

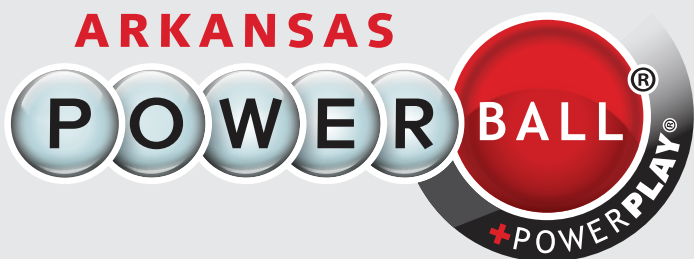
SALES FORCE

Happy September 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.



“The Arkansas Scholarship Lottery is there to empower education. Because of the scholarship, more and more students are able to go to college and pay for it and find funding around the state.”

Edrei Miranda | Benton



RETAILERS, HAVE YOU HEARD? CHANGES ARE COMING TO POWERBALL®!

The new Powerball® game will begin sales October 4th. The new game will offer bigger jackpots and better overall odds. This is also an opportunity to increase sales on Power Play® -- the multiplier 10X will now be offered on all jackpots up to \$150 million. Your MSR will be bringing new signage to help promote the game in your store.

WE HAVE NEW VERSIONS OF THE ASL CLUB APP FOR IOS AND ANDROID.

A scan feature on the app allows for easy entry of qualifying tickets into Play It Again™ and Points for Prizes®.

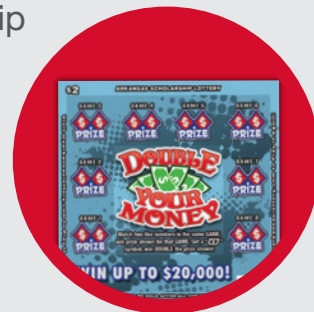
www.myarkansaslottery.com/apps



DOUBLE DOUBLE!

The Arkansas Scholarship Lottery game of the month for September is **Double Your Money!**

Fittingly, it's worth double the Points for Prizes® points all month long.



SWEET IN SEPTEMBER!

(Note: These games launch Sept. 1.)

\$1

Pink Panther™

Win up to \$3,000

Overall Odds: 1 in 4.69

Top Prize Odds: 1 in 420,000



\$2

Bankroll

Win up to \$22,000

Overall Odds: 1 in 4.10

Top Prize Odds: 1 in 480,000



\$5

Hot \$500

Win up to \$500

Overall Odds: 1 in 3.76

Top Prize Odds: 1 in 774



\$20



200X The Money is the \$20 game with over sixty \$50,000 prizes. This is the best odds of winning \$50,000 of any game we've ever offered.

Win up to \$50,000 | Overall Odds: 1 in 3.05

Top Prize Odds: 1 in 18,182

Also, the Fast Play games

3 Times Lucky and \$2 Bingo launch Sept. 7.

GAME OVER!



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:

9/30/2015

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

Last day to redeem:

11/16/2015

- Jumbo Bucks Crossword
- Giant Jumbo Bucks
- Junior Jumbo Bucks
- Black Pearls
- Crazy Cash 8's
- Win It All
- Wild Doubler

Last day to sell: 10/7/2015

Last day to redeem: 1/5/2016

- Franklin's Fortunes
- Ca\$hhtastic
- License 2 Win
- Lucky 777
- \$50 Frenzy
- Cash Cow
- 10X The Money

Also, the Fast Play game Stars & Stripes ends Sept. 6.



Terri Revelle of Ryan's Country Store in Cross County.

RETAILER LIMELIGHT

LOCATION: Ryan's Country Store, 800 Hwy. 64 West, between Fair Oaks and Wynne (both Cross County).

STORE OPEN SINCE: The location dates back to the 1920s, Ryan's owner Jack Ryan said, and he's had Ryan's for 41 years -- adding that the present building was built in 1994.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: "It changes -- you never know from day to day," Ryan said.

STORE SPECIALTY: This location sells everything from beer and chicken fried steak to work boots and fishing lures and even has a pool table, old books and VHS tapes, but Ryan's clerk Terri Revelle says Ryan's -- and Mr. Ryan himself -- "is famous for his sandwiches. He makes them pretty thick."