

from The National Lottery



30 April 2007

The National Lottery Scratchcard Final Top Prize Claim Statement

Last top prize claimed on Rich for Life™ Scratchcard

The third and final top prize in The National Lottery Rich for Life scratchcard game has been claimed. The lucky winners of the top prize each scooped £40,000 per year for life.

The £5 game was released on 3 January 2007 with an overall prize fund of over £27.6 million available at launch. The overall odds of winning a prize on Rich for Life are approximately 1 in 3.69 and prizes ranged from £5 to the top prize of £40,000 per year for life.

National Lottery Scratchcards offer players a range of instant cash prizes at their fingertips. National Lottery Scratchcards launched in 1995 and there are approximately 18 scratchcards on sale at any time.

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**For further information, please contact
Vicky Radcliffe, Publicity Manager: 020 7632 5741
Camelot Press Office: 020 7632 5711**

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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 £20 billion has been raised for Good Causes by The National Lottery, and more than 250,000 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 £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% 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% of total revenue in commission, and 50% 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 is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- 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