### RETAILER Arkansas

Thank you for being a retail partner with the Arkansas Scholarship Lottery. With your help we have funded more than 302,000 college scholarships for Arkansas students since 2009.

### **CUSTOMER SERVICE ONE KEY TO SUCCESS** FOR RETAILER

Scholarship Lotterv

ASK FOR THE IDBUCK BUNDLE

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OM Sales LLC, located at 702 Central Blvd. in Bull Shoals, ranked 149 in sales out of 1,922 lottery retailers at the end of 2018. Not bad, considering the town is primarily a retirement community with a population under 2,000. The success of the convenience store can be attributed to its owner, Tejah Parekh, who understands merchandising and customer service.

He says he feels OM Sales is successful for several reasons.

"We have had four top prize winners in the past several years. They included a \$300,000 winner and a \$250,000 winner – both off \$10 scratch-off tickets – plus, a \$20,000 winner on a \$2 ticket and a \$90,000 Natural State Jackpot winner," Parekh said.

> "Secondly, we will cash winning tickets all the way up to \$500 – no problem. Other retailers won't do that. We take care of our customers. People buy their lottery tickets here because they know we will cash their winning tickets."

Parekh said he also keeps his 58 lottery bins full.

"Our bins are like a big wall or huge tower," he said. "When we get new tickets, I make sure \$5, \$10 and \$20 tickets have multiple facings. If someone buys a winning ticket from one book, they will want to purchase that same ticket again but from a different book. We go through a lot of \$10 and \$20 tickets, and retired folks like \$3 tickets - like Bingo - that take a minute to play."

> Parekh said selling lottery products benefits his business because it brings people inside the store. "It increases foot traffic. And, once people get inside the store, they are more likely to buy something else," he said.

The store owner also keeps his customers informed of lottery games and promotions which he feels helps sales. "I explain promotions like the 5-Buck Bundle to people who may be buying a \$1 scratch-off or guide them to lottery literature we have in the store. If they have questions, we are here to answer them," Parekh said.



## **BUNDLES OF SALES**

The 5-Buck Bundle promotion ends on January 31. However, in February the Bundle will still be around with the first-ever 10-Buck Bundle. Players will receive a \$3 Powerball® with Power Play®, a \$3 Mega Millions® with Megaplier®, a \$2 Lucky for Life®, a \$2 Natural State Jackpot (two plays), as well as a FREE \$2 Natural State Jackpot ticket (two plays). A \$12 value for just \$10! All Bundle tickets are Quick Picks and are not available on TVMs.

(\*10) \$200,000 Bonus (Game 489) Top Prize \$200,000 Overall Odds: 1 in 2.98 Top Prize Odds: 1 in 320,000

#### (<sup>\$</sup>5) Fast Cash HD

(Game 488) Top Prize \$100,000 Overall Odds: 1 in 3.73 Top Prize Odds: 1 in 560,000

(<sup>3</sup>) IOX Bonus! Crossword (Game 487) Top Prize \$75,000 Overall Odds: I in 3.50 Top Prize Odds: I in 600,000

#### (2) Jumbo Bucks

(Game 486) Top Prize \$25,000 Overall Odds: I in 4.01 Top Prize Odds: I in 480,000

(<sup>5</sup>1) Super 7's (Game 485) Top Prize \$3,000 Overall Odds: I in 4.79 Top Prize Odds: I in 384,000

# February Games!

(Note: These games launch February 5.)



### **COMING FAST**

Fast Play games **Beat the Dealer** and **Lucky Clover** launch February 4.

### LEAVING FAST

The last day to sell Fast Play games **Holiday Cash** and **Candy Cane Cash** is February 3.

# **Double The Lvve!**

We are showing some love this Valentine's Day month to January's family of games making them worth **DOUBLE** the Points for Prizes<sup>®</sup> points all month long! That means **Hit** \$100!, **Hit** \$200!, **Hit** \$500! and **Hit** \$5,000! are worth twice as much as usual!

There's usually a different Arkansas Scholarship Lottery game or games with multiplied Points for Prizes<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> entry deadline for that game.

#### Last day to redeem: 3/19/2019

- Bonus 7
- Cash \$100's
- Cash \$200's
- Cash \$1,000's
- 3/19/2019
  - Lady Jumbo Bucks
- 100X The Money Bonus Payout
- DOILUS FayOut
- \$5,000 Jackpot

### Last day to sell: 2/13/2019 Last day to redeem: 5/14/2019

- \$10,000 Loaded
- I0X The Money
- 20X The Money
- Super 777
- Match 7's
- Platinum Doubler
- \$100,000 Jackpot
- Cash I0X