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Ground-Breaking Deal Brings Together The National Lottery And Disney

National Lottery operator, Camelot, is working with Disney for the first time in a ground-breaking partnership, which will see the creation of a themed Instant Win Game at www.national-lottery.co.uk – to help promote the July 6 release of Walt Disney's *Pirates of the Caribbean: Dead Man's Chest*.

It is the first time that a game licensed from a film has been exclusively produced for www.national-lottery.co.uk, which has over 1.8 million registered users. The game costs £2 and offers players three chances to win, with a pirate's ransom top prize of £88,888. The game is themed upon and uses imagery from Walt Disney's blockbusting sequel to *Pirates of the Caribbean: The Curse of The Black Pearl*.

www.national-lottery.co.uk will also be running promo slots for the film across its pages, as well as running competitions to win tickets to see the pirate epic. In another first for The National Lottery®, the trailer for the movie will also be able to be viewed on the site. Disney's *Pirates of The Caribbean: Dead Man's Chest* is released across the UK on July 6 and the Instant Win Game will remain active until early 2007.

Phil Smith, Commercial and Operations Director for National Lottery operator, Camelot, said, "Our interactive offering is attracting more players both for draw-based games and for Instant Win Game experiences. This partnership brings Disney and a massive movie to www.national-lottery.co.uk and is truly groundbreaking for both brands."

Research and previous experience has discovered that National Lottery players are drawn to licensed games. Previously, Instant Win Games based on Monopoly, Cluedo and Scrabble have successfully been launched, offering a variety of prizes to registered online players.

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Instant Win Games launched at www.national-lottery.co.uk in February 2003 and were followed by Lotto, the UK's favourite millionaire-making game, in December of that year. A range of other draw-based games are now available to play on the site, including EuroMillions, Thunderball, Lotto HotPicks and Thunderball. Last year Interactive sales – which include www.national-lottery.co.uk, the Sky Active service, and Play by Text on mobile phones – were £214.8 million, up £127.3 million or 145.5 per cent on last year.

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**For further information, please contact
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For more information about *Pirates of the Caribbean: Dead Man's Chest*, please contact Vicky Lewis at Buena Vista on 0208 222 1653 or vicky.lewis@disney.com. Images from the film can be downloaded from www.image.net.

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 £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.



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