

News



August 2006

Camelot Announces National Lottery Summer Treat Wave

Camelot to launch 2-4-1 EuroMillions Holiday promotion

The sun may have disappeared, but Camelot this week launches a new summer promotional campaign to brighten up the rest of August, giving players the chance of scooping 2-4-1 offers on Thomson Holidays.

EuroMillions players buying their tickets at www.national-lottery.co.uk will receive a message on their purchase confirmation page offering them the opportunity to 'Claim your 2-4-1 Thomson Holiday Here'. They can then click through and choose from the selection of holidays available, with two adults booking for the price of one. Sun-drenched destinations include Corfu and Ibiza and the offer will run until 2 September.

The promotion is part of a summer full of treats for National Lottery players. Lotto players are currently being offered their very own selection of treats to pick from when they buy a ticket at any National Lottery retailer or at www.national-lottery.co.uk. A message and a code number will be printed on every Lotto ticket, or on the confirmation page for online players, directing them to www.NLTreats.co.uk.

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The list of 2-4-1 Summer Treats on offer at this web site range from bungee jumping to Ballroom and Latin Dancing, weekend breaks in top hotels to windsurfing lessons, go karting to golf lessons, manicures, meals out and massages.

The EuroMillions offer will receive marketing support on www.national-lottery.co.uk, including a dedicated promotion page. The Lotto promotion is being supported through prompts on www.national-lottery.co.uk, emails to existing registered interactive lottery players, via Teletext and online advertising, messaging on Lotto tickets and at retail. Other announcements on continuing offers are likely to be made as the summer progresses.

Martin Pugh, Camelot's Marketing Director, said: "We are thrilled to be able to bring these great offers to the playing public over the summer. It can be an expensive time of year with the kids off school or relatives visiting and we think people will really enjoy being able to take a trip abroad, try new things or simply to pamper themselves – all while making great savings.

"Of course, if players hit a Lotto or EuroMillions jackpot at the same time, spending money rather than saving it might be top of their minds. Either way we're certainly aiming to make lots of people very happy during August."

Tony Knight, Thomson's Strategic Partnerships Manager commented: "This is an exciting partnership for us and we are pleased to join Camelot in an online promotion this summer. As the UK's leading tour operator we strive to offer our customers the best prices available – and when booking via the Camelot Euromillions promotion they can take advantage of a fantastic 2-4-1 deal, and be in with a chance of becoming a millionaire."

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The Lotto Summer Treats campaign was created in conjunction with Initials Marketing and the Thomson Holidays offer on EuroMillions by Cocktail Marketing. Media planning was handled by MPG and buying by OMD.

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**For further information, please contact
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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
- To date, over £18.6 billion has been raised for Good Causes by The National Lottery, and more than 240,000 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 £26.9 billion in prizes and created more than 1,900 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 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is 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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