



News

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Camelot Unveils Logo For Dream Number Game *New visual identity for Dream Number takes its place in the National Lottery game portfolio*

Camelot this week unveils a new visual identity for its Dream Number draw-based game ahead of its launch later this summer.

The new logo, which was developed by global branding consultancy, Interbrand, will sit alongside the refreshed portfolio of National Lottery game logos introduced at the end of last year.

The new visual identity will be used on play slips as well as National Lottery advertising, marketing, and in-store point-of-sale material – including the digital media screens currently rolling out to National Lottery retailers. Like the other logos in the family of National Lottery games, the new Dream Number identity incorporates the familiar blue crossed fingers device which is recognisable to 95 per cent of the UK adult population.

Dream Number is the first designated draw-based game in the National Lottery portfolio in support of the 2012 Olympic Games and Paralympic Games in London. The game offers players seven prize tiers¹ from £2 right up to £500,000.

National Lottery funding will contribute up to £1.5 billion towards the costs of the London 2012 Games, of which £750 million will come from a series of dedicated Lottery games².

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Camelot Press Office

The launch of Dream Number builds on the success of designated lottery games to support London 2012, including the Go for Gold and Win Gold scratchcards and online Instant Win Games. Up to the end of March 2006 Camelot had raised £16.3 million for the Olympic Lottery Distribution Fund (OLDF), £2.3 million ahead of the £14 million target for the year.

Camelot's Commercial and Operations Director, Phil Smith, said: "Around 70 per cent of the adult population play National Lottery games on a regular basis. We're very much looking forward to welcoming Dream Number to the portfolio of National Lottery games, creating even more winners – and building on the success of the designated lottery games to support London 2012."

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1. Prizes may on occasion be less than stated.
2. The remaining £340 million will come from the Sports Lottery Fund, and, if needed, up to £410 million from mainstream National Lottery games from 2009

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Notes to Editors:

- Camelot Group plc is the licensed 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 £18.6 billion has been raised for Good Causes by The National Lottery, and more than 238,000 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, retaining its place as 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 and National Lottery game logos are the registered trademarks of the National Lottery Commission.

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