

Welcome to the December 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.

SPECIAL PROMOTION

AVAILABLE DECEMBER 13 THROUGH DECEMBER 31.

BUY

\$5

ARKANSAS
50/50
TICKET

GET

\$1

ARKANSAS
MEGA
MILLIONS

TICKET

FREE

WIN IN DECEMBER!

\$1 License 2 Win

Win up to \$2,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 336,000

\$2 Peng-Win!

Win up to \$20,000
Overall Odds: 1 in 3.97
Top Prize Odds: 1 in 336,000

\$3 Lucky 777

Win up to \$77,777
Overall Odds: 1 in 3.45
Top Prize Odds: 1 in 480,000

\$5 \$100,000 Taxes Paid

Win up to \$100,000 (taxes paid)
Overall Odds: 1 in 3.55
Top Prize Odds: 1 in 560,000

Also, the Fast Play games Tic Tac Rock and Snowflake Melt launch Dec. 1.



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

LAST DAY TO REDEEM: 12/3/2014

- Shooting Stars
- Scenic Arkansas
- Fast \$500
- Hot Bingo
- Quick Grand
- Whole Lotta 100's
- Money Roll
- Wild 10's



LAST DAY TO SELL: 12/18/2014 LAST DAY TO REDEEM: 3/18/2015

- Did I Win?
- LOTERIA™
- Hot Dice
- St. Louis Cardinals™
- Joker's Wild
- Money Multiplier
- 20X The Cash
- 50X The Cash

LAST DAY TO REDEEM: 1/27/2015

- Fast \$5,000
- Bass Pro Shops®
- Betty Boop™
- Millionaire Madness
- Emerald Green 8's
- Triple Dynamite 777
- Hit \$100
- 10X The Cash

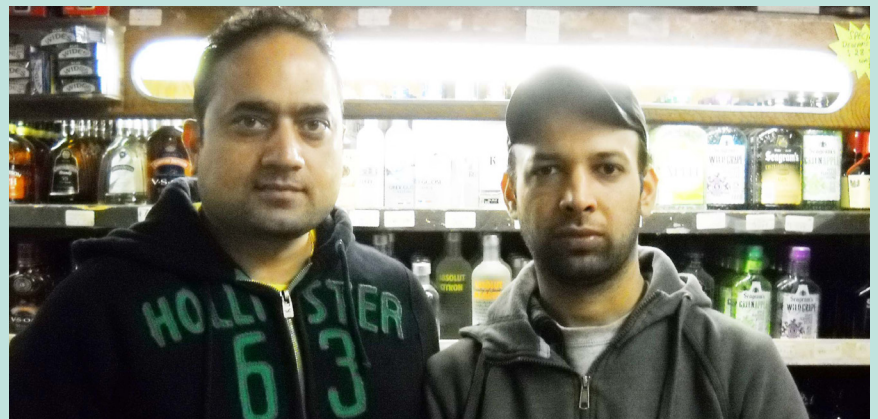
LAST DAY TO SELL: 2/11/2015 LAST DAY TO REDEEM: 5/12/2015

- \$1,000,000 Riches
- Diamond 7's
- Hit \$200
- 100X The Cash
- Money Matters
- Buckaroo
- Duck Dynasty®
- Fireball 7's

SUPERDECEMBER!

Have you heard the Super news? The Arkansas Scholarship Lottery game of the month for December is Super Jumbo Bucks, worth double the Points for Prizes® points all month long.

There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® points 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 for details.



Vick (left) and Sunny of ASL retailer Warehouse Liquor in Little Rock.

RETAILER LIMELIGHT:

Location: Warehouse Liquor, 1007 Main St., Little Rock, AR.

Location open since: "Many years," according to Vick of Warehouse Liquor.
Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: \$5, \$10 and \$3 instant tickets, he said. "And we sell a lot of \$20 tickets, too."

Store specialty: The venerable store is a long-established presence on Little Rock's Main Street; what's new is the store's expansion to 6,700 square feet, currently underway. They are also building a brand new location on Broadway in North Little Rock.