



Arkansas Scholarship Lottery Sales Surpass \$100 Million Since Launch

For Immediate Release December 8, 2009 -- (Little Rock) The Arkansas Scholarship Lottery (ASL) sales passed the \$100 million mark on Monday, December 7, just 71 days since the startup on September 28, 2009. The first full year's budget estimate prepared by ASL staff envisions over twenty-five percent as net profit, meaning over \$25 million to date for the Arkansas Challenge Scholarship program.

"It's all about scholarships, and if an individual scholarship is valued at \$5,000, then our collective efforts so far equate to over 5,000 Arkansans receiving lottery financial aid next year," said Ernie Passailaigue, ASL Lottery Executive Director. "The ASL Commission and staff worked days, nights, and weekends to launch the lottery in record time, but it wasn't about setting records—it was about speeding the flow of scholarship dollars to help as many Arkansas students as possible." Passailaigue noted that sales thus far had averaged \$1,416,842 per day, higher than anticipated, giving the scholarship fund a healthy boost.

Arkansas lottery players did win as well, as over \$62 million has been paid out in prizes.

Further, a hefty portion of the \$100 million comes from dollars that had been going to out-of-state lotteries. One neighboring state alone estimates that it will lose \$12 million a year in lottery sales to Arkansans staying home to play.

The ASL has scheduled more games for introduction, with an Arkansas draw game called *Cash 3* premiering on December 14, more instant games soon, and the beginning of sales of another multistate game MegaMillions® in January 2010. The Powerball® multistate game launched October 31 of this year.

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.

For more information: Julie Baldrige, 501-683-1877