

# News



12 October 2005

## **Leeds Hits The Jackpot As National Lottery Scratchcard Production Comes To The UK**

Leeds this week becomes the new home of National Lottery Scratchcard production as Camelot and its supplier, Scientific Games Corporation, announce the opening of a new facility which will bring manufacturing of National Lottery scratchcard games to the UK for the first time.

The opening of a new state-of-the-art security printing press means for the first time some of The National Lottery's most popular games can now be produced at Scientific Games' Leeds-based European headquarters. Until now, the volume of production needed by the UK National Lottery has meant printing across the Atlantic in Atlanta, Georgia. The scratchcards were then shipped over to the UK for distribution to over 26,000 lottery retailers.

The opening of the new press is good news for the local community. National Lottery Scratchcard supplier, Scientific Games, already employs 530 people at its Hunslet plant and the company envisages the creation of around 25 new jobs this year, and a further 25 in early 2006, as a result of the new addition.

The new facility will be unveiled this week by Mike Chambrello, Chief Operating Officer of Scientific Games, and Camelot Chief Executive, Dianne Thompson. The inauguration of the new press concludes a strategic investment in excess of £8 million by Scientific Games over the course of the last 18 months.

In 2004/05 Camelot launched 42 new National Lottery Scratchcards, including new games based on popular themes such as *Pac Man*, *Scrabble* and *I'm a Celebrity Get Me Out Of Here!* Last year scratchcard sales reached £717 million – a six year high.

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The move will help expand capacity to meet additional demand for National Lottery Scratchcards, which have seen double-digit growth over the last two years.

The new facility will also enable Camelot to further boost turnaround times for the production and shipping of scratchcards, as it gears up for the launch of the latest in a series of dedicated National Lottery Scratchcards to help raise funding to stage the London 2012 Olympic Games and Paralympic Games.

James Trask, Managing Director of Scientific Games UK, said: "The implementation of our new press will increase our print capacity to five billion scratchcard tickets a year.

"We believe that the substantial investments we have made are testament to our continued commitment to Camelot and The National Lottery – and leave us perfectly positioned to assist all our valued customers as they continue to grow their businesses in the medium to long term."

Camelot Chief Executive, Dianne Thompson, said: "I am delighted that we have been able to bring National Lottery Scratchcard production into the UK for the first time. In 11 years the lottery has become a national institution, generating more than £17 billion for the Good Causes and creating over 1,800 millionaires. Scratchcards are a vital part of that story.

"In the future we are hoping to be able to print some of the new scratchcard games here which are directly supporting the funding of the London 2012 Games. The fact that the proceeds of these games are helping to bring the 2012 Games to this country – and are giving a much needed helping hand to our Olympic hopefuls of tomorrow – is a great story for the whole nation to celebrate."

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## Notes to Editors:

### Camelot Group plc

- 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 19<sup>th</sup> Century. The National Lottery has given away £25.4 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 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](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 trade mark **Go For Gold** has been licensed by FremantleMedia Worldwide, the licensing division of FremantleMedia*

### Scientific Games

Scientific Games Corporation is a leading integrated supplier of instant tickets, systems and services to lotteries, and a leading supplier of wagering systems and services to pari-mutuel operators. It is also a licensed pari-mutuel gaming operator in Connecticut and the Netherlands, and is a leading supplier of pre-paid phone cards to cellular operators. Scientific Games' customers are located in the USA and 60 other countries. For more information about Scientific Games please visit our website at [www.scientificgames.com](http://www.scientificgames.com)

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