

Welcome to the March *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.

STAY CONNECTED

Get up-to-date information on new games, winners, second-chance drawings, jackpot alerts and so much more.



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A Message From the Arkansas Scholarship Lottery:

We here at the Arkansas Scholarship Lottery hope you are enjoying the glories of spring in Arkansas! This has been a time of renewal here at the ASL as well, with the recent announcement of Bishop Woosley being named the agency's new director. Woosley, a native of Stuttgart, was previously the chief legal counsel of the Arkansas Scholarship Lottery, and has been with the ASL nearly since its inception.

In other ASL-related news, following last month's report from the Arkansas Department of Higher Education showing an increase of more than 5 percent in the number of new high school graduates enrolling in Arkansas colleges with the grade point averages and test scores necessary to obtain Arkansas Academic Challenge Scholarships, we are proud to report more good news from the ADHE. Remediation rates for college and university students reached their second-lowest point since the ADHE began tracking the figures. The bottom line? Arkansas students are better prepared academically to enter college. We at the Arkansas Scholarship Lottery take pride in this achievement, and you should, too – a smarter Arkansas is a better Arkansas. And none of this would be possible without you. Thank you, ASL retailers!

NEW GAMES!

MARCH GAMES

\$1 Scenic Arkansas

Win up to \$1,000.

Overall Odds: 1 in 4.08

Top Prize Odds: 1 in 240,000

\$1 Did I Win

Win up to \$2,000.

Overall Odds: 1 in 4.02

Top Prize Odds: 1 in 400,000

\$2 Whole Lotta 100's

Win up to \$100.

Overall Odds: 1 in 4.78

Top Prize Odds: 1 in 282.35

\$3 Loteria®

Win up to \$50,000.

Overall Odds: 1 in 3.11

Top Prize Odds: 1 in 384,000

\$10 Jackpot Bonus

Win up to \$125,000

Overall Odds: 1 in 3.08

Top Prize Odds: 1 in 540,000

Get your motor running

Players, there's new Points for Prizes™ drawings in March!

Entry deadline to use your points to win a Harley-Davidson® Fat Boy® Lo motorcycle is March 28.

Drawing date is March 29; 100 points per drawing entry.



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: 4/17/2012

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

LAST DAY TO REDEEM: 7/10/2012

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



EARN DOUBLE POINTS

There's double Points for Prizes™ for the month of March from the Arkansas Scholarship Lottery! The double points game this month is Cash In A Splash.



Ruth Simcox of Cabot won \$1,000,000 playing a \$20 \$1,000,000 Diamond Dazzler ticket purchased at Exxon Travel Plaza in Cabot, AR 72023.

Play it Again™ winner **Felecia Patterson** of Benton won \$100,000 playing a \$5 King's Ransom ticket purchased at Texaco One Stop in Benton, AR 72015.

Troy Tippit of North Little Rock won \$10,000 playing a \$10 Money Maker ticket purchased at A SuperStop in North Little Rock, AR 72118.

Heather McGinnis of North Little Rock won \$75,000 playing a \$5 High Roller ticket purchased at Morgan Shell in Maumelle, AR 72113.

Heather Green of Mayflower won \$5,000 playing a \$20 \$1,000,000 Diamond Dazzler ticket purchased at Tobacco World of Mayflower in Mayflower, AR 72106.

Lawrence Ragsdale of Fort Smith won \$2,600 playing Cash 4. His ticket was purchased at Food Mart 2 in Fort Smith, AR 72901.

Scott Scrivner of Berryville won \$10,000 playing a \$10 Money Maker ticket purchased at White Oak Station 29 in Berryville, AR 72616.

Jerry Winters of Walnut Ridge won \$10,000 playing a \$10 Money Maker ticket purchased at Flash Market #39 in Walnut Ridge, AR 72476.

April Burnside of Hamburg won \$1,000,000 playing a \$20 Arkansas Millionaires Club ticket purchased at J & C Discount Tobacco in Hamburg, AR 71646.

Ronnie Davis of Danville won \$20,000 playing a \$2 Wild Cherry Doubler ticket purchased at Jam Mart #7 in Danville, AR 72833.

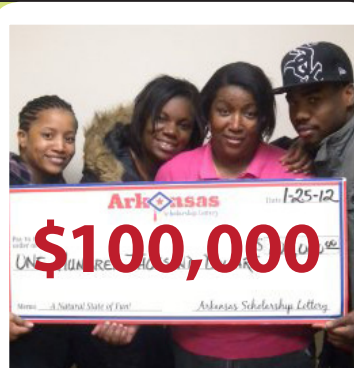
Matthew Fiddler of Conway won \$10,000 playing a \$10 The Money Game ticket purchased at Westside Station in Conway, AR 72034.

WINNER HIGHLIGHT

David Martinez of Fort Smith won \$7,000 playing a \$5 Jewel 7's ticket purchased at Pic N Tote 3 in Fort Smith, AR. He plans to pay some bills with his winnings and share the rest with his children.



MORE ASL WINNERS



**MARCH
METRO**



Pictured Above: Kim Tinner.

location:

Metro, ground floor, Union Bank Building, Capitol Avenue and Louisiana Street, downtown Little Rock.

open since:

“Seven years,” according to Eric Tinner, Metro co-owner along with his wife, Kim.

ASL retailer since:

“Day one,” Kim said.

favorite thing about the lottery:

“It’s great – but retailers cannot expect the lottery to do everything for us. It’s up to [retailers] to educate personnel and players,” she said. “So I’ve always believed in taking the initiative. [Customers] don’t want to hear ‘I don’t know.’”

Favorite game for customers:

“The \$2 and the \$5 scratch-offs,” Kim said.

Do customers have any lucky tips?:

“Some have a system – the end of a [ticket] pack, the beginning of a pack, how many winners were in a pack ... It’s hard to gauge,” she said. “Educated players make the best players;” Kim added. “I have smart players!”

store specialty:

In addition to being an official U.S. Post Office outlet, Metro has snacks, gifts, magazines, purses, balloons and about anything else a downtown office worker might need.