

Welcome to the November 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.

ARKANSAS MILLION DOLLAR RAFFLE

NEXT EARLY BIRD DRAWING:

NOVEMBER 5TH



EARLY BIRD DRAW 2
NOVEMBER 5TH

1 \$10,000 WINNER

10 \$1,000 WINNERS

EARLY BIRD DRAW 3
DECEMBER 3RD

1 \$10,000 WINNER

10 \$1,000 WINNERS

FINAL DRAWING
JANUARY 2ND

1 \$1,000,000 WINNER

5 \$100,000 WINNERS

10 \$10,000 WINNERS

100 \$500 WINNERS

THIRD EARLY BIRD IS THE WORD!

The sales period for the third early bird drawing of the Arkansas Million Dollar Raffle is this month through Nov. 30 with a draw date of December 3. There'll be one \$10,000 winner and ten \$1,000 winners. The second early bird drawing of the Arkansas Million Dollar Raffle is November 5, also with one \$10,000 winner and ten \$1,000 winners. Will any Arkansas Million Dollar Raffle winners be from your retail location?

RETAILER LIMELIGHT:

Location: East Gate Shell, 140 La Plaza West, Hot Springs Village (Saline County).

Location open: "Well, a long time," was the closest store clerk Heather Young could come up with.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: "The \$2 Million Gold Rush, Whole Lotta 100's and Cool Turquoise 7's have been doing well for people," Young said.

Store specialty: This huge Shell store on Highway 5 is a hub for Hot Springs Villagers, as witnessed by the steady stream of coffee drinkers congregating in East Gate Shell's restaurant/coffee shop, Cafe La Plaza, even when it's not mealtime. The kitchen offers "chicken poppers" and "shrimp jammers" among other culinary delights, including deli sandwiches and Hunt Brothers pizza. The rest of East Gate Shell offers rather extensive snack and candy selections, a sunglasses station, an Arkansas souvenir stand and, of course, offerings from the Arkansas Scholarship Lottery.



Heather Young of East Gate Shell.

NEW IN NOVEMBER!

\$1 Holiday Gold (3 scenes)

Win up to \$2,500

Overall Odds: 1 in 4.05

Top Prize Odds: 1 in 360,000

\$2 Betty Boop™

Win up to \$25,000

Overall Odds: 1 in 4.48

Top Prize Odds: 1 in 450,000

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\$5 Holiday Magic (3 scenes)

Win up to \$100,000

Overall Odds: 1 in 3.57

Top Prize Odds: 1 in 280,000

\$10 Diamond 7's

Win up to \$250,000

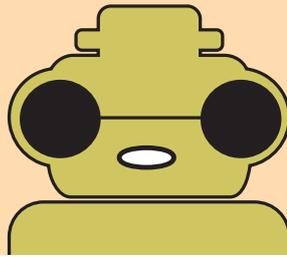
Overall Odds: 1 in 2.97

Top Prize Odds: 1 in 300,000

THESE GAMES OF THE MONTH ARE FAST!

The Arkansas Scholarship Lottery game of the month for November is the entire Fast family of games: Fast \$100, Fast \$200, Fast \$500 and Fast \$5,000. All are worth double the Points for Prizes® points all month long.

There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit myarkansaslottery.com for details.



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: 12/10/2013

- Money Maker
- Red Hot Fiery 5's
- Family Feud®
- Piggy Bank
- Hit \$50!
- Hit \$200!
- Junior Jumbo Bucks



LAST DAY TO REDEEM: 1/15/2014

- Wild 10's
- 4's Galore
- Bucks and Ducks
- Hit \$500!
- 10X The Cash
- 20X The Cash
- 50X The Cash
- 100X The Cash

LAST DAY TO SELL: 12/05/2013 LAST DAY TO REDEEM: 03/05/2014

- Double Dough
- Sunny Money
- Star Spangled Cash
- Pink Panther™
- Pink Diamond Bingo
- PAC-MAN™
- \$250,000 Taxes Paid
- American Muscle®

A NOTE ON RETAILER CREDITS

Retailers, a point for clarity regarding credits -- under no circumstances may retailer credits be given over the phone. The only tickets that may be voided are Cash 3 and Cash 4 tickets, which are done on the terminal by the retailer. If you have terminal issues such as defective tickets, improperly loaded paper, terminal stalls or timeouts, please print a history report as soon as possible. If you are unable to print the report, please record the game type, time, date, and total dollar amount of the error. This information will be used to review your transaction report, which will substitute for the terminal's history report. Credits are not given because the wrong button was pressed or the customer decided they did not want the ticket.

Documentation -- preferably the original ticket if printed -- is required for all retailer credit requests. If security determines it was not a terminal issue, no credit will be given. The credit request must be initiated prior to the draw date on the ticket. Please call the Arkansas Scholarship Lottery at 501-683-2000 with any questions.