

Welcome to the May 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.

# GET COUPON *happy!*

**WIN UP TO \$20,000!**  
**That's A Fact Jack!**  
**Arkansas Scholarship Lottery**

© 2014 A&E Television Networks, LLC. All rights reserved. Duck Dynasty, A&E and their associated logos are the trademarks of A&E Television Networks, LLC. Duck Dynasty logo design © 2014 A&E Television Networks, LLC. All rights reserved. For more information, visit any lottery retailer or call 501-683-2000. Call 1-800-522-4700 for problem gambling helpline. Please play responsibly.

We have a new promotion for May and June that will make retailers and players alike happy, happy, happy! Coupon-bearing players who spend \$10 on instant tickets in May will receive a \$2 instant ticket coupon good toward their next lottery purchase, or good for a free \$2 instant ticket, through the end of May. And the following month, coupon-bearing players who spend \$5 on instant tickets in June will receive a \$1 instant ticket coupon good toward their next lottery purchase, or good for a free \$1 instant ticket, through the end of June.

**SPEND \$10**  
get **\$2 INSTANT TICKET SAVINGS**  
Use toward your next instant ticket purchase or redeem for a \$2 instant ticket FREE!

**MAY Offer valid 5/1-5/31**

S	M	T	W	T	F	S
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

**SAVINGS ON SCRATCHERS THAT WILL MAKE YOU HAPPY! HAPPY! HAPPY!**

**SPEND \$5**  
get **\$1 INSTANT TICKET SAVINGS**  
Use toward your next instant ticket purchase or redeem for a \$1 instant ticket FREE!

**JUNE Offer valid 6/1-6/30**

S	M	T	W	T	F	S
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

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. May offer expires end of day 5/31/2014. June offer expires end of day 6/30/2014. This coupon may not be used in combination with any other Lottery coupon or promotional offer.

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.

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 credit. You will receive a credit adjustment on your Financial Sales and Invoice reports.

*Ask your MSR for details.*



Saleh Hamed (left) and Romeo Rumi (right) of Dardanelle Tiger Mart.

## RETAILER LIMELIGHT:

**Location:** Dardanelle Tiger Mart, 201 Union St., Dardanelle, Yell County.

**Location open since:** The owners weren't sure.

**Arkansas Scholarship Lottery retailer since:** The beginning of the year, according to the store's Romeo Rumi.

**Favorite game for customers:** The Hit \$500, Loteria and Arkansas \$2,000,000 Gold Rush instant games are big with Dardanelle Tiger Mart lottery players, according to the store's Saleh Hamed.

**Store specialty:** The Dardanelle Tiger Mart has a wide selection of candy and drinks; its location on a well-trafficked corner of bustling Dardanelle keeps this store hopping.

## PLAYS IN MAY!

### \$1 Buckaroo

Win up to \$2,000  
Overall Odds: 1 in 4.01  
Top Prize Odds: 1 in 280,000

### \$2 Duck Dynasty®

Win up to \$20,000  
Overall Odds: 1 in 3.93  
Top Prize Odds: 1 in 300,000

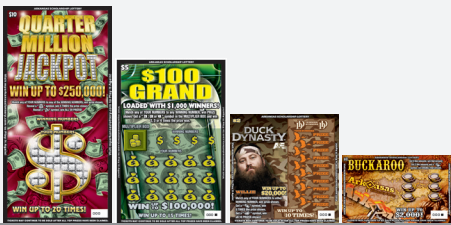
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### \$5 \$100 Grand

Win up to \$100,000  
Overall Odds: 1 in 3.77  
Top Prize Odds: 1 in 420,000

### \$10 Quarter Million Jackpot

Win up to \$250,000  
Overall Odds: 1 in 3.01  
Top Prize Odds: 1 in 320,000



## TRIPLE CROSS!

The Arkansas Scholarship Lottery game of the month for May is Jumbo Bucks Crossword, 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. Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.

## FAST PLAY

Fast Play games 3 Times Lucky and Stars & Stripes launch May 5. Also, the last day to sell the Fast Play games Bingo and Tic Tac Rock is May 4.



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: 5/22/2014

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

### 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®



## SECOND-CHANCE PROMOTION

First drawing is May 20!

ENTER TO WIN A 2014 MLB™ WORLD SERIES® PRIZE TRIP, ST. LOUIS CARDINALS® SUITE PRIZE TRIP, OR ST. LOUIS CARDINALS® PRIZE PACK!

DRAWING	ENTRY PERIOD	DRAW DATE	PRIZE(S) AWARDED
#1	4/01/14 - 5/14/14	5/20/14	200 Prize Packs 6 Suite Prize Trips
#2	5/15/14 - 7/16/14	7/21/14	200 Prize Packs 6 Suite Prize Trips
#3	4/01/14 - 8/20/14	8/25/14	2 2014 MLB™ World Series® Prize Trips