

March on! This is your March 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students.

MAR
2017

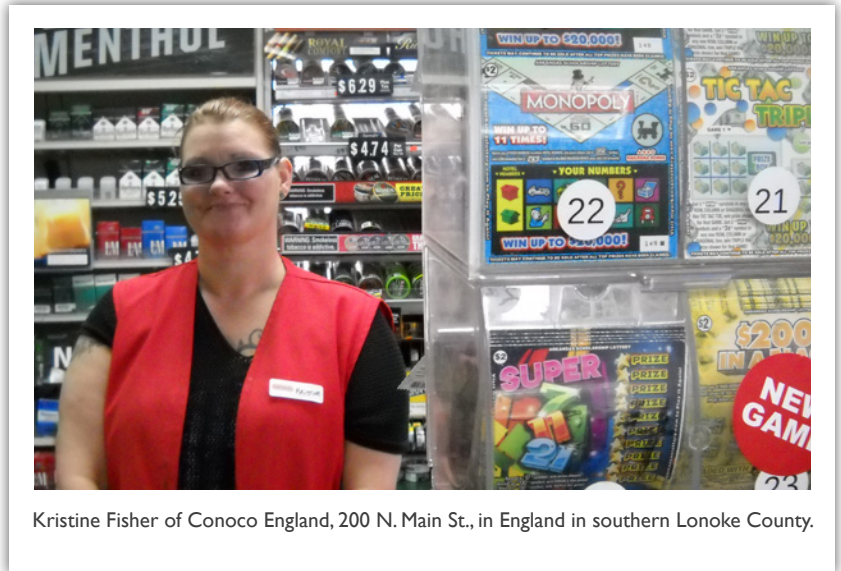
RETAILER LIMELIGHT

LOCATION: Conoco England, 200 N. Main St., in England in southern Lonoke County.

STORE OPEN FOR: The store's been a fixture in the area for many years, according to Kristine Fisher, but under the present management for around four years.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: Diamond Doubler is a favorite at Conoco England, Ms. Fisher said, adding that this location sells a lot of \$20 tickets. As host to previous big winners – a banner hangs out front noting a recent \$100,000 winner -- players from out of town seek out this location, according to Ms. Fisher. Also, she added, "I have my local regulars who are very faithful in buying tickets."



Kristine Fisher of Conoco England, 200 N. Main St., in England in southern Lonoke County.

STORE SPECIALTY: This is a small location that's jam-packed with merchandise and that stays busy. Lottery dispensers are right by the cash register. It's mostly drinks, snacks and other c-store items, with the occasional oddity like its thermal underwear display. Ms. Fisher said one of the main drivers of traffic to this locale besides lottery is its coffee.

NSJ TO SEE GAME CHANGES IN MARCH

Arkansas-only draw game, will be seeing a couple of major structural changes starting on March 13, 2017. The starting NSJ jackpot will be \$50,000 instead of the current \$25,000. The NSJ jackpot will continue to roll in \$5,000 increments until it reaches \$150,000. When the NSJ jackpot reaches \$150,000 and is not hit, it will roll by \$10,000 increments after March 13.



Here's the bottom line:

NSJ CHANGES	CURRENT	AFTER MARCH 13
Starting NSJ jackpot:	\$25,000	\$50,000
NSJ roll amount:	\$5,000	\$5,000 (up to \$150,000) \$10,000 (after \$150,000)

This means bigger prizes and more excitement for your customers. Again, these improvements will happen on **March 13**. We hope you and your players love the changes coming to this beloved game!

MARCH OUT THESE NEW GAMES

(Note: These games launch Feb. 28)



\$10 100X
(Game 384)
Win up to \$250,000
Overall Odds: 1 in 3.00
Top Prize Odds: 1 in 360,000



\$5 50X
(Game 383)
Win up to \$100,000
Overall Odds: 1 in 3.83
Top Prize Odds: 1 in 480,000



\$2 20X
(Game 382)
Win up to \$25,000
Overall Odds: 1 in 4.30
Top Prize Odds: 1 in 384,000



\$1 10X
(Game 381)
Win up to \$5,000
Overall Odds: 1 in 4.83
Top Prize Odds: 1 in 480,000

COMING FAST

Fast Play games Find The 9's and In Between launch March 6.

THIS GAME OF THE MONTH IS ROYAL!

The game of the month for March is fit for a king -- Royal Jumbo Bucks, worth five times the Points for Prizes® points all this month!

There's usually a different Arkansas Scholarship Lottery game or games 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

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

Last day to redeem: 3/21/2017

- 200X The Money
- Full of \$100's
- Neon 20X
- Neon 50X
- Double It!

Last day to sell: 4/4/2017

- \$1,000,000 Golden Ticket
- Neon 10X
- 10X Crossword
- 7 Wins

• Lucky Number 7

- Hot 7
- Find \$500!
- Bonus Bonanza

Last day to sell: 2/15/2017

- Last day to redeem: 5/16/2017
- Big Money Bingo
- Neon 100X
- Big Deal
- \$10,000 Blowout
- Triple 777
- Money Multiplier

LEAVING FAST

The last day to sell Tic Tac Rock and Snowflake Melt is March 5.