



Arkansas Scholarship Lottery Instant Ticket Sales Gain National Recognition by Industry Leader *La Fleur's Magazine*

(Little Rock) – Feb. 10, 2010 - A few short months after the first ceremonial instant ticket was purchased on September 28, 2009, the Arkansas Scholarship Lottery has been recognized by *La Fleur's Magazine* as one of the top five lotteries in the United States for per capita instant ticket sales. *La Fleur's Magazine*, which is an industry leader in compiling economic and statistical information on US lotteries, ranked the Arkansas Scholarship Lottery number five in the United States for Fourth Quarter 2009 per capita instant ticket sales in its recent January/February 2010 issue. *La Fleur's* is informational to professionals at 200+ legal state-run lotteries around the globe.

ASL Vice President of Gaming David Barden said, "Achieving this ranking is extraordinary since during the evaluated period, our retailers only had up to sixteen instant tickets for sale. What makes this even more amazing is that we are still introducing instant tickets to build our total portfolio."

Per capita instant ticket sales in Arkansas were forty-one dollars (\$41). Nationally, per capita instant ticket sales in Arkansas averaged only three dollars (\$3) less than New York at number three and two dollars (\$2) less than Connecticut at number four in the *La Fleur's* ranking. Massachusetts and Georgia are ranked number one and two respectively. The magazine's list of the U.S. top ten were:

1. Massachusetts
2. Georgia
3. New York
4. Connecticut
5. Arkansas
6. New Jersey
7. Pennsylvania
8. South Carolina
9. Tennessee
10. New Hampshire

The per capita rankings show that the people of Arkansas recognize the importance of the Arkansas Scholarship Lottery and are excited about the progress being made to fund lottery scholarships. "A strong instant ticket program is vital to the lottery meeting its scholarship funding goal each year and shows that the program was well designed. With our Play It Again™ second-chance drawings and our Points For Prizes™ rewards program, we feel we have a great instant ticket program that offers Arkansas players a unique experience, which speaks to our high ranking among United States lotteries" said Barden.

About the Arkansas Scholarship Lottery:

The purpose of the ASL is to provide scholarships and grants to Arkansas residents enrolled in public and private nonprofit two-year and four-year colleges and universities within the state. At the end of January, 2010, the ASL reported net proceeds for college scholarships that exceeded \$37.5 million. For more information on the Arkansas Scholarship Lottery visit www.myarkansaslottery.com.

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