

It's June 2015! This is your Sales Force retailer newsletter from the Arkansas Scholarship Lottery intended to keep our lottery partners up-to-date on our games. Have a great month!



RETAILER REVIEW & REWARDS

Retailers, jump into our June “Retailer Review & Rewards” promotion and get entered into a drawing for **\$110,000 IN CASH AND PRIZES!**

This month, our sales team will visit assigned retailers with a Retail Review & Rewards Scorecard to evaluate lottery locations based on established merchandising criteria. For each predefined rating level achieved, that retailer will receive the corresponding entry/entries into the prize drawing. A drawing will be held in the last week of June from eligible entries. Find out all the details from your MSR or call 501-683-2000.

NEW BONDING PROCESS

In April, the Arkansas Legislature passed Act 1076 which allows the Office of the Arkansas Lottery (OAL) to self-bond. The law will take effect on July 21, 2015. The lottery is currently developing the new bond process, which we expect will result in savings for retailers. Retailers whose bonds expire after July 21 may utilize this new bond process. We expect to finalize the new process by July 1, 2015, and will publish the new costs and process in Sales Force as soon as they are finalized.



HOW'S YOUR STORE LOOK?

Retailers, we are seeking photos of the best and brightest employees and retailer locations to be featured in Sales Force.

RETAILER EXTERIORS—Have you made the effort to improve your exterior and broadcast you sell lottery?

Do you have the best winner-awareness display around?

RETAILER PROMOTIONS—Have you promoted the lottery or new games in your location really well?

EMPLOYEES—Do you have a go-to employee who “gets” the lottery, or employees who have also been big winners?

POS—Have your employees done something creative with ASL point-of-sale materials at your location?

**TO SUBMIT, CONTACT
YOUR MARKETING SALES
REPRESENTATIVE.**

JUNE SHE COMES!

Note: These games launch June 2.



\$1 Lucky 7

Win up to \$2,777
Overall Odds: 1 in 4.63
Top Prize Odds: 1 in 480,000



\$2 Red Hot and Blue 7's

Win up to \$27,777
Overall Odds: 1 in 4.11
Top Prize Odds: 1 in 480,000



\$5 7's

Win up to \$100,000
Overall Odds: 1 in 3.63
Top Prize Odds: 1 in 560,000



\$10 Majestic 7's

Win up to \$200,000
Overall Odds: 1 in 3.03
Top Prize Odds: 1 in 320,000

Also, the Fast Play game **Stars & Stripes** launches June 1.

THE DAYS ARE NUMBERED FOR THESE ASL GAMES

Note: The last day to redeem is also the final Play It Again™ entry deadline for that game.

LAST DAY TO REDEEM: 6/29/2015

- Hit \$500
- Queen of Diamonds
- Extreme Jumbo Bucks
- \$100 Grand
- Quarter Million Jackpot
- Spicy Hot 7's

LAST DAY TO REDEEM: 8/12/2015

- Hundreds of Dollars
- I Love Cash
- Kings of Cash
- Cash Word
- Spooky Cash
- Happy Holidays
- Winter Wishes
- Winner Green

LAST DAY TO SELL: 7/2/2015 LAST DAY TO REDEEM: 9/30/2015

- Bankroll Bingo
- Sizzlin' 7's
- Hunting for Hundred\$
- Fully Loaded!
- Great 8's
- Double Match
- \$10,000 Pay Day

GAME OVER

HOLLER FOR DOLLAR GAMES!

The Arkansas Scholarship Lottery games of the month for June are all our **\$1 instant game tickets!** They're all worth triple the multiplied Points for Prizes® all month long: **Lucky 7, Triple Payout, Crossword Express, Make My Day, Cash Cow, \$50 Frenzy, License 2 Win, Great 8's, 3 Times Lucky and Junior Jumbo Bucks.**

Games unavailable for sale, but still redeemable for triple Points for Prizes® points, are **Hundreds of Dollars, Spooky Cash and Happy Holidays.**



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.

RETAILER LIMELIGHT



Tony Mesa of Tony's Taxidermy & Tobacco 4 Less, in Southside in Independence County.

Location: Tony's Taxidermy & Tobacco 4 Less, 2121 Batesville Blvd., Southside (Independence County).

Store open for: "13 years," according to Tony himself, Tony Mesa, owner of Tobacco 4 Less and of Tony's Taxidermy. He also owns the restaurant next door, the Southern Grill, known for its pies.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: "I've got some good, loyal customers," Mesa said. Instant tickets are popular here, he said, and "the \$3 scratchers seem to be the best."

Store specialty: Need tobacco? Need taxidermy? To call Tony's eclectic would be an understatement, especially as he also sells guns. So while mounted foxes, turkeys and bobcats line one wall, and a plethora of tobacco products line another, along another wall at Tony's you can browse firearms from AR-15s on down.