

Welcome to the April 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.

A Message From the Arkansas Scholarship Lottery:

We hope you are enjoying the beautiful month of April as much as we are here at the Arkansas Scholarship Lottery!

We are always looking for new ways to inform the people of Arkansas about ASL games. To that end, we hope you have noticed the new emphasis we have been placing on having an Arkansas Scholarship Lottery presence in social media. It's just another way for the ASL to try and spread the word about the exciting games and big jackpots we have available to players across the state. But, perhaps more importantly, it's also another way for the Arkansas Scholarship Lottery to tell the story about the good things that come from being able to provide scholarships for higher education to deserving college-bound Arkansas students.

However, as you know, this grand, symbiotic collaboration in the state between the Arkansas Scholarship Lottery, the Arkansas Department of Higher Education, ASL players and student recipients of lottery-funded scholarships statewide simply does not work without the diligence you, the ASL retailer, provide.

We at the Arkansas Scholarship Lottery are proud to be a part of helping make Arkansas a better, smarter state -- and we hope you are, too.

As always, thank you, ASL retailers!

DECADES OF DOLLARS

\$250,000 A YEAR FOR 30 YEARS!TM

DECADES OF DOLLARS SECOND CHANCE TO WIN.

Enter tickets purchased in April at myarkansaslottery.com and you'll qualify to win a three-night trip for four to the Big Cedar[®] Lodge in Branson or a \$200 gift card to Bass Pro Shops[®].



Top Prize Odds: 1 in 10,737,573

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NEW GAMES!

APRIL'S ASL INSTANT GAMES SPRING UP

\$1 Hundreds of Dollars

Win up to \$1,000

Overall Odds: 1 in 4.64

Top Prize Odds: 1 in 400,000

\$2 Deluxe 7-11-21

Win up to \$21,000

Overall Odds: 1 in 4.22

Top Prize Odds: 1 in 480,000

\$3 Spicy Cash Crossword

Win up to \$50,000

Overall Odds: 1 in 3.32

Top Prize Odds: 1 in 480,000

\$5 Fast \$500

Win up to \$500

Overall Odds: 1 in 3.44

Top Prize Odds: 1 in 750

\$5 Aces High

Win up to \$75,000

Overall Odds: 1 in 2.94

Top Prize Odds: 1 in 600,000

ONE SMOKIN' GIVEAWAY

ASL players can win an Ultimate Weber grill and gourmet entrees from Omaha Steaks every month for a year redeeming their Points for Prizes™ for drawings!

Entry deadline is April 27;
drawing date is April 30.

Enter to win at

<https://pfp.aslplayerservices.com/prizes/drawings.php>



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: 4/17/2012

- Cupid Cash
- 5 Card Draw
- Happy-go-Lucky
- Treasure
- Block Bingo
- Triple 7's
- Big Bang Bucks
- Tic Tac Toad

LAST DAY TO REDEEM: 7/10/2012

- Bag Some Bucks
- Classic Jumbo Bucks
- \$1,000,000 Diamond Dazzler
- Bonus Crossword
- 2 for the Money



DOUBLE YOUR POINTS FOR PRIZES™ THIS MONTH!

There's more double Points for Prizes™ this April of from the Arkansas Scholarship Lottery! The double points game this month is terminal-generated Decades of Dollars.



FINAL TOP PRIZE DRAWINGS SCHEDULED FOR EIGHT GAMES

Deadline to enter: 4/17/2012
Drawing date: 4/19/2012

- Cupid Cash, Final top prize: \$14,000.
- 5 Card Draw, Final top prize: \$100,000.
- Happy-go-Lucky, Final top prize: \$20,000.
- Treasure, Final top prize: \$20,000.
- Block Bingo, Final top prize: \$50,000.
- Triple 7's, Final top prize: \$20,000.
- Big Bang Bucks, Final top prize: \$1,776.
- Tic Tac Toad, Final top prize: \$1,000.

William Rempe of Bigelow won \$10,000 playing a \$10 Money Maker ticket purchased at Toad Suck One Stop in Bigelow, AR 72016.

Play it Again™ winner **Charla Brown** of Jonesboro won \$22,000 playing a \$2 All the Money ticket purchased at Kum & Go 391 in Jonesboro, AR 72401.

Ned Williams of Bald Knob won \$10,000 playing a \$10 Cashtastic ticket purchased at Citgo of Judsonia in Judsonia, AR 72081.

LaQuita Slaughter of Marianna won \$10,000 playing a \$10 Money Maker ticket purchased at Majestic Liquor LLC in Marianna, AR 72360,

Jeff Byler of Ash Flat won \$10,000 playing a Mega Millions® ticket purchased at Melbourne Pit Stop in Melbourne, AR 7255.

Play it Again™ winner **Samantha Harrison** of Jonesboro won \$18,000 playing a \$2 Money Madness ticket purchased at Jordan's Kwik Stop 31 in Jonesboro, AR 72401.

Shirley Dunn of Western Grove won \$18,888 playing a \$2 Crazy 8's ticket purchased at White Oak Station in Harrison, AR 72601.

Play it Again™ winner **Sherry Belasco** of Hope won \$10,000 playing a \$2 10K Payday ticket purchased at Dixie Mart #28 in Magnolia, AR 71753.

Play it Again™ winner **Kristy Gulley** of Beech Grove won \$20,000 playing a \$2 Cash Money ticket purchased at North Point 66 in Paragould, AR 72451.

Paula Spence of Mabelvale won \$10,000 playing a \$10 Money Maker ticket purchased at Colony West Conoco in Little Rock, AR 72207.

Brad Rotenberry of Mabelvale won \$75,000 playing a \$5 Cash Frenzy ticket purchased at Crackerbox 22 in Mabelvale, AR 72103.

WINNER HIGHLIGHT



Jonathan Koonce of West Fork won \$40,000 playing a Mega Millions® ticket purchased at EZ Mart 410 in Lowell, AR 72745. He plans to put his winnings in the bank.

MORE ASL WINNERS



APRIL

Mapco Mart



Pictured Above: Richard Ney.

location:

Mapco Mart, 10340 Highway 107, Sherwood (Pulaski County).

open since:

November 2011, according to manager Richard Ney of Houston, Texas.

ASL retailer since:

December 2011.

favorite thing about the lottery:

"It's a good draw," Ney said. "It gets people in the building -- especially when the jackpots go up."

Favorite game for customers:

"They like the new games. You're not as far along here with the lottery as we were in Texas to get 'staple games.' Customers won't let you forget about those – [customers] know the games better than [workers] do," he said. "I wish my employees paid as much attention to the games as the customers!"

store specialty:

This still-new Mapco Mart in Sherwood is a gargantuan store with many features. There's a huge coffee bar, a newsstand, 15 gas pumps, a to-go food area with salads, sandwiches and fruit, as well as grocery, convenience store and automotive items. But Ney says the best part of the store is My Deli, which offers salads, soups and sandwiches – and everything "handmade from scratch," he said. "Even the meatballs are hand-rolled. It's good, good food. It's the first one in Arkansas; we have a different food concept. It's something new." In rolling out the new expanded Mapco store concept in Sherwood, Ney said, "It's something big, something wide open."