

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.



**RAFFLE-STYLE DRAW GAME
EXCLUSIVE TO ARKANSAS.**

DRAWING HELD MONTHLY.

25 WINNERS EVERY DRAWING.

All odds of winning vary depending on the number of tickets sold.

A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Hi everybody! Here at the Arkansas Scholarship Lottery, we're still celebrating with Randy Wagner of Grubbs, who won a \$1,000,000 Powerball® jackpot in August. He bought a single \$1 ticket and the \$1 PowerPlay® multiplier at the Tuckerman EZ Mart. (Had he not bought the \$1 PowerPlay®, the prize would have been \$200,000!) Mr. Wagner is the tenth person to win \$1 million or more with a ticket purchased in the state since the ASL launched in September 2009. Congratulations to him -- as well as to the Tuckerman EZ Mart, which got a \$10,000 bonus for selling the big ticket!

Also, news from the Arkansas Department of Higher Education reports that, for the first time, more than half of Arkansas public high school seniors attend an institution of higher education. The ADHE reported that enrollment rate for public and private institutions increased by 4.8 percent to 51.7 percent. Officials said the rise reflected greater accessibility to higher education, as well as students' increased perceived value in attending college. Minority enrollment rates also grew. We're proud of the role the ASL has played in increasing these rates – and you should be, too. Thanks for all you do – and have a great month!

Sincerely,
Ernie Passailaigue | Director

NEW GAMES!

GAME LAUNCH FOR SEPT.1

\$1 Happy Birthday

Win up to \$1,000.

Overall Odds: 1 in 4.14

Top Prize Odds: 1 in 480,000

\$1 Full of 50's

Win up to \$250.

Overall Odds: 1 in 4.27

Top Prize Odds: 1 in 120,000

\$2 Hunting for Hundreds

Win up to \$100.

Overall Odds: 1 in 3.98

Top Prize Odds: 1 in 375

\$10 Money Maker

Win up to \$10,000.

Overall Odds: 1 in 2.74

Top Prize Odds: 1 in 12,000

GAME LAUNCH FOR SEPT.13

\$1 Double Dollars

Win up to \$2,000.

Overall Odds: 1 in 4.31

Top Prize Odds: 1 in 400,000

\$5 Hit \$500!

Win up to \$500.

Overall Odds: 1 in 3.38

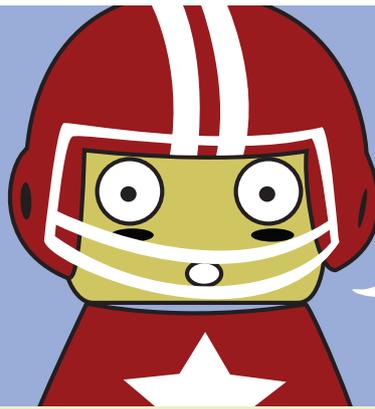
Top Prize Odds: 1 in 750

\$10 Cash Bonanza Bonus

Win up to \$250,000.

Overall Odds: 1 in 2.88

Top Prize Odds: 1 in 480,000



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: 9/19/2011

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



LAST DAY TO REDEEM: 10/5/2011

- Cash Spectacular
- Red White & Blue 7's

LAST DAY TO SELL: 9/6/2011

LAST DAY TO REDEEM: 12/5/2011

- Harley-Davidson®
- Cool Cash
- Crossword
- Betty Boop™
- Shamrock 4's
- Hit \$100
- Gimme 5!



LAST DAY TO SELL: 9/20/2011

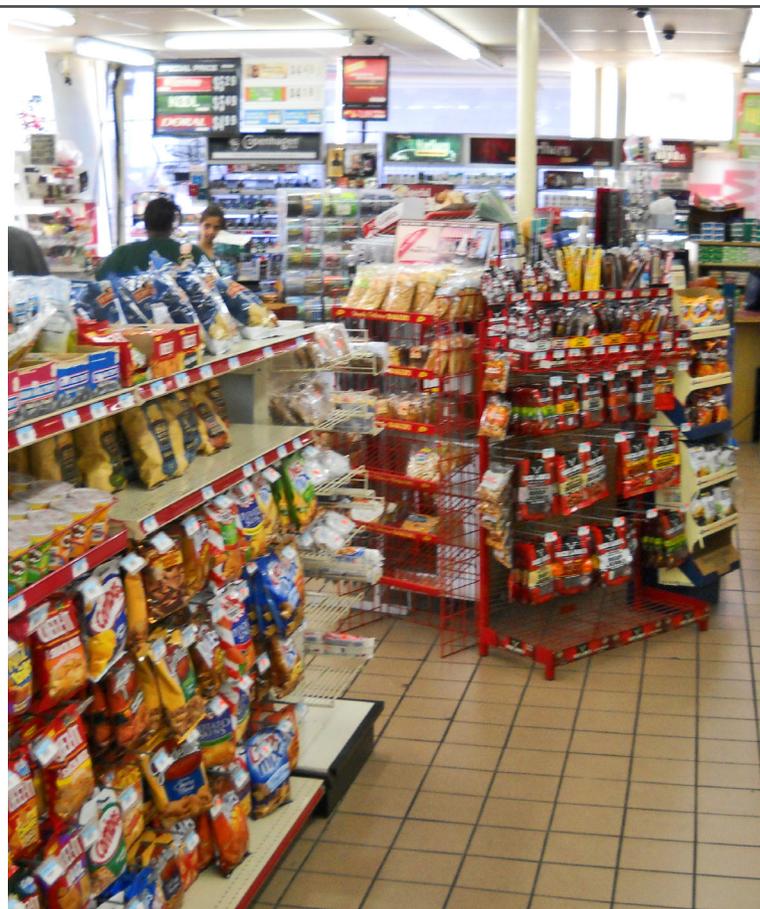
LAST DAY TO REDEEM: 12/19/2011

- Arkansas Limited
- Money Money Money
- Lady Bucks



NO HUNTING NECESSARY FOR DOUBLE POINTS FOR PRIZES™!

There's still more double Points for Prizes™ for you this month from the Arkansas Scholarship Lottery!
The double point game for the month of September is \$2 Hunting for Hundreds.



location:

Site, 7320 Cantrell Road, Little Rock (Pulaski County).

open since:

"Since before I was born!," laughed Nikki Kotadia, a three-year veteran cashier at the Site store. "So at least 35 years."

ASL retailer since:

"Since when it started – it was crazy!," said Kotadia at a recent ASL retailer event.

favorite thing about the lottery:

Seeing new customers in the store when Mega Millions® or Powerball® jackpots get noticeably high.

Favorite game for customers:

"The ten-dollar games," she said, are popular with her patrons -- "big game, big money," Kotadia explained.

store specialty:

Beyond the usual convenience store fare, which the Little Rock Site on Cantrell Road has in spades, the store carries lots of fun, random products like belly button rings, wristwatches, Mexican soft drinks, CDs and DVDs, shampoo -- and a surprisingly large selection of incense. Also a store specialty, Kotadia said of herself: "Me!"