



2 July 2006

Who Are The UK's Modern Day Pirates?

Speed cameras and estate agents have been named as the biggest modern day pirates, according to research from **national-lottery.co.uk** to discover who the public thought was doing the most looting nationally.

In the survey – conducted to celebrate the launch of the brand new Instant Win Game *Pirates of the Caribbean: Dead Man's Chest* at **national-lottery.co.uk** – these new types of buccaneers sailed in way ahead of those who are usually perceived as being the bad guys. Traditionally viewed as 'pirates', traffic wardens were in fact beaten to third place in this 'rogues' gallery' by utility companies, who are now among what are seemingly the top ranking raiders on people's bank accounts.

In the **national-lottery.co.uk** poll, there was good news for the professions that have always been seen to be the most untrustworthy. Car dealers and tradesmen – like builders, plumbers and electricians – appear to have shaken off their alleged 'cowboy' and 'Arthur Daley' images to gain a measure of trust with the UK public.

A spokesperson for **national-lottery.co.uk** said: "Far from the romantic idea of charming, eccentric swashbucklers sailing the seven seas, it looks like today's pirates inspire dread in much the same way as the deadly cutthroats of old. In fact, if these survey results are anything to go by, it looks like people in the UK would like to see the Jolly Roger flying above every speed camera by the roadside!"

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While the new Instant Win Game, *Pirates of the Caribbean: Dead Man's Chest*, allows you open money bags and search treasure chests to win a pirate's fortune, it seems that people's most treasured possessions still have a much higher sentimental – rather than material – value. Asked to name the items they consider most precious to them, supposedly essential, must-have items like MP3 players, game consoles and giant TVs are taking more of a back seat, with the UK public naming photos, keepsakes of past events and letters as their modern day gold and jewels.

The Instant Win Game, *Pirates of the Caribbean: Dead Man's Chest*, at **national-lottery.co.uk** costs £2 a go and offers players three chances to win a range of instant cash prizes up to a pirate's ransom jackpot of £88,888.

The game, which is themed upon and uses imagery from Walt Disney's blockbusting summer movie, is the first ever online Instant Win Game licensed from a film to be exclusively produced for **national-lottery.co.uk**. Walt Disney's *Pirates of the Caribbean: Dead Man's Chest* is released in cinemas across the UK on 6 July.

The survey of over 2,500 people named the country's modern day pirates as:

1. Speed cameras
2. Estate agents
3. Utility companies
4. Traffic wardens
5. High street banks
6. Petrol companies
7. Insurance companies
8. The taxman
9. Car dealers
10. Tradesmen (builders, plumbers electricians)

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Notes to Editors:

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- To date, over £18.5 billion has been raised for Good Causes by The National Lottery, and more than 237,000 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 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 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
- The crossed fingers logo is the registered trademark of the National Lottery Commission.