

Welcome to the August *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 Tyler at amber.tyler@arkansas.

A Message from Ernie Passailaigue

Hello, Lottery Retailers:

Times are busy at the Arkansas Scholarship Lottery (ASL). Have you heard the news about Lottery scholarships? More than five times the number of prospective students applied for scholarships through the state Department of Higher Education. They're from the high school Class of 2010, current Arkansas college students and nontraditional students. As you know, the scholarships are only for Arkansans and can be used only at Arkansas's two-and four-year colleges. These lottery scholarships have been the driving force behind all of our efforts at the ASL. We thank you, our retailers, for your crucial work for Arkansas students. With \$84 million in the scholarship fund for the lottery's first nine months, all of us together can say "Job well done."

In spite of the summer heat, lottery fun just keeps happening. We introduced Cash 4, our second daily draw game with a \$5,000 top prize, on July 12, and, two days later, Arkansas's first raffle game, promising one instant winner out of every 25 tickets and two \$1 million winners! Add those to the new instant games – Catfish & Hushpuppies, Wild 10's, Cash to Go!, and Harley-Davidson® — and we hope you'll have a truly winning summer. In August, you'll see eight new games, too, including the outdoor-themed Bag Some Bucks game.

Once again, I want to thank you for your business. Now that the scholarships are on their way, we'll see Arkansas moving toward the top in education, and we want your retail operation to be at the top in lottery sales!

Sincerely,
Ernie Passailaigue | Director



NEW WINNERS!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

David Holiman of Benton won \$100,000 playing Giant Jumbo Bucks. His ticket was purchased at Gas-N-Go in Benton, AR 72015.

Cherie Tillman of Little Rock won \$2,500 playing Cash to Go! Her ticket was purchased at EZ Mart 606 in Little Rock, AR 72209.

Tamara Taylor of North Little Rock won \$100,000 playing Harley-Davidson®. Her ticket was purchased at Park Hill Exxon in North Little Rock, AR 72116.

Laura Sharp of Yellville won \$10,000 playing Mega Millions®. Her ticket was purchased at Beer Barn in Yellville, AR 72687.

Michael Wright of Bentonville won \$1,000 playing Cash Spectacular. His ticket was purchased at Flash Market #184 in Bentonville, AR 72712.

Theresa Rutherford of Huntsville won \$1,000 playing Red White & Blue 7's. Her ticket was purchased at Main Liquor in Berryville, AR 72616.

Jennifer Lewis of Malvern won \$19,999 playing Find the 9's. Her ticket was purchased at Disc Tobacco 984 in Malvern, AR 72104.

Kenneth Griffin of Springdale won \$250,000 playing Mega Millions®. His ticket was purchased at R & S Kountry Store in Springdale, AR 72764.

Patrick Thompson of Jonesboro won \$1,000 playing Cash Spectacular. His ticket was purchased at Flash Market #22 in Jonesboro, AR 72401.

DOUBLE POINTS GAME FOR AUGUST SET

Want double Points for Prizes™? Well, come on down!

The double points game for the month of August is The Price Is Right® game. There's a different Arkansas Scholarship Lottery game with double Point for Prizes™ each month, so make sure and have that game available. Remind players to check out the prizes available through Points for Prizes™.

Visit myarkansaslottery.com for more information.

EIGHT NEW GAMES TO DEBUT IN AUGUST

Hot 1's, Football Fever, Cool Cash and Bingo! set for Aug. 3; Fast Money, Bag Some Bucks, Arkansas Limited and Money Money Money in the offing Aug. 31

The Arkansas Scholarship Lottery keeps the fun flowing this summer with the addition of new instant games. Check out the ASL's new games for the month of August: Debuting August 3 are the games Hot 1's, Cool Cash, Bingo! and Football Fever. Debuting August 31 are Fast Money, Bag Some Bucks, Arkansas Limited and Money Money Money.

ENCOURAGE YOUR CUSTOMERS TO TRY OUT THESE FUN NEW INSTANT GAMES:

AUGUST 3

\$1 Hot 1's

Win up to \$1,000.

Overall Odds: 1 in 4.58

Top Prize Odds: 1 in 168,000

\$2 Football Fever

Win up to \$21,000.

Overall Odds: 1 in 4.38

Top Prize Odds: 1 in 360,000

\$3 Bingo!

Win up to \$50,000.

Overall Odds: 1 in 3.21

Top Prize Odds: 1 in 390,000

\$10 Cool Cash

Win up to \$20,000.

Overall Odds: 1 in 2.72

Top Prize Odds: 1 in 14,400

AUGUST 31

\$1 Fast Money

Win up to \$3,000.

Overall Odds: 1 in 4.59

Top Prize Odds: 1 in 480,000

\$2 Bag Some Bucks

Win up to \$20,000.

Overall Odds: 1 in 4.37

Top Prize Odds: 1 in 510,000

\$5 Arkansas Limited

Win up to \$100,000.

Overall Odds: 1 in 2.93

Top Prize Odds: 1 in 510,000

\$10 Money Money Money

Win up to \$500,000.

Overall Odds: 1 in 2.86

Top Prize Odds: 1 in 600,000