

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.

WHO WANTS TO BE A MILLIONAIRE? YOUR CUSTOMERS!

Retailers, our new MONOPOLY MILLIONAIRE'S CLUB™ game launching October 19th offers three ways to become a millionaire – including a top prize of up to \$25 million!



• 3 WAYS TO BECOME A MILLIONAIRE •

WIN!
TOP PRIZE OF
\$15 MILLION UP TO
\$25 MILLION!



WIN!
\$1 MILLION
WHEN YOU
MATCH YOUR
MILLIONAIRE'S
CLUB NUMBER!



WIN!
UP TO \$1 MILLION ON
THE TV GAME SHOW!



PLAY TODAY • Visit myarkansaslottery.com for more details.

SPOOKY FUN!

(Note: These games launch Sept. 30.)

\$1 Spooky Cash

Win up to \$2,000

Overall Odds: 1 in 4.05

Top Prize Odds: 1 in 336,000

\$1 Great 8's

Win up to \$2,888

Overall Odds: 1 in 3.99

Top Prize Odds: 1 in 420,000

\$2 Double Match

Win up to \$20,000

Overall Odds: 1 in 3.95

Top Prize Odds: 1 in 420,000

\$5 Win It All

Win up to \$100,000

Overall Odds: 1 in 3.53

Top Prize Odds: 1 in 420,000

\$10 Super Jumbo Bucks

Win up to \$500,000

Overall Odds: 1 in 2.99

Top Prize Odds: 1 in 720,000

**FIVE TIMES THE ANNIVERSARY FUN!**

The Arkansas Scholarship Lottery games of the month for October are our anniversary games that launched last month: 3 Times Lucky, Crazy Cash 8's, and Cas\$htastic. All are worth five times the Points for Prizes® points all month long.



There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® points 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: 10/7/2014

- MONOPOLY™
- Money Money Money
- Fast \$200
- Big Money
- \$500,000 Mega Fortune
- Daily Crossword
- Full of 50's
- Popeye®

LAST DAY TO REDEEM: 12/3/2014

- Shooting Stars
- Scenic Arkansas
- Fast \$500
- Hot Bingo
- Quick Grand
- Whole Lotta 100's
- Money Roll
- Wild 10's

LAST DAY TO SELL: 10/29/2014**LAST DAY TO REDEEM: 1/27/2015**

- Fast \$5,000
- Bass Pro Shops®
- Betty Boop™
- Millionaire Madness
- Emerald Green 8's
- Triple Dynamite 777
- Hit \$100
- 10X The Cash

LAST DAY TO SELL: 12/18/2014**LAST DAY TO REDEEM: 3/18/2015**

- Did I Win?
- LOTERIA™
- Hot Dice
- St. Louis Cardinals™
- Joker's Wild
- Money Multiplier
- 20X The Cash
- 50X The Cash



Manager Donna Mabry of Jordan's Kwik Stop #7 in Newport.

RETAILER LIMELIGHT:

Location: Jordan's Kwik Stop #7, 2720 Hwy. 367 N., Newport, AR.

Location open since: 2004.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: AR Progressive Jackpot Fast Play and Million Dollar Riches.

Store specialty: Mabry says Jordan's Kwik Stop #7 in Newport is known for having the coldest beer in town and its plate lunches such as chicken and dumplings and chicken spaghetti. "They go crazy for our meatloaf!," she said.