

Welcome to the June 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.

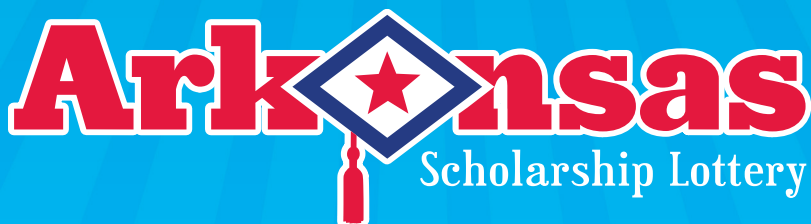
RETAILER SALES RALLIES



Save the date!
July 30-August 3

- Locations across the state
 - Prizes and games
 - Retailer awards
- Training opportunities

Ask your marketing sales rep for more details.



A Message From the Arkansas Scholarship Lottery:

With the June 1 passing of the application deadline for the Arkansas Academic Challenge Scholarship for the spring and fall semesters, there's still more higher education news coming out of the state of Arkansas! College graduation rates are up in the state, according to the Arkansas Department of Higher Education's annual Report of Student Retention and Graduation. The report showed a graduation rate in Arkansas of 39.5 percent for the previous year – that's up 1.5 percent from 2010. The rates are based on the number of first-time, full-time degree- or certificate-seeking students at the state's public colleges and universities.

According to the ADHE, the effect that offering Arkansas Academic Challenge Scholarships – which are of course funded in part by Arkansas Scholarship Lottery with our ASL retailer partners -- to Arkansas students has on graduation rates won't be known for some time. And there is still plenty of work to do -- this increase still does not match the pace needed to meet the challenge issued by Gov. Mike Beebe to double the number of degree-holders in Arkansas by 2025. But the number of Arkansas scholars earning degrees is trending upward, and is higher than ever before. And that's a good thing.

NEW GAMES!

NEW 'N JUNE

\$1 Star Spangled Cash

Win up to \$1,000.

Overall Odds: 1 in 4.21

Top Prize Odds: 1 in 400,000

\$2 Electric 8's

Win up to \$18,000

Overall Odds: 1 in 4.35

Top Prize Odds: 1 in 456,000

\$5 Red Hot Fiery 5's

Win up to \$75,000.

Overall Odds: 1 in 3.58

Top Prize Odds: 1 in 600,000

\$5 Solid Gold

Win up to \$75,000.

Overall Odds: 1 in 3.21

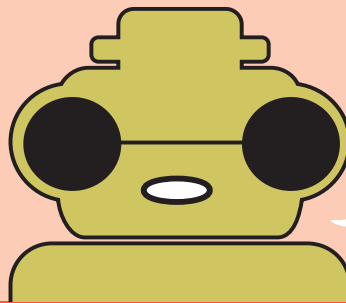
Top Prize Odds: 1 in 600,000

FAST PLAY

The Fast Play games Quick Cards and Hot Cash launch June 11. The last day to sell Fast Play games Fish Finder, Beat the Dealer, and Jumbo Bucks is June 10.

JUNE IS A JEWEL FOR JEWEL 7'S!

Septuple your Points for Prizes™ playing Jewel 7's all month long from the Arkansas Scholarship Lottery! For those without a dictionary handy, that's seven times the Points for Prizes™ available for players of Jewel 7's this June! Jewel 7's is sure to be in demand this month with septuple points.



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: 7/10/2012

- Bag Some Bucks
- Bonus Crossword
- Classic Jumbo Bucks
- 2 for the Money
- \$1,000,000 Diamond Dazzler



LAST DAY TO REDEEM: 8/21/2012

- Tic Tac 2's
- Full of 50's
- \$100,000 Riches
- Hunting for Hundreds
- Wheel of Fortune®
- Pure Gold
- Run for the Roses™

LAST DAY TO SELL: 6/28/2012 LAST DAY TO REDEEM: 9/26/2012

- Crazy 8's
- Double Dollars
- Wild Cherry Doubler
- Hit \$500
- Fire 'n' Dice



LAST DAY TO SELL: 8/1/2012 LAST DAY TO REDEEM: 10/30/2012

- Football Fever
- Ace in the Hole
- Cash in a Splash
- Quick \$200
- Citrus Twist
- \$200,000 Pay Day
- Cash Frenzy

ROAD TRIP!

Be sure and tell your players to enter to win one of five family road trip giveaway packages in Points for Drawings! Entries, at 10 points per entry, may be submitted through June 18. Visit pfp.aslplayerservices.com/prizes/drawings.php.

Brian Pate of Manila won \$5,000 playing a \$10 Wild 10's ticket purchased at Flash Market 176 in Paragould, AR 72450.

Margie Battie of Ward won \$5,000 playing a \$10 Wild 10's ticket purchased at Tobacco World of Mayflower in Mayflower, AR 72106.

Roxanne Bell of Prattsville won \$5,000 playing a \$10 Wild 10's ticket purchased at Winner's Circle #12 in Sheridan, AR 72150.

Larry Bradberry of Shirley won \$10,000 playing a \$10 Money Maker ticket purchased at Flash Market #383 in Choctaw, AR 72028.

Steve Garmrath of Paragould won \$2,700 playing a Cash 4 ticket purchased at Kum & Go 398 in Paragould, AR 72450.

Jordan Young of Manila won \$5,000 playing a \$5 High Roller ticket purchased at Flash Market #47 in Monette, AR 72447.

Bill Poe, Sr. of Pocahontas won \$10,000 playing a Decades of Dollars™ ticket purchased at Price Chopper in Pocahontas, AR 72445.

Tina Wilkes of Clarksville won \$25,000 playing a \$10 Wild 10'S ticket purchased at Exit 57 Express in Clarksville, AR 72830.

Mattie Winningham of Bay won \$5,000 playing a \$10 Wild 10'S ticket purchased at Country Mart in Jonesboro, AR 72401.

Sverre Svendsen of Eureka Springs won \$5,000 playing a \$20 Arkansas Millionaires Club ticket purchased at Alpine Liquor in Eureka Springs, AR 72632.

Danny Walker of Pine Bluff won \$10,000 playing a \$10 Money Maker ticket purchased at Big Red #115 in Pine Bluff, AR 71601.

WINNER HIGHLIGHT



Greg Garner of Paragould won \$250,000 playing Mega Millions®. His ticket was purchased at Kum & Go 398 in Paragould, AR 72450. He plans to pay bills and put the rest in the bank.

MORE ASL WINNERS



JUNE

Pottsville
Shell

Pictured Above: Beth Coffman (L) and Bonita Freeman of Pottsville Shell.

location:

Pottsville Shell, Arkansas Highway 25 (Southern Pope County).

open since:

"For at least 20 years," according to the store's Beth Coffman.

ASL retailer since:

"Since day one – that was a rude awakening!," Coffman laughed.

favorite thing about the lottery:

"We've had lots of winners here," cashier Bonita Freeman said. "We had a \$10,000 winner and we just had a \$2,000 winner this week."

Favorite game for customers:

"The \$20 and \$10 games are the favorites; people think that they hit better," Freeman said. "It's fun when someone wins!"

store specialty:

Located not only just off the Pottsville Interstate 40 exit, but also fronting Arkansas highways 64 and 247, Pottsville Shell does a brisk trade with locals and travelers alike with hot food to go in addition to drinks, light grocery items and automotive wares.