

NEWPORT, May 13, 2011 –Today, officials of the Arkansas Lottery Commission and of Tobacco Superstore gathered at the company's Superstore #4 in Newport to celebrate its sale of the first \$1,000,000 prize-winning Diamond Dazzler Ticket, introduced on May 3. Allen Cohn and Larry Cobb, of the store's corporate headquarters in Forrest City, joined local staff to greet Arkansas Lottery Commissioner Dianne Lamberth, ALC Chair, and other lottery officials.

The occasion was highlighted by the presentation of a \$10,000 check to Tobacco Superstore, its selling bonus. Any lottery prize of \$10,000 or more results in two winners: the winning player receives a prize payout, and the retailer that sold the ticket gets a 1 per cent selling bonus. So, the \$1,000,000 win by a player from Diaz in Jackson County produced a \$10,000 win for Tobacco Superstore.

"The Arkansas Scholarship Lottery produces millions of dollars in scholarships for deserving Arkansas students," Lamberth said. "But it is also good for local business such as Tobacco Superstore. We are working on new and exciting products, and we look forward to seeing more sales, more winners, and more of these big bonuses for Tobacco Superstore and all of our great retail partners!"

The history of Tobacco Superstore dates back to the early 1990s, when brothers Allen and David Cohn, general manager of Forrest City Grocery, had a vision to open the largest cigarette and tobacco store in the South. In March of 1993 that became a reality and the first Tobacco Superstore was born at Forrest City, Arkansas. With the combined buying power and strength of Forrest City Grocery, the firm was able to offer more selection at the lowest possible prices in the area. Within a short time, the volume in sales was tremendous, and the size of the store was doubled. With the experience of the first store to build on, the company began to open more stores. Today, there are 65 Tobacco Superstores in Arkansas, with stores in four states..

PHOTO : left to right 1. Mike Campbell, District Supervisor of Tobacco Superstore; 2. Larry Cobb of Tobacco Superstore Corporate HQ; 3. Arkansas Lottery Commission Chair Dianne Lamberth of Batesville; 4. Allen Cohn, owner of Tobacco Superstore; 5. Gelinda Underwood, Newport Tobacco Superstore 4 Manager; 6. Martha Foust, Newport Tobacco Superstore Assistant Manager who sold \$1 Million winning Diamond Dazzler ticket.

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