

Welcome to the September 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.

5 YEAR ANNIVERSARY

WE'RE CELEBRATING FIVE WINNING YEARS!

• NEW GAMES • BETTER PAYOUTS • MORE FUN

ARKANSAS SCHOLARSHIP LOTTERY

\$5

5 YEAR ANNIVERSARY!

CASHTASTIC

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize shown. Get a "\$" symbol, win prize shown automatically. Get a "🎰" symbol, win 10 TIMES the prize shown.

WINNING NUMBERS

YOUR NUMBERS

\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

WIN UP TO 15 TIMES!

TICKETS MAY CONTINUE TO BE SOLD AFTER ALL TOP PRIZES HAVE BEEN CLAIMED.

ARKANSAS SCHOLARSHIP LOTTERY

\$2

CRAZY CASH

8'S

WIN UP TO \$20,000!

5 YEAR ANNIVERSARY!

PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE

Visit myarkansaslottery.com to Play It Again!

ARKANSAS SCHOLARSHIP LOTTERY

\$1

3 TIMES LUCKY

Scratch entire play area. Get three "3's" in any one row, column or diagonal like tic-tac-toe, win prize shown in prize box.

PRIZE BOX

WIN UP TO \$3,000!

5 YEAR ANNIVERSARY!

TICKETS MAY CONTINUE TO BE SOLD AFTER ALL TOP PRIZES HAVE BEEN CLAIMED.



SOME SEPTEMBER FUN!

\$1 3 Times Lucky

Win up to \$3,000

Overall Odds: 1 in 4.89

Top Prize Odds: 1 in 600,000

\$2 Crazy Cash 8's

Win up to \$20,000

Overall Odds: 1 in 3.95

Top Prize Odds: 1 in 384,000

\$3 Cash Word

Win up to \$75,000

Overall Odds: 1 in 3.41

Top Prize Odds: 1 in 400,000

\$5 Ca\$hTastic

Win up to \$100,000

Overall Odds: 1 in 3.67

Top Prize Odds: 1 in 480,000



WE GO TRIPLE PLATINUM!

It's a Platinum hit, baby! The Arkansas Scholarship Lottery game of the month for September is Platinum Payout. It's 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® 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.



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 SELL: 9/4/2014 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 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 SELL: 10/29/2014 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



Alex Gillispie (left) and Barbara Geels of Circle S-The Bluff in Morrison Bluff.

RETAILER LIMELIGHT:

Location: Circle S-The Bluff, 22254 Hwy. 109 North, Morrison Bluff, AR

Location open since: 1990.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: 10X The Cash and its family of games, Natural State Jackpot and the online games, according to Circle S-The Bluff clerk Alex Gillispie.

Store specialty: Lovely Morrison Bluff's small size (pop. 74) belies the large footprint of Circle S-The Bluff. Located by the Arkansas River in a pastoral setting near the titular bluff, Circle S-The Bluff boasts a rather enormous selection of beer, wine and mixers. The boaters like the retailer's nightcrawlers, while motorists of all stripes like the location's ethanol-free gasoline, clerk Barbara Geels reports.