



30 January 2006

**National Lottery Retailers Hit EuroMillions Jackpot**  
*Ticket sales soar as 10th Rollover sees jackpot hit record £125 million*

Retailers, and the Good Causes, are prepared for lottery fever to strike the UK and ticket sales to continue to soar, now the record-breaking EuroMillions Rollover jackpot has reached an estimated £125 million this Friday (February 3rd) – the biggest ever in European lottery history.

The EuroMillions jackpot has rolled 11 times since it was last won on 11 November. In the final hours during the run up to last Friday's draw, when the jackpot stood at £105 million, retailers saw sales soar by over 1000 per cent (compared to a normal base week), reaching a peak of over 3 million tickets sold an hour. Ticket sales this week are expected to exceed that.

Camelot sales executive, Kerry Hamilton, who looks after the Birmingham area, said that last week all her retailers saw their EuroMillions sales more than double those on a usual week.

Kerry said: "Friday witnessed some extraordinary scenes as players became increasingly excited as the draw approached. One customer came in wearing his lucky underpants over his trousers! Another lady got to the front of the queue only to find out she'd forgotten her lucky mascot – and went all the way home to get it before playing."

Steve Lucas, Camelot's Director of Sales, said: "This clearly shows the incredible potential of EuroMillions with its big rolling jackpots and the massive sales boost that can result – which means more money for Good Causes.

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# News

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“So far this roll series alone has generated over £40 million for the Good Causes - to add to the £18 billion already raised to date. And as EuroMillions offers a greater range of prizes than any other National Lottery draw, once new players have been attracted by the chance to win a huge jackpot, they see plenty of reasons to keep playing the game.”

To ensure The National Lottery's network of over 26,000 retailers are best equipped to make the most of this unprecedented event, Camelot has deployed new, specially-designed Point of Sale material. The 'Imagine winning £125m' kit, which is supplied for free, comprises a counter card, playstation poster and oval poster and will be in stores by Tuesday 31 January to help retailers further boost their sales during the course of the week.

Camelot's team of sales representatives are also working extra hours, visiting retailers to provide them with additional support and advice on how to maximise their sales during this key period. One sales executive spent time after work last Friday helping a local retailer behind the till, to handle the huge influx of last minute players.

He commented: “It was actually great fun working at the front line. The queue was buzzing with excitement – I really felt like I was participating in a historic national occasion! EuroMillions has really captured the imagination of the UK public which is great news for retailers – and the Good Causes of course.”

Some retailers have gone a step further, promoting the huge jackpot with some of their own DIY initiatives – dressing up playstations and decorating windows with EuroMillions play slips for example. Kiosk staff at one store are even donning berets and sombreros, and playing Eurovision Song Contest hits.

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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

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Lesley Stafford, who owns three stores in Belfast, decorated them all with hundreds of '£105 million' balloons last week and gave away free pens to his customers. He said: "Our EuroMillions takings last week were phenomenal – and on Friday it just went nuts. I couldn't believe it when the jackpot rolled again. We all got in an hour early on Saturday morning to re-decorate the shop with the £125 million number!"

Camelot sales executive, Janet Paterson, who covers the Belfast area, added: "Customer awareness is obviously key to selling more tickets and getting those huge sales uplifts, and it's great to see retailers like Lesley getting behind the game so enthusiastically.

"In addition to the commission they make on sales of lottery tickets themselves, retailers also benefit from increased footfall and the additional spend that brings. We've had reports of retailers ordering extra evening newspapers last week as they ran out midweek as the EuroMillions frenzy built."

Additional support from Camelot this week will be provided by a dedicated £420,000 through-the-line advertising campaign, across TV, radio, online, press and outdoor events – which include plasma screens at mainline train terminals and city screens in Belfast and Glasgow. On Friday 3 February itself, 10 EuroMillions town criers will be shouting from the rooftops about the jackpot in London, Manchester, Birmingham, Leeds and Glasgow.

If this EuroMillions roll cycle continues until 10 February 2006 and the jackpot is not won on that day, the jackpot amount will roll down and be distributed amongst any winners in the next winning prize tier in that draw.

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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 distributing or awarding these funds
- To date, over £17 billion has been raised for Good Causes by The National Lottery, and more than 200,000 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 £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 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](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
- The crossed fingers logo is the registered trademark of the National Lottery Commission
- Players of all National Lottery games must be aged 16 or over.

### About EuroMillions:

- EuroMillions – the world's biggest multi-national lottery game by total population eligible to play – was launched on 13 February 2004, as a joint venture between Camelot, La Française des Jeux of France and Loterías y Apuestas del Estado of Spain
- The original concept for a European lottery was first developed by Camelot in late 1999 and the EuroMillions game, a joint venture between Camelot, La Française des Jeux of France and Loterías y Apuestas del Estado of Spain, started to take shape in September 2001. The EuroMillions services company, which is responsible for carrying out the draw for EuroMillions, was set up in June 2003
- EuroMillions tickets cost £1.50 in the UK. The UK price point is designed to approximate to the €2 price in France and Spain – with any difference caused by currency fluctuations being shared between UK winners on the eleven lower prize levels. Put simply, if UK players pay more for a ticket, they get more back in prizes
- EuroMillions can also be played by text on mobile phones, on the internet at [www.national-lottery.co.uk](http://www.national-lottery.co.uk) and on Sky Active.



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