



9 November 2006

Kelly Brook Has Her Fingers Crossed For A EuroMillions Winner In The UK

“Buy! Buy!” – City Of London Leads The Way In £100m Lottery Frenzy

Kelly Brook looked a ‘million dollars’ as she glammed up to celebrate Friday night’s jaw-dropping £100 million estimated jackpot on EuroMillions – as lottery mania is likely to be centred on London this week, she was joined by city gents to wish UK players good luck.

New figures released today reveal unprecedented demand in London last week, when all 10 of the UK’s top-selling retailers for EuroMillions tickets were based in well-to-do areas of the capital. In last week’s sales rush, over half of the UK’s top 40 best-selling EuroMillions lottery retailers were situated in Greater London. The top 10 were based in four of the most affluent areas – the City, Canary Wharf, Mayfair and Kensington – indicating that well-heeled players all made sure that they were in with a chance of winning the big one.

Having rolled for the 10th time, this Friday’s massive £100 million estimated mega-jackpot could be the world’s biggest lottery prize ever paid out if it is won by a single ticket-holder*. Asked what she would buy if she won the EuroMillions jackpot, Kelly Brook commented: “They are a girl’s best friend, so... diamonds – and lots of ‘em!” Kelly’s choice of lucky EuroMillions numbers includes 23, as it represents the day of her birthday, 16 and 2 for her best friends’ birthdays, 40 as she claims 40 winks are essential, and 21, for her age each birthday from now on!

Outside of London, Tyne & Wear and Greater Manchester have the second and third highest number of top-selling stores respectively. Beyond these metropolitan centres, other areas which featured in the top 40 National Lottery retailers by EuroMillions sales last week included Gillingham in Kent, Northampton and Godalming in Surrey.

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A National Lottery spokesperson said, “Sales leapt again last week all over the UK but it is interesting to see that the biggest boom has been among stores in the more affluent areas of London.

“With an estimated £100 million up for grabs this Friday, we’re predicting EuroMillions ticket sales will be up by more than 400% on a normal base week. At peak time on Friday evening, EuroMillions sales are expected to exceed 1.5 million tickets an hour – that’s over 500 tickets a second – raising more than three quarters of a million pounds an hour for the Good Causes.

“Whether or not the enormous EuroMillions jackpot is won, the UK as a whole will still win. This series of EuroMillions Rollovers has already generated over £25 million for the Good Causes, which will benefit communities across the length and breadth of the nation – that figure is expected to top an incredible £35 million by the end of Friday this week.”

EuroMillions is the world’s biggest multi-national lottery game by total population eligible to play. To win the jackpot on Friday, players need to match five main numbers from one to 50 and two Lucky Star numbers from one to nine – but with 12 prize levels in total, EuroMillions offers a greater range of prizes than any other National Lottery draw. EuroMillions costs £1.50 to play and the draw is shown every Friday on Challenge TV at 9.55pm.

If EuroMillions rolls again for the 11th time this week, then the jackpot will be won the following Friday – if no-one matches all five main numbers and two Lucky Star numbers to win the jackpot in the draw due to take place on Friday 17 November, then the jackpot amount will roll down and be distributed among any winners in the next winning prize level in that draw.

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**For further information, please contact
Camelot Press Office: 020 7632 5711**

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Top 40 best-selling stores last week for EuroMillions tickets

RANK	AREA	POSTCODE	DISTRICT
1	LONDON	E14	DOCKLANDS
2	LONDON	W8	KENSINGTON
3	LONDON	E14	DOCKLANDS
4	LONDON	EC2	CITY OF LONDON
5	LONDON	E14	DOCKLANDS
6	LONDON	W1	WEST END
7	LONDON	EC4	CITY OF LONDON
8	LONDON	E14	DOCKLANDS
9	LONDON	EC2	CITY OF LONDON
10	LONDON	EC4	CITY OF LONDON
11	LONDON	EC2	CITY OF LONDON
12	LONDON	EC2	CITY OF LONDON
13	LONDON	EC2	CITY OF LONDON
14	LONDON	EC2	CITY OF LONDON
15	LONDON	EC2	CITY OF LONDON
16	LONDON	EC3	CITY OF LONDON
17	LONDON	EC2	CITY OF LONDON
18	LONDON	TW4	HOUNSLOW
19	TYNE & WEAR	NE35	BOLDON COLLIERY
20	MEDWAY TOWNS	ME7	GILLINGHAM
21	LONDON	SE11	LAMBETH
22	BUCKINGHAMSHIRE	MK9	MILTON KEYNES
23	LONDON	WC2	WEST END
24	NORTHANTS	NN3	NORTHAMPTON
25	LONDON	EC3	CITY OF LONDON
26	TYNE & WEAR	SR1	SUNDERLAND
27	SURREY	GU7	GODALMING
28	LONDON	NW7	BARNET
29	NOTTS	NG1	NOTTINGHAM
30	LONDON	EC3	CITY OF LONDON
31	LONDON	SE1	SOUTH BANK
32	TYNE & WEAR	NE3	NEWCASTLE UPON TYNE
33	LONDON	EC3	CITY OF LONDON
34	SOUTH HUMBERSIDE	DN31	GRIMSBY
35	NORTHANTS	NN4	NORTHAMPTON
36	GREATER MANCHESTER	M28	SALFORD
37	WILTSHIRE	SN1	SWINDON
38	LONDON	SE16	DOCKLANDS
39	LONDON	EC3	CITY OF LONDON
40	GREATER MANCHESTER	OL9	OLDHAM

Excludes National Lottery retailers with regular bulk-order commercial purchases.

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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 £19 billion has been raised for Good Causes by The National Lottery, and more than 240,000 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 £28 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, and is 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.

**Although previous jackpots in the United States have been higher, the actual prize amounts paid out to the winners have been less than £100 million. The winners have opted for a lower, one-off, lump sum payment, rather than receiving the full amount in instalments through an annuity. Jackpot prizes in the US are also subject to tax, which varies from state to state.*



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