

14 April 2008

The National Lottery Reveals Luckiest Places To Scratch

Spring may be officially here but with the nation still struggling to get out of the winter doldrums, The National Lottery is giving the UK something to smile about by unveiling this year's luckiest postcode areas for Scratchcard winners.

For the second year running, the 'UB' postcode, covering the London suburbs of Uxbridge and Southall, has come out on top. This is followed closely by the Medway Towns (ME) postcode in Kent – which has nudged up from its fourth-place position in last year's chart to gain runner-up status – while in third place, Newport (NP) has dropped one spot from second position in 2007.

The South of England still appears to have an overall monopoly over successful scratching with five out of the top 10 places located here, compared with six last year. This year's new entries, Southend-on-Sea (SS) and Blackpool (FY) – both charting for the first time – have knocked North West London (NW) and Portsmouth (PO) out of the rankings.

The top 10 places to scratch in the UK are:

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| 1. Uxbridge/ Southall (UB) | 6. Croydon (CR) |
| 2. Medway Towns (ME) | 7. Southend-on-Sea (SS) |
| 3. Newport (NP) | 8. London E (E) |
| 4. Truro (TR) | 9. Lancaster (LA) |
| 5. Llandudno (LL) | 10. Blackpool (FY) |

A National Lottery spokesperson said: "It still looks like that in order to scratch their way to success, players should consider migrating South. For the third year running, Scotland and Northern Ireland don't yet have a ranking – but with Wales and the North West both managing to grab two slots each in the top 10, who knows what will happen this time next year?"

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.../2

“Someone in the UK wins on a Scratchcard every eight seconds on average so even though five out of this year’s top 10 are in the South East, it’s still fair to say that the whole of the UK is a lucky place to scratch. As one of the UK’s favourite impulse purchases, National Lottery Scratchcards offer players great winning odds and a range of instant cash prizes at their fingertips.”

The statistics map out the 10 luckiest hotspots based on the number of Scratchcard publicity and non-publicity winners (of £50,000 or more) in each area as a proportion of the adult player population. Each lucky region is listed under the main postal town the postcode is named after.

Recent winners have included builder Danny Startup from Aylesford, Kent, who bought the Solid Gold Scratchcard with only £2 left in his pocket and scooped £90,000. Carlisle truck driver, Norman Davidson, received an extra birthday treat in March 2008 when his partner bought him a Birthday Bonus Scratchcard as a present and he drove off with one of the top prizes – £10,000 every birthday for the next 10 years*.

National Lottery Scratchcards are priced from £1 to £5 each and are available from the network of 26,000 lottery retailers nationwide. Most offer overall odds of around 1 in 5 of scooping a prize and there are approximately 18 Scratchcards on sale at any one time in the UK.

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**For further information, please contact
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This information is based on publicity and non-publicity Scratchcard winners of over £50,000 or more in each postcode area.

**Top prize of £10,000 every birthday for 10 years is subject to UK tax as applicable.*

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.../3

Notes to Editors:

- Camelot Group plc is the licensed operator of The National Lottery and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £20 billion has been raised for the Good Causes by The National Lottery, and more than 280,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5% of total revenue in commission, and 50% of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over
- The crossed fingers logo is the registered trademark of the National Lottery Commission.