

Welcome to the January 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.

LIMITED TIME PROMOTION AVAILABLE JANUARY 1 THROUGH JANUARY 31

ASK FOR THE JACKPOT BUNDLE



JANUARY JACKPOT PROMOTION WILL MAKE POCKETS JINGLE!

Players and retailers alike will be jumping for joy over our January jackpot promotion. All through January, players simply need to buy a \$2 Powerball® ticket, \$1 Mega Millions® ticket and a \$2 Decades of Dollars ticket, and they'll receive a \$1 Natural State Jackpot ticket free. All Powerball®, Mega Millions® and Decades of Dollars tickets must be purchased using the Jackpot Bundle terminal key to receive a free Natural State Jackpot ticket. All Jackpot Bundle plays will be quick picks.

Retailers, remind your customers to take advantage of this special January-only promotion!



Malvern Winner's Circle Manager Doris Bynum and cook Charles Moore.

RETAILER LIMELIGHT:

Location: Winner's Circle #1, 2668 Oliver Lancaster Blvd., Rockport (Hot Spring County).

Location open: "Oh my -- at least twenty-something years," manager Doris Bynum recollected, adding, "I've been here for 13 years." This Arkansas Scholarship Lottery retail location, the original and first Winner's Circle, is technically in the tiny town of Rockport, but the city of Malvern has encroached on the hamlet's borders.

Favorite game for customers: "We're a Powerball® store," Gresham asserted. "But the instant tickets do well here, too -- especially the \$20 ones," she said.

Favorite game for customers: "Day one. It's been awesome," Bynum said. "We haven't had any problems with anything. I love [MSR] Sam [Tatom]."

NEW GAMES FOR A NEW YEAR!

(Note: These games launch Jan. 7.)

\$1 Popeye®

Win up to \$2,000

Overall Odds: 1 in 4.05

Top Prize Odds: 1 in 384,000

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\$2 Triple Dynamite 777

Win up to \$20,000

Overall Odds: 1 in 3.99

Top Prize Odds: 1 in 384,000

\$5 Joker's Wild

Win up to \$100,000

Overall Odds: 1 in 3.66

Top Prize Odds: 1 in 480,000

\$10 Money Multiplier

Win up to \$250,000

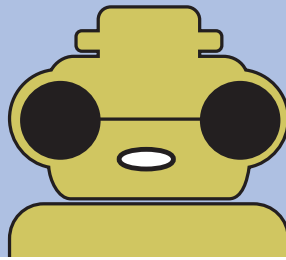
Overall Odds: 1 in 2.99

Top Prize Odds: 1 in 320,000

THIS DOUBLE IS NO TROUBLE!

The Madness continues! The Arkansas Scholarship Lottery game of the month for January is Millionaire Madness, 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® 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.



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: 1/15/2014

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

LAST DAY TO SELL: 2/05/2014 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 REDEEM: 03/05/2014

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

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