

SALES FORCE

May we welcome you to your May 2016 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners? Have a fun and prosperous month!

SEVENS ARE UP IN MAY!

(Note: These games launch May 3.)



\$10 Triple 777

Win up to \$200,000

Overall Odds: 1 in 3.00

Top Prize Odds: 1 in 320,000



\$5 Hot 7

Win up to \$100,000

Overall Odds: 1 in 3.54

Top Prize Odds: 1 in 480,000



\$2 Lucky Number 7

Win up to \$20,000

Overall Odds: 1 in 4.33

Top Prize Odds: 1 in 360,000



\$1 7 Wins (four scenes)

Win up to \$3,000

Overall Odds: 1 in 4.88

Top Prize Odds: 1 in 480,000

The Fast Play games Hot Cash and Stars & Stripes launch May 2.

THERE'S FIVEFOLD GOLD IN THEM THAR GAMES!

The Arkansas Scholarship Lottery game of the month for May is Pure Gold, worth five times the points this month!

There's usually a different Arkansas Scholarship Lottery game 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

LOCATION: Nexon Country Store, 1890 Hwy. 63, in rural Cleveland County

STORE OPEN SINCE: For years, according to store clerk Samsur Rahman

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one

FAVORITE GAME FOR CUSTOMERS: Any new tickets, \$20 and \$10 scratch-offs, “and \$5 V.I.P. Cash Club,” according to Rahman

STORE SPECIALTY: Given its remote location, Rahman said Nexon Country Store largely caters to its local customer base with grocery items, drinks, chicken wings, local honey and the like, but Rahman boiled it down to simply “lottery and pizza”



Samsur Rahman of Nexon Country Store

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:
5/10/2016

- Super Jumbo Bucks
- \$500 Frenzy
- Make My Week
- Make My Month
- Make My Year
- Crossword Express
- Pinball Payout
- Natural State Limited

Last day to sell: 6/9/2016

Last day to redeem: 9/7/2016

- Double Win
- Majestic 7's
- The Big \$5 Ticket
- Spy Some Cash
- Pink Panther™
- Bankroll
- Towering 10's
- Holiday Luck

Last day to redeem:
6/20/2016

- Bejeweled®
- \$100,000 Extra Play
- Maximum Money
- Red Hot and Blue 7's
- Triple Play
- Hot \$100's

Last day to redeem:
7/26/2016

- Peng-Win!
- 5th Anniversary Millions
- Jumbo Bucks Bingo
- 7's
- Ca\$ino Ca\$h
- Double Your Money
- \$300,000 Jackpot
- Hot \$500

FAST NO MORE

The last day to sell the Fast Play games Bingo and Crazy 8's is May 1.