

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.

SAVE BIG ON SCRATCHERS

During the first week of April, coupons will be mailed to select lottery players in your area. There are two coupons on each mailer, one for April and one for May. The April coupon offer is \$1 off the next instant ticket purchase or a \$1 free ticket with any \$5 instant ticket purchase. The May coupon offer is \$2 off the next instant ticket purchase or a free \$2 instant ticket with any \$10 instant ticket purchase. Each coupon is only redeemable once.

SAVE BIG ON SCRATCHERS

SPEND \$5

Get
\$1
INSTANT
TICKET
COUPON

Use toward your next purchase or redeem for a \$1 instant ticket **FREE!**

	S	M	T	W	T	F	S
APRIL			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

SCAN
HERE

APRIL
Offer valid
4/1-4/30

YOU MUST PRESENT
COUPON PRIOR TO
PURCHASE.

SPEND \$10

Get
\$2
INSTANT
TICKET
COUPON

Use toward your next purchase or redeem for a \$2 instant ticket **FREE!**

	S	M	T	W	T	F	S
MAY					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31

SCAN
HERE

MAY
Offer valid
5/1-5/31

YOU MUST PRESENT
COUPON PRIOR TO
PURCHASE.

ATTENTION LOTTERY RETAILERS:
To process this coupon, follow these steps below:
From the main terminal screen, press the "COUPON" button and scan the barcode on the coupon. For your records, a receipt will print out that confirms the \$1 or \$2 credit. You will receive a \$1 or \$2 credit adjustment on your Financial Sales and Invoice reports.

This coupon can be redeemed at any Arkansas Scholarship Lottery retailer. All transactions are subject to Lottery rules and applicable laws. Coupon can only be redeemed once. Limit one coupon per transaction. For promotional use only. No cash value. Original coupon required. April offer expires end of day 4/30/2014. May offer expires end of day 5/31/2014. This coupon may not be used in combination with any other Lottery coupon or promotional offer.

To process the coupon, press the "COUPON" button on the main terminal screen and scan the barcode. For your records, a receipt will print out that confirms the \$1 or \$2 credit. You will receive a \$1 or \$2 credit adjustment on your Financial Sales and Invoice reports.

ASK YOUR MSR FOR DETAILS.

We hope our coupon promotion will have your customers springing into action!

The \$5 instant games are big in Star City, according to Quik Draw Clerk Pamela Forrester.

RETAILER LIMELIGHT:

Location: Quik Draw #8, 107 S. Lincoln Ave. (a.k.a. Hwy. 425), Star City, Lincoln County. Lincoln Avenue, also known as Highway 425, is the main thoroughfare through Star City, nicknamed Twinkle Town.

Location open since: Forty-plus years, according to General Manager Jolynn Cogbill. years, and managing for four years. "I just enjoy my job," she says.

Arkansas Scholarship Lottery retailer since: Day one.

Store specialty: The \$5 instant games are big here, according to Pamela Forrester, Quik Draw clerk.

Store specialty: Star City's Quik Draw #8 has grocery items, drinks and food like fried okra, corn nuggets, burritos, egg rolls and chicken in addition to Hunt Brothers pizza.

SPRING FORTH!

\$1 Hot Dice

Win up to \$2,000

Overall Odds: 1 in 4.00

Top Prize Odds: 1 in 336,000

\$2 St. Louis Cardinals™

Win up to \$20,000

Overall Odds: 1 in 3.83

Top Prize Odds: 1 in 450,000

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\$2 Extreme Jumbo Bucks

Win up to \$25,000

Overall Odds: 1 in 3.92

Top Prize Odds: 1 in 510,000

\$3 Queen of Diamonds

Win up to \$75,000

Overall Odds: 1 in 3.71

Top Prize Odds: 1 in 420,000

\$5 Money Matters

Win up to \$100,000

Overall Odds: 1 in 3.34

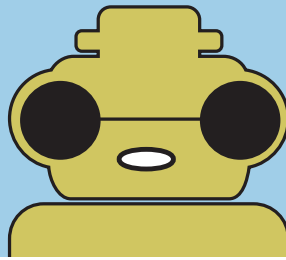
Top Prize Odds: 1 in 420,000

THE FUN JUST MULTIPLIES!

The game of the month for April is the entire family of Multiplier games – you'll recall them from last month's launch: 10X The Cash, 20X The Cash, 50X The Cash and 100X The Cash. All are worth double the Points for Prizes® points all month long.

FAST PLAY

Fast Play games Fish Finder and Hot Cash launch April 7. Also, the last day to sell the Fast Play games Snowflake Melt and Cash Count Up is April 6.



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: 5/6/2014

- In the Money
- Solid Gold
- Diamond Mine
- Deuces Wild
- Fat Cat Tripler
- Super Crossword
- EZ Grand
- Fantastic 5's



LAST DAY TO SELL: 4/24/2014 LAST DAY TO REDEEM: 7/23/2014

- Raining Gems
- Black Pearls
- Diamond Fortune
- Tattoo Doubler
- Lady Jumbo Bucks
- Queen of Hearts
- Cool Turquoise 7's
- Holiday Gold

LAST DAY TO SELL: 5/22/2014 LAST DAY TO REDEEM: 8/20/2014

- Emerald Riches
- Aces and 8's
- 3 Times Lucky
- Fast \$100
- Football
- Holiday Magic

A winning strategy!

Retailers, we have signage available to promote big winners at your store. Help get the good word out about lottery winners in your area, and increase your foot traffic to boot. Just ask your MSR for details.



Sara | El Dorado
South Arkansas
Community College



Thank you retailers!

"The Arkansas Academic Challenge Scholarship has given me the opportunity to chase my dream of becoming a nurse."

NET PROCEEDS ARE AT MORE THAN

\$413 MILLION

Lottery proceeds since the lottery's inception through the end of February are at more than \$413 million. Thank you retailers -- and thanks to your players -- for your support!