

Welcome to the May 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.gov.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Prepare to be dazzled this May! Here at the Arkansas Scholarship Lottery, there are new things afoot. For starters, the ASL's first \$20 instant ticket \$1,000,000 Diamond Dazzler – is coming out this month. We think this new price point will allow retailers to broaden their player base, grow incremental sales, and even regain lapsed players. This ticket is also the ASL's first printed on holographic paper. With more than \$45 million in cash prizes, four instant top prizes and the chance to win a million dollars, we think players will be as excited as we are about \$1,000,000 Diamond Dazzler. And with a one-dollar sales commission per ticket, we hope you ASL retailers across the state will be just as dazzled as anyone in Arkansas by this game! We're also pleased to announce, coming soon to Arkansas, the statewide launch of a game everyone has been talking about Decades of Dollars™. How does \$250,000 a year for 30 years sound? That's the top Decades of Dollars™ prize!

Inside this, the May issue of our Sales Force newsletter, we have more information on the new instant games for the month, and other news about Arkansas Scholarship Lottery games, while our Retailer Spotlight comes out of Paragould in northeast Arkansas. Enjoy this dazzling month of May in Arkansas, folks!

Sincerely,
Ernie Passailaigue | Director

INTRODUCING
DIAMOND DAZZLER

WIN UP TO \$1 MILLION!

WIN UP TO 20 TIMES!

Top Prize Odds: 1 in 750,000

DECADES
OF DOLLARSTM
\$250,000 A YEAR FOR 30 YEARS!

DRAWINGS HELD EVERY MONDAY & THURSDAY NIGHT AT 10:00 P.M.

NEW GAMES!

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

\$1 Sevens/Elevens

Win up to \$1,177

Overall Odds: 1 in 4.47

Top Prize Odds: 1 in 480,000

Retailer note: There are two alternating scenes in this game. One ticket is blue, has the title "Sevens," and players win by finding a "7" symbol. The following ticket is green, has the title "Elevens," and players win by finding an "11" symbol. Then the next ticket is Sevens again.

\$2 Triple 7's

Win up to \$20,000.

Overall Odds: 1 in 4.37

Top Prize Odds: 1 in 450,000

\$3 Cash In A Splash

Win up to \$50,000

Overall Odds: 1 in 3.57

Top Prize Odds: 1 in 420,000

\$20 \$1,000,000

Diamond Dazzler

Win up to \$1,000,000

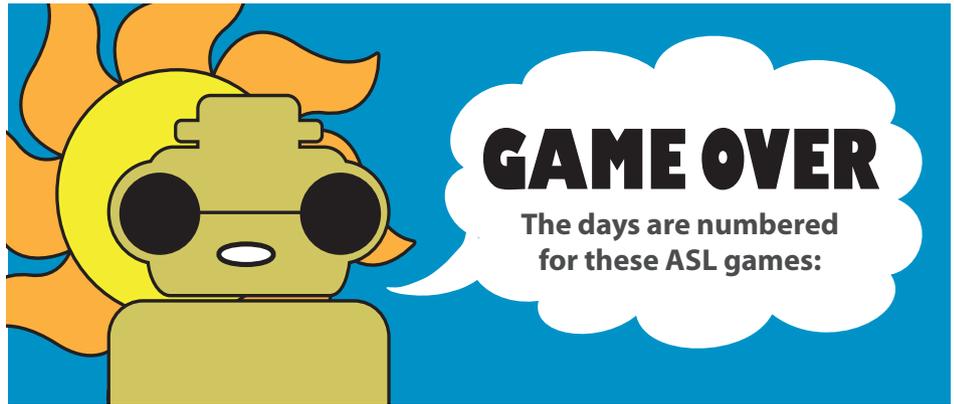
Overall Odds: 1 in 2.90

Top Prize Odds: 1 in 750,000

PLAY IT AGAIN™ FINAL TOP PRIZE DRAWINGS SCHEDULED

Drawing date: 5/24/2011

- \$100 Winner (Game #018), Final top prize: \$100.
- The Price Is Right® (Game #020), Final top prize: \$100,000.
- Hot 1's (Game #046), Final top prize: \$1,000.
- Fast Money (Game #052), Final top prize: \$3,000.



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

Last day to redeem: 5/23/2011

- \$100 Winner
- The Price Is Right®
- Hot 1's
- Fast Money

Last day to redeem: 6/27/2011

- \$20,000 Taxes Paid
- Fortune Cookie®
- \$250,000 Cash Club
- Find the 9's
- Spicy Hot 7's
- \$500 Winner
- The Color of Money
- Fabulous 4's

Last day to sell: 6/2/2011

Last day to redeem: 8/31/2011

• \$100,000 Taxes Paid

- \$25 Fiesta
- Lucky Birthday
- MONOPOLY™
- Cool 7's

Last day to sell: 6/21/2011

Last day to redeem: 9/19/2011

- Bingo!
- Secret Santa
- Holiday Money
- Winter Wishes
- Jingle Jumbo Bucks
- White Ice 8's
- Big Money
- Suits



MAY MEANS TRIPLE POINTS FOR PRIZES™!

Mayday! Mayday! We're tripling Points for Prizes™ here at the Arkansas Scholarship Lottery! The triple point game for the month of May is, appropriately enough, 3 Times Lucky.

M
A
YRETAILER
LIMELIGHT
NORTH
POINT 66

PICTURED ABOVE: NORTH POINT 66'S CO-MANAGERS AUDREY WARD (LEFT) AND SHERRIE GRAMLING.

location:

North Point 66, 1811 Highway 49, Paragould (Greene County).

open since:

2001, according to co-manager Audrey Ward. The store is on the north side of Paragould and serves travelers along busy Highway 49 in addition to the area's factory workers and state employees. "They all eat here every day."

ASL retailer
since:

Since the beginning.

favorite thing
about the lottery:

"Well, we thought it was going to be tough to learn, but it really wasn't -- it wasn't that bad," Ward said. "Once we got it in here and seen how it worked, it went really well. [Area Arkansas Scholarship Lottery Marketing Sales Rep] Rick [Conrad] did a really good job of explaining it to us, how to run all the tickets," she said.

Favorite game
for customers:

"Well, the Mega Millions, when it gets up real high, the girls beg to go home [it gets so busy]!" Ward laughed. She also told the story of a customer who had come in that very day and "bought one of every [lottery] ticket up there."

store specialty:

"We sell a lot of hamburgers; the chicken, we have the Chester line, and it is a really, really good line of chicken. We do plate lunches for the factories and stuff during the day as well," Ward said. "We serve catfish on Fridays -- we sell a lot of fish!"