



28 April 2006

Brits Try to Blag the Millionaire Lifestyle

No longer the nation to keep *schtum* during negotiations, new research by The National Lottery® has revealed that one in four people in the UK claims to have the gift of the gab and regularly uses their powers of persuasion to blag freebies, extras and upgrades!

This Bank Holiday weekend, Lotto players are being given a second chance to bank a big jackpot for free – a guaranteed £5 million. To celebrate the free £5 Million Jackpot-Only Draw this Saturday (29 April), the survey discovered that the ultimate freebie is a flight upgrade to business class.

One in four women in the UK has pretended to be jetting off on honeymoon to grab the better seats, while almost one in five men prefers the flirting tactic, and try to charm their way around check-in staff to reap the rewards. One in 10 survey respondents admitted they would even resort to feigning illness to get more space on a flight.

Of those people with the golden touch, 63 per cent put it down to their confidence and how they present themselves – mixed with the right combination of charm, a touch of tenacity and good old fashioned luck to help them land the goods.

Toby Young, celebrity journalist and author of *How to Lose Friends and Alienate People*, said: "When it comes to getting upgraded on a flight, looking the part can help. However, I once had a seat in the class one up from economy, and turned up at the airport in a tweed suit with a copy of *Brideshead Revisited* under my arm aiming for the First Class upgrade. They took one look at me and actually downgraded me to economy."

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According to the survey, some people are more difficult to persuade than others. Bank managers, bouncers and the boss are among those who will not have the wool pulled over their eyes and are the best at seeing straight through attempts at blagging. Although they would like the chance, 47 per cent of people believe that the hardest event to 'score' their way into this year would be the World Cup.

And what about the other 75 per cent who do not manage to land the preferential treatment? With over a third of those asked admitting they just accept what they are given without question, perhaps the good old British reserve is not dead after all!

A National Lottery spokesperson said: "Being treated like a millionaire, even for a moment, is one of life's great pleasures. This Saturday, Lotto players will be rewarded with the five-star treatment with an extra chance to win a guaranteed jackpot in the £5 Million Jackpot-Only Draw. This is a great way for players to celebrate the Bank Holiday weekend and for us to say thank you to them for helping to raise over £18 billion for Good Causes."

Players who buy a ticket for the Lotto draw on Saturday 29 April will automatically be entered for FREE into the £5 Million Jackpot-Only Draw. To enter the £5 million jackpot-only draw, just buy a ticket for the Lotto draw on Saturday night as usual (either chosen numbers or Lucky Dip®).

Players can enter the draw at their nearest National Lottery retailer, online at www.national-lottery.co.uk, on Sky Active, or by using the Play By Text service on their mobile phone. At retail, players will be issued with just one ticket, as the same line(s) of numbers will automatically be entered into both the Lotto draw and the £5 Million Jackpot-Only Draw.

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Serving the nation's dreams

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To win all £5 million or a share of this guaranteed jackpot, players will need to match all six numbers drawn in the jackpot-only draw. If no-one matches all six numbers in the jackpot-only draw, then the £5 million jackpot will roll into the main Lotto jackpot on the following Wednesday, 3 May.

-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 £18 billion has been raised for Good Causes by The National Lottery, and more than 230,000 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 £26 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
- The crossed fingers logo is the registered trademark of the National Lottery Commission.
- * *The survey has been compiled by Tickbox.net in April 2006 on behalf of Camelot from a total survey sample base of 2116.*



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