EARLY BIRD IS THE WORD FOR OCTOBER!

Retailers, don't forget the sales period for the second early bird drawing of the Arkansas Million Dollar Raffle is this month through Oct. 31. The second early bird drawing will be Nov. 5 and have one \$10,000 winner and ten \$1,000 winners. Will any be from your location?



## 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: 12/10/2013

- Money Maker
- Red Hot Fiery 5's
- Family Feud®
- Piggy Bank
- Hit \$50!
- Hit \$200!
- Junior Jumbo Bucks



### LAST DAY TO SELL: 10/17/2013 LAST DAY TO REDEEM: 1/15/2014

- Wild 10's
- 4's Galore
- Bucks and Ducks
- Hit \$500!
- 10X The Cash
- 20X The Cash
- 50X The Cash
- 100X The Cash

### LAST DAY TO SELL: 12/05/2013 LAST DAY TO REDEEM: 03/05/2014

- Double Dough
- Sunny Money
- Star Spangled Cash
- Pink Panther™
- Pink Diamond Bingo
- PAC-MAN™
- \$250,000 Taxes Paid
- American Muscle®

## RETAILER LIMELIGHT:



**Location:** Payless Tobacco, 250 B West Kiehl Avenue, Sherwood (Pulaski County).

**Location open:** 1997.

**Arkansas Scholarship Lottery retailer since:** "Day one," according to owner Ed Pilkinton.

**Favorite game for customers:** "The \$20 and \$10 instant games," store clerk Rose Ganyo said. "We've had a lot of \$10,000 winners," Pilkinton added. "The \$1 games, we don't sell hardly any of those."

**Store specialty:** Tobacco products carry the day at Payless Tobacco, as one might expect.