

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.

BUNDLE UP THIS JANUARY!

Our January Jackpot Bundle promotion this month is sure to drive traffic to your store! Players who buy a \$2 Mega Millions® ticket with Megaplier® and a \$3 Powerball® ticket with Powerplay® receive a \$1 Natural State jackpot ticket free all January long. All three will be quick picks. Be sure and let your customers know to ask for the Jackpot Bundle this January!

And, don't forget, our January Jackpot Bundle promotion this month is for you retailers, too! When your customers buy the bundle all through January, you will see a total gross sale of \$6. The reports will reflect a selling commission of 30 cents, which is 5 percent of the gross sale price. The reports will reflect you received a \$1 Promo credit, so the net sale for the transaction will be \$5 minus the 30 cent commission credit for a Net due or Balance of \$4.70 incrementing every time you sell the promotion.



\$38,000 RETAILER ACTIVATION FRENZY!

Our \$38,000 Retailer Activation Frenzy promotion this month is the chance for you to be entered into a drawing totaling \$38,000 in cash prizes! Beginning Jan. 6 and ending at midnight Jan. 9, retailers in good standing who activate a pack of our "Frenzy" family of games (\$1 \$50 Frenzy, \$2 \$200 Frenzy or \$5 \$500 Frenzy) will automatically be entered into a random drawing for cash prizes. Activate all three games during the promotional period and increase your chances to win – up to three entries for each individual retailer. As always, call us at 501-683-1884 or ask your MSR for details on this promotion.

RETAILER PRIZE	NUMBER OF PRIZES	REGION
\$10,000	1	Statewide
\$5,000	2	Statewide
\$1,000	8	Two prizes in each of four regions
\$500	20	Five prizes in each of four regions

NEW YEAR GAMES!



\$1 \$50 Frenzy

Win up to \$50
Overall Odds: 1 in 4.10
Top Prize Odds: 1 in 250



\$2 \$200 Frenzy

Win up to \$200
Overall Odds: 1 in 3.98
Top Prize Odds: 1 in 500



\$5 \$500 Frenzy

Win up to \$500
Overall Odds: 1 in 3.61
Top Prize Odds: 1 in 480



\$20 5th Anniversary Millions

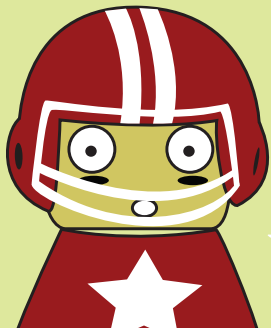
Win up to \$1,000,000
Overall Odds: 1 in 2.93
Top Prize Odds: 1 in 560,000

ALSO, THE FAST PLAY GAMES JUMBO BUCKS AND BLACKJACK LAUNCH JAN. 5.

DOUBLE 'EM ALL!

Whoa! The Arkansas Scholarship Lottery games of the month for January are our \$2 games, all worth double the Points for Prizes® points all month long. This includes: \$200 Frenzy, Peng-Win!, Wild Doubler, Winter Wishes, Double Match, Crazy Cash 8's, Hunting for Hundred\$, I Love Cash, Spicy Hot 7's, Duck Dynasty®, Extreme Jumbo Bucks, and 20X The Cash. Games no longer for sale, but still available to redeem: Hit \$200 and St. Louis Cardinals™. Games no longer for sale, but still available to redeem until January 27: Betty Boop™ and Triple Dynamite 777.

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 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

LAST DAY TO SELL: 2/11/2015 LAST DAY TO REDEEM: 1/2/2015

- \$1,000,000 Riches
- Diamond 7's
- Hit \$200
- 100X The Cash
- Money Matters
- Buckaroo
- Duck Dynasty®
- Fireball 7's

LAST DAY TO REDEEM: 3/18/2015

- Did I Win? (Game #188)
- LOTERIA™ (Game #209)
- Hot Dice
- St. Louis Cardinals™
- Joker's Wild
- Money Multiplier
- 20X The Cash
- 50X The Cash

RETAILER LIMELIGHT:



Whitney Collins of Town & Country Grocery & Grill in Hampton.

Location: Town & Country Grocery & Grill, 604 E. Main St., Hampton (Calhoun County).

Location open since: "Since forever," according to the store's Bob Schenk

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: Winner Green, Super Jumbo Bucks and "any new one's"

Store specialty: Town & Country is an old-school grocery and grill. Locals come for household staples all day long, but things really pick up at breakfast (starting at 5 a.m.!) and lunch, where grillmaster Whitney Collins takes care of Hampton's hungry workers with casseroles, sandwiches with freshly-cut meat and more and more