

Welcome to the January 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.

THE NEW POWER PLAY[®]

Power play[®] prizes are now fixed; win up to \$2 million with Match 5.

PRICE: EXTRA \$1 PER PLAY

	REGULAR PRIZES	POWER PLAY [®] PRIZES
MATCH 5+0	\$1 MILLION	\$2 MILLION
MATCH 4+1	\$10,000	\$40,000
MATCHES 4+0, 3+1	\$100	\$200
MATCHES 3+0, 2+1	\$7	\$14
MATCHES 1+1, 0+1	\$4	\$12

Visit myarkansaslottery.com for more details.

THE NEW \$2 POWERBALL[®]

1/15/2012

**BIGGER JACKPOTS. BETTER ODDS.
MORE MILLIONAIRES.**

- New overall odds: 1 in 31.8.
- New prize level: \$40 million start.
- New Powerball[®] number selection: 1 through 35.

A Message From the Arkansas Scholarship Lottery:

Happy new year! Again this month, we try to answer more frequently-asked questions that we receive from Arkansas Scholarship Lottery retailers. More Common Questions from ASL Retailers: Treasury Department.

1. Do I get the money back that I pay out to customers?

Yes. This amount is deducted from the amount of ASL tickets you have settled or sold. Example:

\$5,000 (Settle/Sales)
 - \$2,000 (LT Cashes)
 - \$700 (HT Cashes)
 - \$250 (Sales Commission)
 - \$27 (Cashing Commission)
 + \$5 (System Fee)
 = \$2,028 (Instant Due) (account sweep amount)

2. How do I know how much ASL will take out of my account?

Retailers' weekly invoice automatically prints the first time you sign on to your terminal each week (after midnight Sunday). The invoice also may be manually printed from the terminal under "Financial Reports."

3. ASL did not draft my account last week. Why? If ASL did not draft your account, you either have a net credit balance for last week's activity, or we have incorrect banking information and your draft was rejected.

4. I have several stores. Can I get one report that shows that amount?

Yes, you may request a chain account number and receive weekly chain reports via email or online via our Retailers' Portal.

5. Who do I call when I have problems with the terminal?

Call Intralot at 1.877.896.9190.

6. Who do I call when I suspect internal theft regarding lottery?

Call the Arkansas Scholarship Lottery Security Hotline at 1-888-606-6292 and you will be directed to the appropriate parties.

NEW GAMES!

JANUARY GAMES

\$1 Payout

Win up to \$1,200.

Overall Odds: 1 in 4.13

Top Prize Odds: 1 in 400,000

\$2 Bankroll

Win up to \$20,000.

Overall Odds: 1 in 4.76

Top Prize Odds: 1 in 480,000

\$3 Cash Bonus Bingo

Win up to \$50,000.

Overall Odds: 1 in 3.20

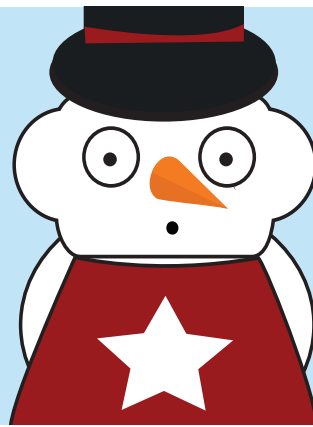
Top Prize Odds: 1 in 480,000

\$10 Cashtastic

Win up to \$200,000.

Overall Odds: 1 in 2.62

Top Prize Odds: 1 in 600,000



GAME OVER

The days are numbered
for these ASL games:

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

LAST DAY TO REDEEM: 1/17/2012



- Junior Jumbo Bucks
- Money Roll
- Giant Jumbo Bucks
- King's Ransom
- Lucky Wheel
- Sevens/Elevens

LAST DAY TO REDEEM: 2/15/2012

- Money Madness
- Right on the Money
- All the Money
- Wild 10's
- 10K Payday
- 10X Cash
- Cash Money
- Fantastic 5's



LAST DAY TO SELL: 1/18/2012

- Cupid Cash
- Block Bingo
- 5 Card Draw
- Triple 7's
- Happy-go-Lucky
- Big Bang Bucks
- Treasure
- Tic Tac Toad

DOUBLE YOUR POINTS FOR PRIZES™ IN JANUARY!

There's double Points for Prizes™ for January from the Arkansas Scholarship Lottery! The double points game for January is \$1 Happy Birthday.

There's usually a different Arkansas Scholarship Lottery game with double Points for Prizes™ each month, so make sure and have that game available for players. Remind lottery players to check out the various prizes available through Points for Prizes™, and to visit myarkansaslottery.com for details.

Marcus King of Maumelle won \$25,000 playing a \$10 Jingle Jackpot ticket purchased at Kroger 606 in Maumelle, AR 72113.

Leslie Woods of McCrory won \$25,000 playing a \$2 Classic Jumbo Bucks ticket purchased at F G Express #3 in McCrory, AR 72101.

Rhonda Bryant of Morrilton won \$10,000 playing a \$20 \$1,00,000 Diamond Dazzler ticket purchased at Tobacco Corner Plus in Morrilton, AR 72110.

Tammy Dominguez of Springdale won \$50,000 playing a \$3 Block Bingo ticket purchased at One Stop Shell in Springdale, AR 72764.

Dustin Tissiere of Batesville won \$10,000 playing a \$10 Money Maker ticket purchased at Southside Conoco in Batesville, AR 72501.

Sangvane Vannaraj of Mansfield won \$1,500 playing a Cash 3 ticket purchased at 71 Express in Mansfield, AR 72944.

Play It Again™ winner **Brenda Quattlebaum** of Greenbrier won \$50,000 playing a \$3 Crossword ticket purchased at Tobacco Superstore #2 in Searcy, AR 72143.

Kathy Sipe of Alma won \$50,000 playing a \$3 Bonus Crossword ticket purchased at S & S Superstop in Van Buren, AR 72956.

Janie Bunton of Greenwood won \$10,000 playing a \$10 The Money Game ticket purchased at Eastside Convenience in Greenwood, AR 72936.

Play It Again™ winner **Mary Schwake** of Cave City won \$25,000 playing a \$2 Betty Boop™ ticket purchased at Melbourne Pit Stop in Melbourne, AR 72556.

Walter Stell of Hot Springs won \$200,000 playing a \$10 Jingle Jackpot ticket purchased Crackerbox 45 in Hot Springs, AR 71901.

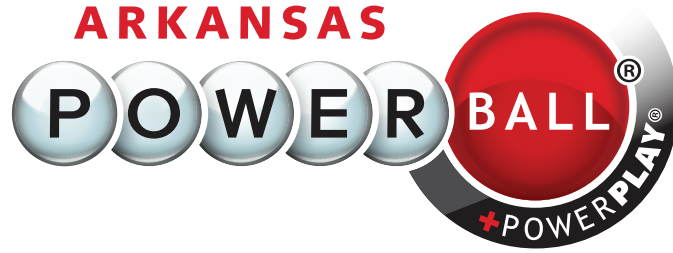
WINNER HIGHLIGHT



Philip Oatsvall of Trumann won \$45,282 playing Arkansas 50/50. His ticket was purchased at Mapco Express #7334 in Trumann, AR 72472. He plans to pay off some bills and take a trip with his winnings.

MORE ASL WINNERS





THE NEW \$2 POWERBALL® GAME!

CURRENT PER PLAY COST \$1
NEW PER PLAY COST \$2

CURRENT POWERBALL™ NUMBER SELECTION 1-39
NEW POWERBALL™ NUMBER SELECTION 1-35

	ODDS CURRENT GAME	NEW \$2 GAME ODDS
MATCH 5 +1	1 IN 195,249,054	1 IN 175,223,510
MATCH 5+0	1 IN 5,138,133	1 IN 5,153,633
MATCH 4+1	1 IN 723,145	1 IN 648,976
MATCH 4+0	1 IN 19,030	1 IN 19,088
MATCH 3+1	1 IN 13,644	1 IN 12,245
MATCH 3+0	1 IN 359	1 IN 360
MATCH 2+1	1 IN 787	1 IN 706
MATCH 1+1	1 IN 123	1 IN 111
MATCH 0+1	1 IN 62	1 IN 55
OVERALL	1 IN 35.1	1 IN 31.8

PRIZE LEVELS CURRENT GAME	PRIZE LEVELS NEW \$2 GAME	POWERPLAY® PRIZES LEVEL CURRENT GAME	POWERPLAY® PRIZES NEW GAME LEVEL
\$20M START	\$40M START	N/A	N/A
\$200,000	\$1,000,000	\$1,000,000	\$2,000,000
\$10,000	\$10,000	2X-5X MULTIPLIER	\$40,000
\$100	\$100	2X-5X MULTIPLIER	\$200
\$100	\$100	2X-5X MULTIPLIER	\$200
\$7	\$7	2X-5X MULTIPLIER	\$14
\$7	\$7	2X-5X MULTIPLIER	\$14
\$4	\$4	2X-5X MULTIPLIER	\$12
\$3	\$4	2X-5X MULTIPLIER	\$12