

Welcome to the December Sales Force newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Fiser at amber.fiser@arkansas.gov.

SPECIAL PROMOTION!

AVAILABLE DECEMBER 1 THROUGH DECEMBER 31.

BUY  **OR**  **TICKET**
&
GET  **TICKET**

FREE

A Message From the Arkansas Scholarship Lottery:

Happy holidays to all our retail partners! In this, the last month of the year, you may be feeling like we are here at the Arkansas Scholarship Lottery, wondering where the year 2012 went so quickly!

It's been an eventful year for the lottery, with some big winners, some big changes and additions to our games and a new lottery director in Bishop Woosley. Did you know that this year, the ASL surpassed \$1 billion in ticket sales since its inception? We're consistently trying new promotions to keep things interesting for customers, such as the current December promotion where players buy a \$5 or more Cash 3 or Cash 4 ticket and receive a Candy Cane Cash Fast Play ticket free.

But the core mission of the Arkansas Scholarship Lottery remains unchanged. We're proud to be working together with you, our nearly 2,000 ASL retail partners, toward the goal of improving the opportunity for higher education for the state's deserving college-bound high school graduates.

Here at the lottery, we're looking back at a good year, and looking forward to an even better one with you. So once again, best wishes of the season to you and yours!

ASK YOUR MARKETING SALES REP FOR DETAILS.

NEW GAMES!

DECEMBER GAMES

\$1 Junior Jumbo Bucks

Win up to \$2,500

Overall Odds: 1 in 4.25

Top Prize Odds: 1 in 300,000

\$2 Fat Cat Tripler

Win up to \$20,000

Overall Odds: 1 in 4.37

Top Prize Odds: 1 in 480,000

\$3 Super Crossword

Win up to \$50,000

Overall Odds: 1 in 3.31

Top Prize Odds: 1 in 480,000

\$5 Blackjack

Win up to \$100,000

Overall Odds: 1 in 3.60

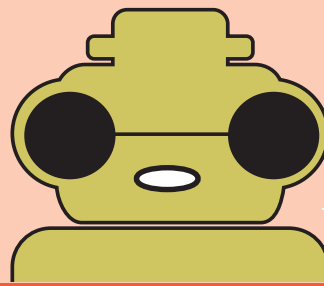
Top Prize Odds: 1 in 240,000

FAST PLAY

Also, the Fast Play game Cash Count Up launches December 3; Fast Play Snowflake Melt launches December 17 and Fast Play Bingo and Fast Play Smokin' Hot Dice launch December 31. The last day to sell the Fast Play games 7's and Lucky Clover is December 30.

THE HITS KEEP COMING, AND FAST!

Tell your players -- all our "Greatest Hits" games launched in November -- Hit \$50!, Hit \$200! and Hit \$500! -- are worth double the Points for Prizes™ points all December long. Additionally, all of our Fast Play games are also worth double the points in December -- that's right, all our Fast Play games!



GAME OVER

The days are numbered for these ASL games:

The last day to redeem is also the final Play It Again™ & Points for Prizes™ entry deadline for that game.

LAST DAY TO REDEEM: 12/11/2012

- Blackout Bingo
- 9's in a Line
- Lucky Stars
- Lucky Buck
- High Roller
- Payout



LAST DAY TO REDEEM: 1/23/2013

- 3 Times Lucky
- Super Jumbo Bucks
- Betty Boop™ Crossword
- 7-11
- Whole Lotta 100's
- Scenic Arkansas

LAST DAY TO SELL: 1/3/2013 LAST DAY TO REDEEM: 4/3/2013

- A Christmas Story™
- Classic Jumbo Bucks
- Hundreds of Dollars
- Fast \$500
- Happy Birthday
- Did I Win?



WE'LL GIVE COOL THINGS AWAY!

Don't forget to tell your players about our great Points for Prizes™ giveaways. This month, we're giving away a Wii True Fitness bundle, Wii Ultimate Sports pack and a Samsung 60-inch 1080p LED HDTV! Total value is more than \$6,600. Two winners each will receive this package -- was it one of your players?

play it again TOP PRIZE DRAWINGS

Final top prize drawings scheduled for six games
Players must submit all eligible entries by the deadline date to qualify for the final Play It Again™ top prize drawings for the following games:

Deadline to enter: 12/11/2012

Drawing date: 12/13/2012

- Blackout Bingo (Game #098), Final top prize: **\$50,000.**
- 9's in a Line (Game #106), Final top prize: **\$999.**
- Lucky Stars (Game #108), Final top prize: **\$50,000.**
- Lucky Buck (Game #110), Final top prize: **\$1,000.**
- High Roller (Game #120), Final top prize: **\$75,000.**
- Payout (Game #123), Final top prize: **\$1,200.**

Ronald Nutt of Sheridan won \$10,000 playing a \$10 Diamond Fortune ticket purchased at Winners Circle #12 in Sheridan, AR 72150.

Danny Sexton of Russellville won \$10,000 playing a \$10 Money Maker ticket purchased at Russellville Superstop in Russellville, AR 72801.

Joseph Tanner of Maumelle won \$95,000 playing a Natural State Jackpot ticket purchased at EZ Mart 605 in North Little Rock, AR 72118.

Ricky E. Clark of Austin won \$10,000 playing a Decades of Dollars ticket purchased at Up In Smoke in Austin, AR 72007.

Robert Lewis of Clarksville won \$6,966 playing a Arkansas 50-50 ticket purchased at Harvest Foods in Clarksville, AR 72830.

Ashley Fowler of Greenbriar won \$5,000 playing a \$10 Wild 10's ticket purchased at Dusty's LLC. in Conway, AR 72032.

Tat Sing Wong of Marion won \$1,000,000 playing a \$20 \$1,000,000 Riches ticket purchased at E-Z Way Food Market in West Memphis, AR 72301.

Madolyn Matchet of Little Rock won \$10,000 playing a \$20 \$1,000,000 Riches ticket purchased at Doublebees #116 in Little Rock, AR 72202.

LaSonya Harris of DeWitt won \$5,000 playing a \$10 Wild 10's ticket purchased at DeWitt A-Z Mart LLC. in DeWitt, AR 72042.

Redgey Back of Cabot won \$5,000 playing a \$10 Wild 10's ticket purchased at Exxon Food Mart in Ward, AR 72176.

Curtis Nelson of Pine Bluff won \$120,000 playing a Natural State Jackpot ticket purchased at Snack and Shop in White Hall, AR 71602.

WINNER HIGHLIGHT

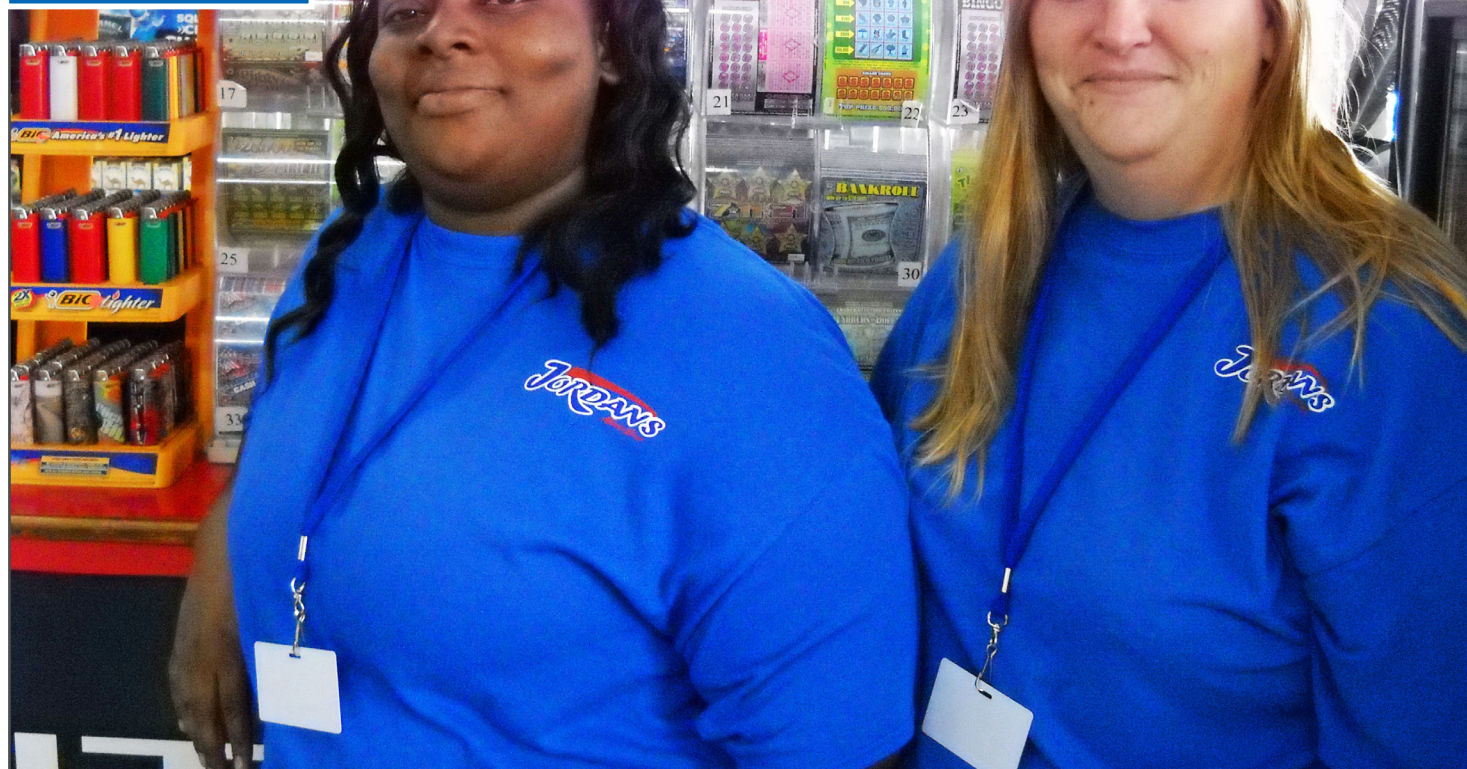
Michael Martin of Jacksonville won \$75,000 playing a \$5 Solid Gold ticket. His ticket was purchased at Express Mart in Jacksonville, AR. He plans to pay off his house with his winnings!



MORE ASL WINNERS



DECEMBER

**JORDAN'S
KWIK STOP
#19**


Manager Vickie Smith (left) and Traci Harris of Jordan's Kwik Stop #19 in Wynne.

location:

Jordan's Kwik Stop #19, 1450 N. Falls Blvd., Wynne (Cross County).

open since:

The location has been open 7 or 8 years, according to manager Vickie Smith, who has been at this Jordan's Kwik Stop location for three years.

ASL retailer
since:

The launch.

favorite thing
about the lottery:

"[Employees] pick up on it really quick," Smith said. "Most stores don't know the lottery like we do. We're just trying to stay number one [in lottery sales] in Cross County."

Favorite game
for customers:

"We do well with the multi-draw games like Powerball®," Smith said.

store specialty:

This busy convenience store has most of the typical items like beer, snacks and gasoline, but Smith indicates the lottery itself is one of Jordan's Kwik Stop's attractions for its customers. "We've had a lot of big winners here – a \$250,000 winner once, lots of \$10,000, \$20,000 [winners]," she said. "I'm in the lucky store!"