

Welcome to the March 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.

WE ARE MAKING CHANGES TO BETTER SERVE YOU

Instant games shipment changes will occur with the launch of our new instant games on Tuesday, March 4, 2014.

- Instead of your new game shipments arriving on the first day to sell the new March instant games, they will now arrive at your stores on the Monday or day before the new games start selling.
- This will allow you to receive the orders anytime on Monday and have the games ready to activate and place in your dispensers to start selling first thing on Tuesday morning.
- The ASL is making this change to better serve you – both to make it easier for our retailers to start selling the new games right away and to make it easy for our regular players to find the new games faster.
- Remember one of the most effective ways to increase your lottery sales is to always have ALL of your instant ticket dispenser bins filled with instant tickets – customers can't buy what they can't find.

Questions? Ask your Marketing Sales Representative or call 501-683-2000.



Pictured Above: General Manager Jennifer Hughes

RETAILER LIMELIGHT:

Location: EZ Mart #430, 416 W. Sixth St., Newark (Independence County).

Location open since: Since 1982, according to General Manager Jennifer Hughes, who has been working at the store for seven years, and managing for four years. "I just enjoy my job," she says.

Arkansas Scholarship Lottery retailer since: Day one. "And I keep up with my lottery stuff," Hughes says, noting she gives advice and pointers to other lottery players and retailers in the area.

Favorite game for customers: Powerball® and Mega Millions®, Hughes says, while noting some of her key players play a lot of Fast Play games.

Store specialty: The Newark EZ Mart has large food and automotive sections and a big candy section plus fountain drinks, a coffee and cappuccino area, tobacco and even DVDs and purses for sale.

MARCH ON!

(Note: These games launch March 4.)

\$1 10X The Cash

Win up to \$5,000

Overall Odds: 1 in 4.26

Top Prize Odds: 1 in 600,000

\$2 20X The Cash

Win up to \$20,000

Overall Odds: 1 in 4.17

Top Prize Odds: 1 in 384,000

\$5 50X The Cash

Win up to \$100,000

Overall Odds: 1 in 3.56

Top Prize Odds: 1 in 480,000

\$10 100X The Cash

Win up to \$250,000

Overall Odds: 1 in 2.81

Top Prize Odds: 1 in 360,000

FAST PLAY

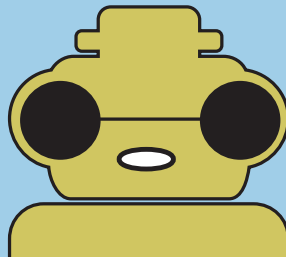
Fast Play games Jumbo Bucks and Smokin' Hot Dice launch March 3.

Also, the last day to sell the Fast Play games Holiday Cash and Candy Cane Cash is March 2.

TRIPLE POWER!

The Arkansas Scholarship Lottery game of the month for March is Loteria™, worth three times the Points for Prizes® points all month long – that's triple power.

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: 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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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

ASL CLAIM CENTERS ARE HERE FOR YOU!

Retailers, remind your players who win jackpots or prizes of more than \$500 that we have four Arkansas Scholarship Lottery claim centers. Only prizes of a million dollars or more must be claimed at the Little Rock Claim Center.

For instant games, players have 90 days from the announced last day to purchase tickets for the game to claim a prize. For online (terminal-generated) games like Powerball®, players have 180 days from the draw date to claim a prize.

Here are the addresses and phone numbers of our claim centers:

Little Rock Claim Center
1st Floor, Union Plaza Building
124 West Capitol Ave.
Little Rock, AR 72201
501-683-2060

Jonesboro Claim Center
Christian Creek Commons
2512 Alexander Drive
Jonesboro, AR 72401
870-934-4900

Springdale Claim Center
3896 Elm Springs Road, Suite B
Springdale, AR 72762
479-725-4600

Camden Claim Center
115 Garden Oaks Drive
Camden, AR 71701
870-837-6100

THE RETAILER BONUS\$ IS BACK!

Arkansas Scholarship Lottery retailers have the opportunity to make a 5% bonus commission on increases in same-store instant ticket lottery sales over last year's numbers.

From March 1 to March 31, you can receive a 5% bonus of 10% total commission on additional instant ticket sales compared with your instant ticket sales during the same month from the previous year.

This 5% bonus commission:

- is only from March 1 through March 31, 2014.
- is on your increased instant ticket sales only.
- is only on any instant ticket sales increases above and beyond your instant ticket sales figures from the same period in the previous year.

**5%
BONUS**

Sell this much more in March:	Earn this much in commission:
\$1,000	\$100
\$5,000	\$500
\$10,000	\$1,000

To qualify for the 5% bonus incentive, retailers must have been an active retailer with the ASL for at least one year. You must also be in good standing with the Arkansas Lottery Commission and the State of Arkansas and have no outstanding debts to either.

As always, your Arkansas Scholarship Lottery sales team will assist you with the 5% bonus incentive program and help determine eligibility at your place of business.

MORE NEWS ON GAME PACKS!

To help our retailers get the newest and best-selling instant games activated and placed in their dispensers for sale as quickly as possible each month, the Arkansas Scholarship Lottery now allows our Marketing Sales Representatives to return partial packs of Active Instant Games to free up bin space for new games. Starting in February, the ASL will allow partial pack returns of active games when the following conditions are met:

1. The retailer has no open/available bin spaces in their instant ticket dispensers to activate and place our newer, better-selling games.
2. The assigned MSR must be present at the retailer location and confirm that:
 - a. There are no open dispenser bins to place the newer games.
 - b. The retailer is unable to activate and display new games until the old ones are sold or returned for store credit.
 - c. The price point of the game/partial pack being returned is the same as the new game going into the dispenser bin – with the exception of \$10 & \$20 games, which will be interchangeable.
 - d. The retailer considers the games to return in each price point are among those identified by the ASL as either slower selling, low on inventory, out of top prizes (or almost), etc.
3. Each retailer will be allowed no more than two (2) partial returns of active games per month. This change to our instant ticket return process will be allowed on a trial basis for now, but if it is well received by our retailers and customers and helps to increase our instant ticket sales, we will consider making it permanent.

For more information, contact your MSR for details and assistance.