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Camelot And Orange To Develop New Range Of Mobile Lottery Services

Partnership will develop new lottery services across emerging interactive platforms – putting the lottery in the palm of players' hands

Camelot and communications company Orange have signed a deal to develop a new range of lottery games and services for National Lottery players to access through the next generation of mobile devices and other emerging interactive platforms.

The alliance is the latest in a series of strategic partnerships which Camelot has forged as it prepares its bid for the third lottery licence. It forms part of Camelot's plans to develop the lottery of the future – making it convenient and safe for UK players to access an expanding range of National Lottery services as technology evolves.

Under the deal Camelot and Orange will work together to launch lottery games specifically for mobile devices – should the lottery operator be successful in its bid for the new 10-year licence.

The new agreement will also see Camelot and Orange work together to build a transactional mobile Internet lottery site for Orange World, the cross-platform branded content portal. The two companies will jointly develop age verification and payment services to make it easy and safe for Orange customers over the age of 16 to register and play National Lottery games through their mobile communications devices.

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Camelot Press Office

Camelot already operates the most successful interactive lottery in the world, with over 2.1 million registered players, and raising more than £500,000 for the Good Causes every week. Camelot currently offers players the ability to access The National Lottery[®] through the internet, interactive TV and mobile phones. It was the first organisation to receive accreditation for all three of these services from GamCare, the UK's centre for information, advice and help on gambling.

Dianne Thompson, Camelot Chief Executive, said: "The UK National Lottery is already the most successful interactive lottery in the world – but we are not resting on our laurels. This is about developing an innovative lottery for the future. We have done a lot of research to develop a vision for how the UK will look in 2019, and the lottery's place within it, to ensure that we deliver for players and the Good Causes.

"I'm pleased that Orange and Camelot have been able to work so closely together and I hope that we will have the opportunity to deliver an innovative range of games and services – and a mobile future for UK National Lottery players."

Bernard Ghillebaert, CEO of Orange, said: "We are working with Camelot to help develop a lottery of the future – one that's easy to access, safe and above all, fun. Orange is one of the most powerful brands in the UK and with over 70% of UK adults playing the National Lottery every week this partnership will deliver value to everyone involved."

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Camelot Press Office

All proposed games and services will be subject to approval by the National Lottery Commission.

Bids for the third licence to operate The National Lottery have to be submitted to the National Lottery Commission by 9 February 2007. The successful bidder is due to be announced in summer 2007, and the new licence will commence in 2009. Camelot began work on its bid in January 2005. It has created a dedicated division to work on the third licence, while the rest of the company continues with the vital work of raising money for Good Causes.

Financial terms of the deal remain commercially confidential.

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For further information, please contact

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or

The Orange Press Office on 0870 373 1500

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 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 £28.8 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 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

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- 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

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators with more than 153 million customers on five continents, including over 17 million customers in the UK (15m mobile and 2m Internet).

In June, 2006, as part of the France Telecom integrated operator strategy (NExT programme) to deliver simple, convergent products, Orange became the single brand for mobile, internet and TV offers in France, the United Kingdom, The Netherlands and in Spain, strengthening Orange's position as the number two mobile and internet services brand in Europe.

Further information about Orange and France Telecom can be found on the Orange website at www.orange.com or the France Telecom at www.francetelecom.com.

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