



12 December 2006

## **Will it be Deal or No Deal with The National Lottery?**

*Hit TV game show comes to [national-lottery.co.uk](http://national-lottery.co.uk)*

Deal – or No Deal? It's the question that grips millions of viewers every day on the hit Channel 4 game show.

Now all the thrills of the TV hit of the year have been brought to an exciting new National Lottery game available at [www.national-lottery.co.uk](http://www.national-lottery.co.uk).

Just like on TV, identical red boxes contain cash amounts of different values and players have to collect a set of matching amounts.

And at crucial points during the game the mysterious Banker will ring, making you an offer it's hard to refuse. That's when you have to make the big decision – Deal or No Deal?

With a top prize of £100,000, and costing just £2 to play, Deal or No Deal is shaping up to be one of the most popular Instant Win Games ever launched at [www.national-lottery.co.uk](http://www.national-lottery.co.uk).

Game play is fun and fast. After choosing one of the 22 red boxes as your lucky box you then begin to open the remaining boxes to reveal the amounts inside.

Each box contains a cash amount ranging from £2 all the way up to £100,000. If you can collect the right amount of boxes for each value, you win a prize.

But the Banker is on hand to make sure playing Deal or No Deal is a thrillingly tense Instant Win Game.

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**Camelot Press Office**



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Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales No. 2822203

# News

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The Banker will call and offer a deal after a player has opened 14 red boxes,. In exchange for your chosen lucky box, the Banker will allow you to play a Bonus Game – which also offers you the chance to win up to £100,000! Deal – or No Deal?

If you decide it's No Deal the main game continues and you open the remaining red boxes. But the Banker's not finished with you yet!

When you get to the all important final box he'll be back on the phone, offering a final chance to swap the lucky box you chose at the start.

What will be your decision? Will it be Deal – or No Deal?

The Deal or No Deal Instant Win Game has been produced by Endemol Gaming and is based on the hit TV show produced by Cheetah Television – producer of the hit TV show and part of Endemol UK.

Phil Smith, Camelot Commercial and Operations Director, said: "Deal or No Deal is one of the most gripping TV game shows in the world – and we're delighted to bring all the excitement to the world of Instant Win Games.

"The game is just as tense as the TV original and we're sure it will prove a big hit with our players, as well as helping to raise funds for the London 2012 Olympic Games and Paralympic Games.

"The question for our millions of players is – would you like a chance to win £100,000? Deal? Or no deal?"

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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<sup>®</sup> 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 £19 billion has been raised for Good Causes by The National Lottery, and more than 250,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away over £28 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 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 crossed fingers logo is the registered trademark of the National Lottery Commission.



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