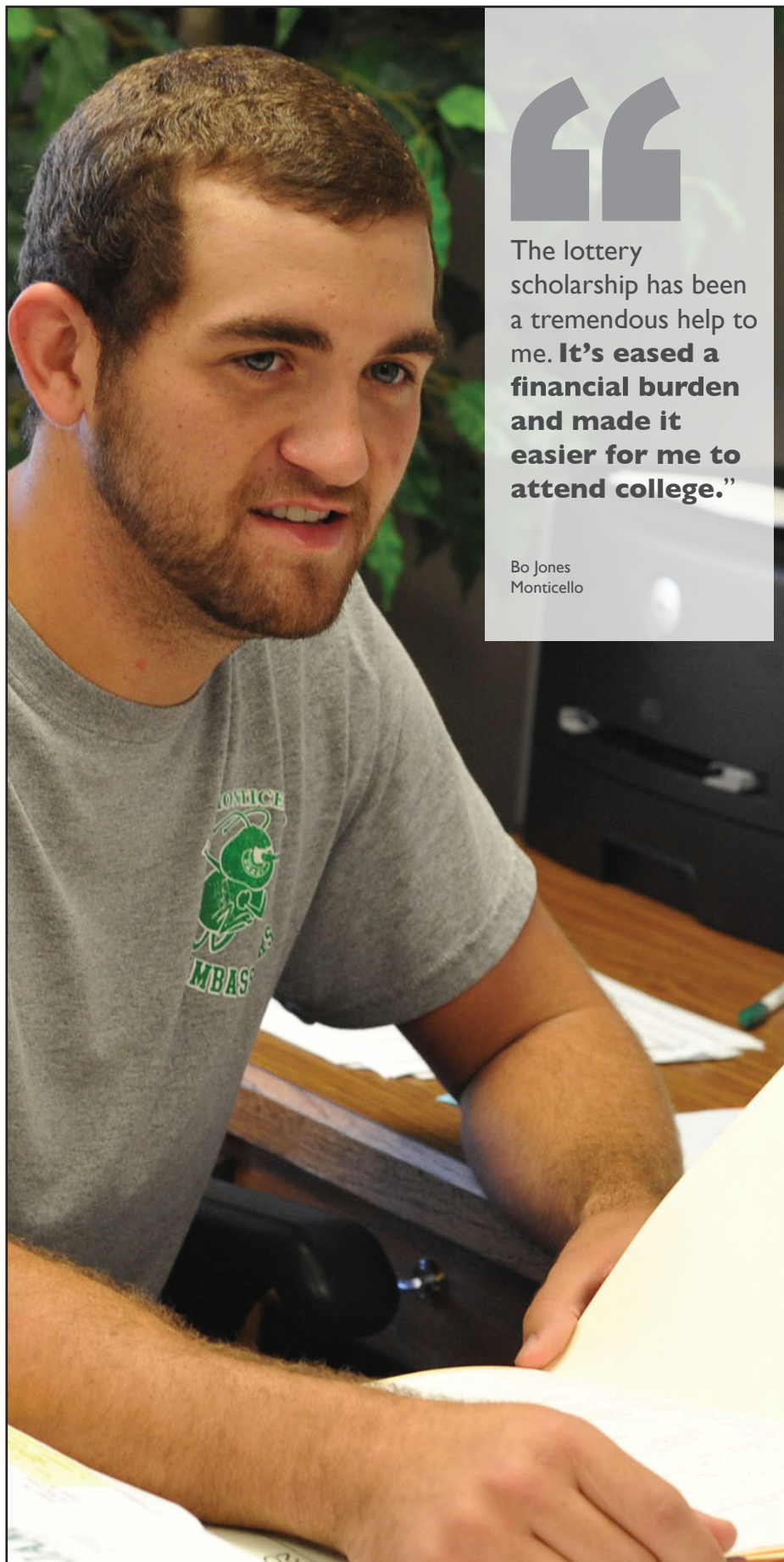


*Welcome* to the September *Sales Force* newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is *your* lottery newsletter – what would you like to see in it to help you and your business? If you'd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



“

The lottery scholarship has been a tremendous help to me. **It's eased a financial burden and made it easier for me to attend college.**”

Bo Jones  
Monticello

## A Message From the Arkansas Scholarship Lottery:

Dear Arkansas Scholarship Lottery Retailer:

Happy September to our Arkansas Scholarship Lottery retail partners! You might not know it by the temperatures outside, but you've surely heard the word that summer is winding down and school is already back in session across Arkansas. And, for most institutions of higher learning in the state, enrollments are up. And much of the credit is going to the increased availability of the Arkansas Academic Challenge Scholarship.

“The lottery has been wonderful,” said Suzanne McCray, vice provost for enrollment and dean of admissions at the University of Arkansas at Fayetteville. “It's had an impact. In the last two years, we have grown 33 percent in Arkansas students. That's staggering.” Enrollment at UA-Fayetteville increased by 8.4 percent over the previous year's record enrollment – the largest percentage increase in 36 years, according to its Office of Institutional Research.

And we're proud to note that the Arkansas Scholarship Lottery is growing as well, closing the fiscal year more than \$10 million ahead compared with annual sales from the previous year. All this is good news for Arkansas college-bound students, and for our retail partners. As our scholarship recipients start cracking the books, we extend our thanks to you for being a part of this venture with us!

## NEW GAMES!

### NEW 'N SEPTEMBER

#### **\$1 Shooting Stars**

Win up to \$1,000

Overall Odds: 1 in 3.96

Top Prize Odds: 1 in 300,000

#### **\$2 Pink Panther™**

Win up to \$22,000

Overall Odds: 1 in 3.65

Top Prize Odds: 1 in 432,000

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#### **\$3 Pink Diamond Bingo**

Win up to \$50,000

Overall Odds: 1 in 3.14

Top Prize Odds: 1 in 480,000

#### **\$5 Mardi Gras World™**

Win up to \$75,000

Overall Odds: 1 in 2.80

Top Prize Odds: 1 in 192,000

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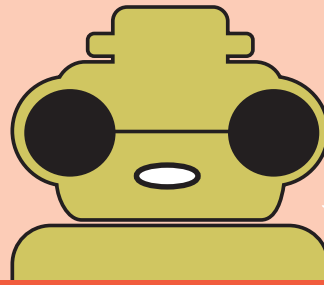
### **FAST PLAY**

Also, the Fast Play games Hunting for Hundreds and Crazy 8's launch October 1. The last day to sell the Fast Play game Tic Tac Rock is September 30.

### **POINTS FOR PRIZES™ IS IN THE PINK THIS MONTH!**

Your customers who play the new Pink Panther™ instant game during the month of September will receive five times the Points for Prizes™ points all month long!

There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for players.



## 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: 9/26/2012**

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



### **LAST DAY TO REDEEM: 10/30/2012**

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

### **LAST DAY TO SELL: 9/12/2012 LAST DAY TO REDEEM: 12/11/2012**

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



### **LAST DAY TO SELL: 10/25/2012 LAST DAY TO REDEEM: 1/23/2013**

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

## **IT'S APPLE PICKING TIME!**

Be sure and tell your players to enter to win our new High-Tech Apple Harvest in Points for Drawings! Three lucky players will each win a huge package containing a 13.3" Apple MacBook Air, a 16 GB Apple iPad with wifi, a Tumi wireless keyboard and leather iPad carrying case, a 64 GB iPod Touch, an 8 GB iPod Nano, a 2 GB iPod Shuffle, Apple TV and a Tumi Alpha Bravo Yuma slim leather briefcase. **To enter, visit [fpp.aslplayerservices.com/prizes/drawings.php](http://fpp.aslplayerservices.com/prizes/drawings.php).**

**Shannon Griffith** of Jacksonville won \$5,000 playing a \$2 Piggy Bank ticket purchased at Discount Tobacco Jacksonville in Jacksonville, AR 72076.

**Rachel Coffman** of Hector won \$25,000 playing a \$2 Classic Jumbo Bucks ticket purchased at PDQ of Dover in Dover, AR 72837.

**Bruce Pennington** of Benton won \$10,000 playing a \$10 In the Money ticket purchased at Jimmy's Superstop in Benton, AR 72015.

**Justin Johnson** of Des Arc won \$200,000 playing a \$10 Jingle Jackpot ticket purchased at Doublebee's 125 in Searcy, AR 72143.

**John Thurman** of Searcy won \$10,000 playing a \$10 Money Maker ticket purchased at AC Store #2 in Searcy, AR 72143.

**Bob G. Trail** of Yellville won \$10,000 playing a \$10 Money Maker ticket purchased at EZ Mart 200 in Flippin, AR 72634.

**Rachel Wallace** of Bentonville won \$50,000 playing a \$3 Spicy Cash ticket purchased at White Oak Station 36 in Bentonville, AR 72712.

**Tommy Tackett** of Pottsville won \$10,000 playing two Cash 4 tickets purchased at Hob Nob Shell in Russellville, AR 72802.

**Amy Spencer** Forrest City won \$25,000 playing a Wild10's ticket purchased at Flash Market #40 in Forrest City, AR 72335.

**Jayme Sublett** Hot Springs won \$10,000 playing a \$10 The Money Game ticket purchased at Lake Hamilton Superstop #147 in Hot Springs, AR 7.

## WINNER HIGHLIGHT

**Louis J. Walker** of Harrison won \$100,000 playing a \$10 In The Money ticket. His ticket was purchased at Tobacco World of Harrison in Harrison, AR 72601. He is going to buy his wife a new house with his winnings!



## MORE ASL WINNERS



SEPTEMBER

JORDAN'S  
KWIK STOP

Karen Sims, left, and Tina Wilbanks of Jordan's Kwik Stop in Beebe

location:

**Jordan's Kwik Stop #30, 101 W. Dewitt Henry Dr., Beebe, Arkansas (White County).**

open since:

**Manager Karen Sims wasn't sure how long this Jordan's Kwik Stop has been in business, but she's been there two years – and been with the Jordan's organization for nine years.**

ASL retailer since:

**The beginning.**

favorite thing about the lottery:

**"It's not hard to learn," Jordan's clerk Tina Wilbanks said.**

Favorite game for customers:

**Wilbanks said the \$10 Money Maker game became an area hit after the game hit for some local players. Fast Play games haven't caught on as well yet, she said, "but everything else."**

store specialty:

**Located at the corner of Main Street and Dewitt Henry Drive, this store stays busy. The store's chicken and boneless wings are a draw in addition to the usual staples of soda, candy and automotive items. And Jordan's Kwik Stop also features a very large lottery area.**