

Welcome to the July 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.

★ WOULD YOU LIKE A ★ Winner Banner?



ASK YOUR MSR!

As you know, signage is important to attracting customers to your store and will help increase your lottery sales. If you are interested in receiving lottery winner banners, clings, posters, street signs or other lottery signage, ask your Marketing Sales Representative.

RETAILER LIMELIGHT:

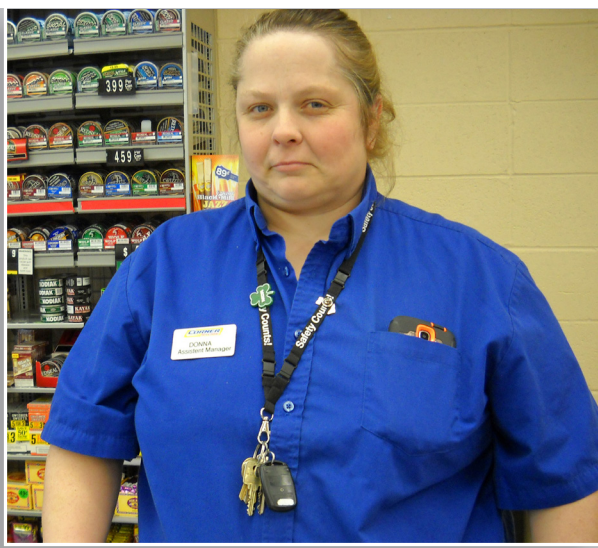
Location: Corner Store, 274 Hwy. 425 N., Monticello (Drew County).

Location open since: 10-15 years, according to Donna Moon, Corner Store assistant manager.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: The \$10 and \$20 instant tickets, Moon said.

Store specialty: The store, located on bustling Monticello's heavily-trafficked main drag of Highway 425, stays busy. The Corner Store offers fruit, phone accessories and a "gift center" with wallets, key chains and the like in addition to more expected fare like coffee and fountain drinks.



Donna Moon, Monticello Corner Store assistant manager.

JULY GAMES SIZZLE!

\$1 Hundreds of Dollars

Win up to \$2,000

Overall Odds: 1 in 4.01

Top Prize Odds: 1 in 300,000

\$2 I Love Cash

Win up to \$20,000

Overall Odds: 1 in 3.96

Top Prize Odds: 1 in 450,000

\$5 Kings of Cash

Win up to \$100,000

Overall Odds: 1 in 3.73

Top Prize Odds: 1 in 420,000

\$10 Franklin's Fortune

Win up to \$250,000

Overall Odds: 1 in 2.98

Top Prize Odds: 1 in 300,000



7'S GET YOU TRIPLE!

The Arkansas Scholarship Lottery games of the month for July are \$1 Fireball 7's, \$2 Spicy Hot 7's, and \$5 Sizzlin' 7's. All are worth triple 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.



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

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: 7/9/2014 LAST DAY TO REDEEM: 10/7/2014

- MONOPOLY™
- Money Money Money
- Fast \$200
- Big Money
- \$500,000 Mega Fortune
- Daily Crossword
- Full of 50's
- Popeye®

LAST DAY TO REDEEM: 8/20/2014

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

RETAILER RALLIES COMING!



Retailers, are you ready to rally? Save the dates of August 26-30 for our famous Arkansas Scholarship Lottery retailer sales rallies. Rally locations will be across the state; these rallies are wonderful opportunities for training, to win prizes and be recognized for marketing success and sales innovation. Ask your marketing sales rep for retailer rally details as they emerge, or check the August Sales Force.

We're looking forward to seeing you there!