



06 December 2005

The National Lottery Says Thanks A 'Lotto' To Edinburgh Store

City grocer and newsagent Lifestyle Express, on Leith Walk, today received an award from Dianne Thompson – Chief Executive of National Lottery operator, Camelot – for helping to raise more than £910,000 for Good Causes.

Store owner, John Sheikh (36), was delighted to receive his certificate in recognition of the huge sum raised through ticket sales for draw-based games and scratchcards in his shop since the launch of The National Lottery®, more than 11 years ago.

John said: "It's fantastic to have been given this certificate and I will display it where all my customers can see what they have helped to achieve. It's just amazing to think that in this one shop we've raised so much that will have made such a difference to people all over the country. I'm looking forward to helping even more in the future".

John and his family have run the store in the city centre for more than 15 years and think that their success is down to their friendly attitude towards both their regulars and new customers. John added: "We always make an effort to welcome people into the shop and to remember them when they come back. It doesn't take much to have a friendly word for everyone and it makes it a nice atmosphere for people to shop in."

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As for their success in selling so many lottery tickets over the years, John believes making sure people are aware of the latest games and big jackpots is what drives sales.

John said: "With other businesses nearby that also have lottery terminals you have to make an effort with it. We're a responsible retailer and never sell to under-16s but we always like to tell regulars about Rollovers and new games, like the new Lotto HotPicks games or new scratchcards, because it keeps them excited and interested in playing.

"It also makes people come into the store and buy other things, so the lottery is good for business as well. "

Dianne Thompson said: "Reaching the figure of nearly £1 million is a fantastic achievement and I am delighted to be able to present Lifestyle Express with this certificate.

"Retailers are the first point of contact players have with The National Lottery – it's the efforts of Mr Sheikh, his staff and others like him running shops up and down the country which has helped to raise over £17 billion for Good Causes so far. With over 200,000 grants given out, and more than 27,300 of those allocated in Scotland, this represents the most significant period of civic regeneration seen in the UK since the 19th Century."

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Edinburgh itself has benefited from £360 million of lottery funding across more than 3,094 grants. These include high-profile landmark projects like Our Dynamic Earth, which received over £400,000 last year as well as much smaller grants such as the £40,000 awarded to the Scottish Storytelling Forum which nurtures creative language skills.

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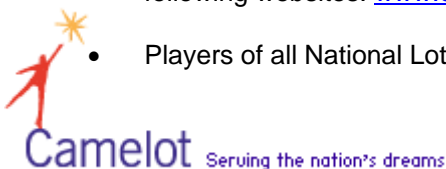
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Notes to Editors:

- Camelot Group plc is the 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 £17 billion has been raised for Good Causes by The National Lottery, and more than 200,000 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 £25.9 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent 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 per cent of total revenue in commission, and 50 per cent 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 has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- 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.



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