



News

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Camelot Appoints Leisure and Retail Marketer Martin Pugh as New Marketing Director

Former Pizza Hut and Safeway marketing chief joins Camelot this week

Camelot Group plc has appointed experienced leisure, retail and packaged goods marketer Martin Pugh as its new Marketing Director.

Martin joins the National Lottery operator this week, taking responsibility for marketing and communication of The National Lottery brand, as well as the consumer insight, broadcast, interactive channel marketing functions – and the Camelot Design Studio. Leading a team of around 50, he reports directly to Commercial and Operations Director, Phil Smith.

Prior to joining Camelot, Martin was Marketing Director at Pizza Hut UK, the joint venture between YUM! Brands and Whitbread. He joined Pizza Hut from Safeway where he led the company's return to TV advertising and oversaw brand strategy, customer communications, and marketing services, as Marketing Director, and a member of the Operations Board.

Previously Martin spent over two years at Comet Group, first as Head of New Business Development and then as Head of Marketing. He began his career at Barclay's before spending six years at Mars, where he held a variety of sales and marketing roles, rising to become National Account Controller, Grocery.

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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There are no plans to review any of Camelot's agency arrangements and outgoing Marketing Director, Jo Kenrick, will work closely with Martin on handover arrangements before leaving to start her new role as Marketing and Customer Proposition Director at B&Q in February.

Martin said: "As operator of the National Lottery, Camelot has an enviable portfolio of brands with exciting games which are amongst the biggest and best known FMCG brands in the country. I'm thrilled to be joining; it's a unique business and I can't wait to get my teeth into the job and meet the team."

Commercial and Operations Director Phil Smith said: "I'm delighted to have someone of Martin's calibre on the team. Martin has broad-based experience in sales and marketing across packaged goods, retail, and financial services, and is an invaluable addition to Camelot as we look to further grow National Lottery ticket sales and returns to the Good Causes.

"I'd like to thank Jo Kenrick for her terrific contribution to the business over the past three years. Jo has played a key role in driving Camelot's marketing and advertising strategy forward, particularly the Lady Luck campaign which has helped us to deliver millions of pounds in additional funds for the Good Causes. We wish her every success in her new role."

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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 19th Century. The National Lottery has given away £26.1 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.