



19 October 2006

Katie Price Wishes Players Best Of British Luck *Outbreaks of EuroMillions Rollover fever expected all over the UK*

With a massive £64 million estimated EuroMillions mega-jackpot waiting to be won tomorrow (Friday 20 October), iconic Katie Price has her fingers crossed that a lucky UK lottery player brings the huge cash haul home.

Katie said: "I expect Brits to do their duty and buy a EuroMillions Rollover ticket for this Friday draw. Let's bring home the bacon and make Britain richer by winning the £64 million jackpot. Imagine sitting down on Saturday morning with a full English fry-up, a mug of tea and a ticket worth £64 million – it would be unbelievable!"

EuroMillions has now rolled seven times to reach its highest level since the record-breaking roll series earlier this year. National Lottery operator, Camelot, is expecting sales to surge as the 7.30pm deadline to buy tickets for this week's EuroMillions draw approaches on Friday evening.

A National Lottery spokesperson said: "We are expecting a record EuroMillions sales for this financial year on Friday evening – around 120% up on a usual week – and as UK players rush out in a ticket-buying frenzy, this means the whole nation will benefit as more money will be raised for Good Causes. So far, we estimate that this EuroMillions roll series has generated over £12.5 million for the Good Causes – and that figure is expected to climb beyond £15 million by the end of Friday.

"The National Lottery has been creating millionaires week in, week out for nearly 12 years and the grand total has now reached almost 2,000 – but if there is a single UK winner of the jackpot this Friday we could be signing our biggest cheque ever. Over 1.25 million UK winners have been created from this EuroMillions roll series alone – that figure is expected to exceed 1.5 million by the end of Friday." -m/f-



Camelot Press Office

News

from The National Lottery®



.../2

If the whole of the estimated £64 million EuroMillions Rollover jackpot is won by one lucky UK ticket-holder they would go straight to the top of The National Lottery's rich list. They would also end up wealthier than the music industry's 'Mr Nasty', *X Factor* judge Simon Cowell, and 'Queen of Mean', *Weakest Link* presenter Anne Robinson (both worth an estimated £60 million). This princely sum would also push the winner ahead of both Prince William and Prince Harry (£32 million)*.

According to Coutts & Co, HRH The Queen's bankers, a single winner of this Friday's EuroMillions £64 million estimated jackpot would earn approximately £7,890 per day in interest alone – that is £55,000 per week, £240,000 a month and a colossal £2.8 million per year**. If this money was stacked up in £50 notes, it would reach 160 metres high – nearly three times the size of Nelson's Column. And it would take one of Coutts top cashiers 88 hours to count £64 million in £50 notes – that's three and a half days of solid, continuous counting!

EuroMillions is the world's biggest multi-national lottery game by total population eligible to play. To win the EuroMillions jackpot, players need to match five main numbers from one to 50 – and two Lucky Star numbers from one to nine. EuroMillions offers a greater range of prizes than any other National Lottery draw-based game – in addition to the jackpot, there are 11 other prize levels available to win, ranging from a few pounds to hundreds of thousands of pounds. EuroMillions costs £1.50 to play and the draw is shown every Friday on Challenge TV at 9.55pm.

-Ends-

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

-m/f-



Camelot Press Office

Serving the nation's dreams Telephone: 020 7632 5711 Facsimile: 020 7240 7314 www.camelotgroup.co.uk www.national-lottery.co.uk
Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales No. 2822203

News

from The National Lottery®



.../3

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 £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 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
- reMnet™ is the regional media network of Paratus Communications.

*Source: *The Sunday Times Rich List – 100 Richest Young People 2006.*

**Source: *Coutts & Co. Interest calculated at a rate of 4.5%, gross before tax.*



Serving the nation's dreams

Camelot Press Office

Telephone: 020 7632 5711 Facsimile: 020 7240 7314 www.camelotgroup.co.uk www.national-lottery.co.uk
Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales No. 2822203