

ARE YOU WINNING?

Hopefully, you've caught wind by now of the Lottery's **"This is Winning!"** new branding campaign! All our promotional and advertising platforms will contain elements of these "Winning" concepts.

Do you have a great story to tell – or just want to get in on the fresh new promotional "This is Winning!" items for your location? Talk to your MSR! And, as always, don't forget your retailer portal on the newly redesigned lottery website can be found at www.MyArkansasLottery.com/retailer-portal

This is
WINNING!



WINNING RETAILERS



LOCATION:

Dumas Mart, 151 Highway 65, Dumas (Desha County).



ARKANSAS SCHOLARSHIP LOTTERY RETAILER:

For seven years, according to Dumas Mart clerk Sewak Singh – who is also the store owner's father. Dumas Mart opened for business many years ago, Singh said, but the family began operating the store in 2011.



FAVORITE GAME FOR CUSTOMERS:

\$20 and \$5 instant tickets, according to Mr. Singh. Dumas Mart has prominent bin placement right by the cash register. A banner flies outside noting that Dumas Mart is home to a previous million-dollar winner - something Mr. Singh said helped to bring in additional foot traffic to the store.



STORE SPECIALTY:

Dumas Mart is a small location that packs a lot of punch. There's gas, wine, ice cream, candy, Krispy Krunchy chicken, bait & tackle, household and automotive goods – and in the center of the store is a selection of thermal underwear. But Mr. Singh said the biggest sellers were probably tobacco and beer.

- (\$10) Bonus Payout**
(Game 443)
Top Prize: \$200,000
Overall Odds: 1 in 2.98
Top Prize Odds: 1 in 320,000
- (\$5) Platinum Doubler**
(Game 442)
Top Prize: \$100,000
Overall Odds: 1 in 3.65
Top Prize Odds: 1 in 520,000
- (\$3) Match 7's**
(Game 441)
Top Prize: \$70,000
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 440,000
- (\$2) Super 777**
(Game 440)
Top Prize: \$20,000
Overall Odds: 1 in 4.01
Top Prize Odds: 1 in 480,000
- (\$1) 3 Times Lucky**
(Game 439)
Top Prize: \$3,333
Overall Odds: 1 in 4.74
Top Prize Odds: 1 in 600,000

NEW APRIL GAMES SPRING UP!
(Note: These games launch April 3)

COMING FAST ◀

Fast Play games **Fish Finder** and **Hot Cash** launch April 2; Fast Play games **Find the 9's** and **Stars & Stripes** launch April 30.

LEAVING FAST ▶

The last day to sell Fast Play games **Cash Count Up** and **7's** is April 1; The last day to sell Fast Play games **Lucky Clover** and **Beat the Dealer** is April 29.

MARCH GAMES DOUBLE IN APRIL!

April's games of the month are the **Multiplier Tickets from March** -- 10X the Money, 20X the Money, 50X the Money, 100X the Money and 200X the Money -- and all are worth **double** the Points for Prizes® points all month long!

There's usually a different Arkansas Scholarship Lottery game or games 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.

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

Last day to sell: 4/18/2018
Last day to redeem: 7/17/2018

- Arkansas Millions
- Tic Tac Dough
- Double Frenzy
- LOTERIA™
- Match for Cash
- \$300,000 Fortune
- Money Mania Extra Play

Last day to sell: 5/23/2018
Last day to redeem: 8/21/2018

- Triple Dynamite 777
- 10X The Cash
- All The Money
- 25X The Cash
- Lots of \$100's
- Popeye®
- 5X The Cash
- 10X Extra! Crossword

Last day to redeem: 6/12/2018

- Bingo
- Triple Win
- Royal Jumbo Bucks
- Quick 7's
- Big Money Game
- \$500 Bonus
- Willy Wonka Golden Ticket™