

27 May 2008

## Camelot Quarterly Sales Figures

Camelot today announced that sales for the fourth quarter of the financial year 2007/8 (30<sup>th</sup> December 2007 – 31<sup>st</sup> March 2008) were £1,336.9 million, an increase of £139.3m on the same period last year.

The non-draw based games portfolio continued to show strong performance, with sales of Scratchcards and Interactive Instant Win Games up 4.4% on the previous quarter.

Draw-based sales were also extremely strong, supported by the fourth-ever Lotto Triple Rollover – and further boosted by the EuroMillions special £96m event draw.

### Game-by-game breakdown:

#### **EuroMillions:**

EuroMillions continued to perform well during the quarter, with average weekly base sales up £1.1m (17%) per week over the same quarter last year. Total sales were 62% up on the same quarter last year, driven by the special £96m event draw.

Week Ending	Sales £m
5 January	7.3
12 January	9.5
19 January	14.3
26 January	15.6
2 February	9.5
9 February	48.9
16 February	8.5
23 February	9.7
1 March	8.5
8 March	8.1
15 March	10.0
22 March	8.5
29 March	9.0

### Scratchcards:

Average weekly sales of Scratchcards during the quarter were £22.6m, up £3.3m (17%) on the same quarter last year – underlining the success of Camelot’s continued commitment to innovation and increasing customer choice. During the quarter Camelot launched 13 new Scratchcards: ‘Lucky Streak’ (£2), ‘Rich For Life’ (£5), ‘Rolling In It’ (£1), ‘£100k Yellow’ (£1), ‘Perfect Pair’ (£1), ‘Gold Fever’ (£1), ‘Serious Cash’ (£2), ‘Lucky Charms’ (£1), ‘Money Bank’ (£1), ‘£250k Silver’ (£2), ‘Flamin’ Hot Bingo’ (£2), ‘Cash Blast’ (£1) and ‘Triple Fortune’ (£2).

The figures presented below include revenue from Instant Win Games played at [www.national-lottery.co.uk](http://www.national-lottery.co.uk).

Week Ending	Sales £m
5 January	21.3
12 January	22.0
19 January	22.1
26 January	22.9
2 February	23.6
9 February	23.9
16 February	22.3
23 February	22.0
1 March	23.0
8 March	23.2
15 March	22.6
22 March	22.9
29 March	22.0

### **Thunderball:**

Thunderball continues to perform strongly with weekly sales for the quarter averaging £6.0 million, in line with the previous quarter.

Week Ending	Sales £m
5 January	5.9
12 January	5.9
19 January	6.0
26 January	6.2
2 February	6.0
9 February	6.0
16 February	5.9
23 February	5.9
1 March	5.9
8 March	6.0
15 March	5.9
22 March	5.9
29 March	5.9

### **Lotto HotPicks:**

Lotto HotPicks was launched in July 2002 in response to players' requests for a game that offers bigger prizes for matching fewer numbers. Lotto HotPicks continues to perform well, with average weekly sales of £4.1 million, in line with the previous quarter.

Week Ending	Sales £m
5 January	4.1
12 January	4.1
19 January	4.1
26 January	4.4
2 February	4.2
9 February	4.1
16 February	4.1
23 February	4.1
1 March	4.1
8 March	4.1
15 March	4.1
22 March	4.1
29 March	4.0

**Lotto:**

Lotto continues to top the league table of the UK's biggest brands, with sales averaging £54.7 million per week, £0.3m a week higher than the previous quarter.

Week Ending	Sales £m
5 January	50.8
12 January	51.2
19 January	53.6
26 January	79.5
2 February	57.1
9 February	56.0
16 February	53.0
23 February	52.3
1 March	52.1
8 March	51.7
15 March	51.1
22 March	51.5
29 March	51.0

**Daily Play:**

Daily Play continues to perform solidly, with weekly sales averaging £1.0m a week, in line with the previous quarter.

Week Ending	Sales £m
5 January	1.0
12 January	1.0
19 January	1.0
26 January	1.0
2 February	1.0
9 February	1.0
16 February	1.0
23 February	1.0
1 March	1.0
8 March	1.0
15 March	1.0
22 March	1.0
29 March	1.0

## Dream Number

Dream Number continues to perform strongly, with sales of the game averaging £1.1 million per week during the quarter, in line with the last quarter.

Week Ending	Sales £m
5 January	1.1
12 January	1.1
19 January	1.1
26 January	1.4
2 February	1.2
9 February	1.2
16 February	1.1
23 February	1.1
1 March	1.1
8 March	1.1
15 March	1.1
22 March	1.1
29 March	1.1

**-Ends-**

For further information, please contact

Camelot Press Office: 020 7632 5711

### Notes to Editors:

\*Although the quarter runs until the 31st March, the game by game breakdown finishes with the last full week, which is the week ending the 29th March.

- 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 £21 billion has been raised for the Good Causes by The National Lottery, and more than 294,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away over £32 billion in prizes and created more than 2,100 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](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://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.