

Welcome to the October *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

Dear Arkansas Lottery Retailer:

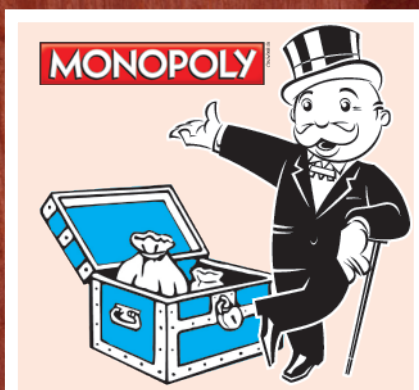
Here at the Arkansas Scholarship Lottery, we're settling into the rhythms of autumn. We're also basking in reflection of the completion of the lottery's first year of existence -- and the overwhelming response students have had to the availability of college scholarship funds through lottery proceeds.

What can I say? It's one of my favorite subjects; I've bragged on the impressive scholarship numbers in previous issues of *Sales Force*. So, on that topic, be sure and remind any of your customers who may be aspiring college scholars -- or your employees, or yourself -- that the spring term application deadline for the Academic Challenge Scholarship is November 1. The scholarships are administered by the Arkansas Department of Higher Education; there's more information at the Department of Higher Education's website, located at www.adhe.edu. We're proud to help make the educational dreams of so many in Arkansas come true, and you should be as well. This is an ever-unfolding success story, and it couldn't be done without you.

This issue of *Sales Force* has the information you need to keep you up to date on what is happening in the world of the Arkansas Scholarship Lottery. Inside, there's news on winners, new games and the latest changes in ASL games.

Again, the thanks are to you, Arkansas Scholarship Lottery retailers, for all your help in providing college scholarships for the best and brightest students in Arkansas! Best wishes to you for a prosperous autumn! Sincerely,

Ernie Passailaigue | Director



NEW GAMES!

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

\$1 Fabulous 4's

Win up to \$400.

Overall Odds: 1 in 4.49

Top Prize Odds: 1 in 14,400

\$2 Lucky Wheel

Win up to \$20,000.

Overall Odds: 1 in 4.36

Top Prize Odds: 1 in 480,000

\$2 Tic Tac 2's

Win up to \$22,222.

Overall Odds: 1 in 4.12

Top Prize Odds: 1 in 480,000

\$5 MONOPOLY™

Win up to \$100,000.

Overall Odds: 1 in 3.49

Top Prize Odds: 1 in 520,000



ENTER

YOUR NON-WINNING
MONOPOLY™ TICKETS
FOR A CHANCE TO WIN A
MONOPOLY™ PRIZE PACK.

GET READY FOR

FAST PLAY

Fast Play is coming to ASL retailers – are you ready? Fast Play is the catch-all name for several \$1 games that will print from the terminal and be played instantly. Holiday Cash Fast Play will be the first game under the umbrella name Fast Play. Like online games, Fast Play tickets cannot be entered into Play It Again™, and are printed from the terminal, but there are no drawings. There are no Fast Play playslips – players will request tickets from retailers. Look for more Fast Play and other game updates in future editions of *Sales Force*.

DOUBLE POINTS GAME FOR OCTOBER SET

In honor of the Arkansas Scholarship Lottery's first birthday, the double Points for Prizes™ game for the month of October is the Lucky Birthday game. There's generally a different Arkansas Scholarship Lottery game with double Points for Prizes™ each month, so make sure and have that game available. Remind lottery players to check out the prizes available through Points for Prizes™.

Visit myarkansaslottery.com for more information.

BIKES, BLUES, BBQ... AND BUCKS!

THE ARKANSAS SCHOLARSHIP LOTTERY TEAM was on hand for the massive 2010 Bikes, Blues & BBQ motorcycle rally and festival at Fayetteville on Wednesday, September 29 through Saturday, October 2.

Players got the chance to spin the ASL prize wheel with each \$10 purchase of tickets, and the chance at winning a plethora of Harley-Davidson® and ASL prizes. The Second-Chance Promotion drawing of motorcycles and other prizes is set for October 28; the deadline to enter the drawing is October 25.



See myarkansaslottery.com for more details.

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.

Danny Hopper of Greenwood won \$10,000 playing Powerball®. His ticket was purchased at Jet-Away #3 in Fort Smith, AR 72908.

Joyce Berry of Jacksonville won \$10,000 playing Mega Millions®. Her ticket was purchased at Disc Tobacco 985 in Jacksonville, AR 72076.

Melinda Elliott of Redfield won \$25,000 playing Classic Jumbo Bucks. Her ticket was purchased at Becky's One Stop in Jefferson, AR 72079.

Michael Van Meter of Charleston won \$20,000 playing Cool Cash. His ticket was purchased at The Bear Tree Gift Shop & Tanning in Charleston, AR 72933.

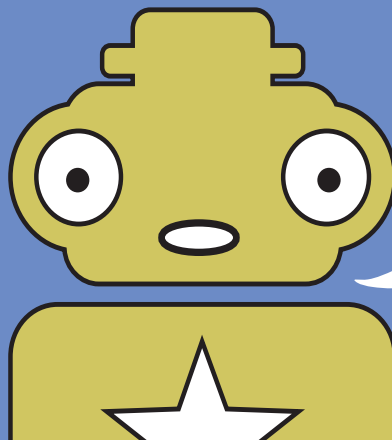
James Ketzscher of Conway won \$10,000 playing 10K Payday. His ticket was purchased at Tobacco Superstore #57 in Conway, AR 72032.

Dawn Williamson of Royal won \$20,000 playing Cool Cash. Her ticket was purchased at C&H Grocery in Royal, AR 71968.

Danny Rothstein of Little Rock won \$20,000 playing Cool Cash. His ticket was purchased at M & M Super Stop in Little Rock, AR 72209.

Havis Todd of Pine Bluff won \$50,000 in the Play It Again™ drawing for \$50,000 Holiday Cash.

Danny Garnaat of Natural Dam won \$10,000 playing Powerball®. His ticket was purchased at Premiere Wine and Spirits in Fayetteville, AR 72704.

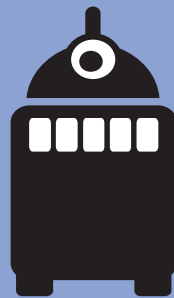


GAME OVER

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.

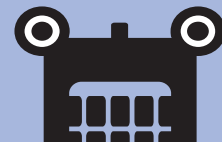
Last day to buy: 8/24/2010
Last day to redeem: 11/22/2010



- **Lucky Loot**
- **Arkansas Riches**
- **\$100,000 Cash Bonanza**
- **Super 7's**
- **\$500,000 Jackpot**

Last day to buy: 9/14/2010
Last day to redeem: 12/13/2010

- **High Stakes**
- **Beat the Dealer**



Last day to buy: 10/12/2010
Last day to redeem: 1/10/2011



- **Jumbo Bucks**
- **Money Mania**

Last day to buy: 11/24/2010
Last day to redeem: 2/22/2011

- **Money Bags**
- **Arkansas Crossword**
- **Blackjack**



NOTE: \$2 Jumbo Bucks (AR-003) will be replaced with \$2 Classic Jumbo Bucks (AR-056). The tickets are similar-looking, so be sure to order and sell the Classic Jumbo Bucks version this month.



location:

6024 Stagecoach Road, Little Rock.

open:

since 1971.

specialties:

Fried pies and their muffaletta sandwich, with its homemade secret sauce from an old New Orleans recipe. They expanded their deli area a decade ago and since then, even more folks from far beyond the store's south Little Rock neighborhood have discovered the fare at Stagecoach Grocery.

ASL retailer:

"Since the beginning," says Kathy Goss, owner with her husband, Glynn, whose father built the place.

favorite thing
about ASL:

"It's extra revenue with no upkeep," she says.

STAGECOACH GROCERY—The neighborhood grocery, known for its deli, has been a Southwest Little Rock stalwart for decades, and has been an Arkansas Scholarship Lottery retailer since the lottery began. The venerable store is seen here during a recent ASL promotional event.