



News

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Camelot Refreshes National Lottery Game Logos

New logos give fresh look while retaining crossed fingers device

Camelot this week begins the next phase of its initiative to refresh the logos for the portfolio of National Lottery games including Lotto, Lotto Extra, Lotto HotPicks, Thunderball, EuroMillions, Daily Play and Scratchcards.

The initiative, which began earlier this year, is designed to give each of the individual National Lottery game brands its own distinct visual identity within the wider family of games. Each of the new logos incorporates the familiar blue crossed fingers device which is recognisable to 95 per cent of the UK population.

The new game logos are being gradually introduced on a phased basis with the first beginning to appear on play slips over the course of the coming weeks, as existing stock is depleted. The initiative, which began in June this year with the introduction of different shapes for each game on TV end-frames and point of sale, is expected to be completed by the middle of next year.

Camelot's Commercial and Operations Director, Phil Smith, said: "By employing the successful blue crossed fingers device in each of the new logos, the aim is to give each of the various National Lottery games its own distinct visual identity in a way that is consistent with the wider brand. The new look logos have been well-received by players and will be gradually rolled out across our various different channels over the course of the next year."

-Ends-

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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, benefiting more than 200,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away £25.7 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 and Sky Active 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.

Camelot Press Office