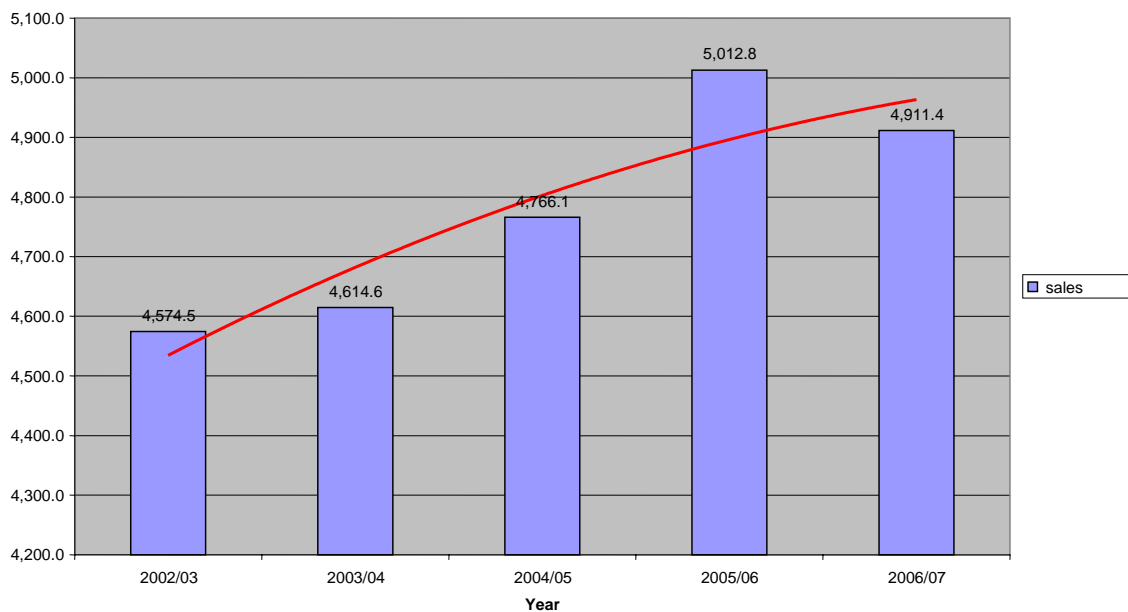


11 June 2007

Results for Financial Year Ended 31 March 2007

National Lottery Sales (£m)



National Lottery ticket sales for the year to 31 March 2007 were £4,911.4 million compared to £5,012.8m for the same period last year.

Sales for the first three quarters of the financial year were ahead of the same period last year, building on more than three years of unprecedented growth. The result for the full year reflects the fact that EuroMillions ticket sales in Quarter 4 (31 December 2006 – 31 March 2007) were down by £110.9 million on the same period last year. This compares with an exceptional Quarter 4 in 2005/6, which included the record £125 million EuroMillions jackpot roll series, which generated sales of nearly £200 million.

Total sales for 2006/7 remain ahead of those in 2004/5, 2003/4, 2002/3 and 2001/2.

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Headline sales/drivers:

There was strong growth in sales of Scratchcards and Instant Win Games – and an increasing contribution from new channels such as National Lottery Fast Pay and interactive.

- **Scratchcards and Instant Win Games:** sales rose by just over 7.3% from £864.8 million to £927.9m.
- **Draw-Based tickets:** Draw-Based ticket sales fell by 4.0% from £4,148.0 million in 2005/6 to £3,983.5 million in 2006/7. Despite a strong performance in the first three Quarters of the year, Quarter 4 EuroMillions sales were down by £110.9 million on Quarter 4 the previous year when the record-breaking £125 million EuroMillions jackpot roll series took place.
- **New channels:** Sales via new channels have increased significantly over the past year:
 - **Interactive:** Sales via interactive platforms (www.national-lottery.co.uk, Sky Active and Play by Text) rose by more than 35.3% from £214.8 million in 2005/6 to £290.8m in 2006/7
 - **Subscriptions:** National Lottery subscription sales rose by more than 37.8 % from £38.3 million to £52.8 million
 - **National Lottery Fast Pay:** Sales via National Lottery Fast Pay rose over 80% from £52.4 million in 2005/6 to £95.3 million in 2006/7
- **London 2012 Funding Ahead of Target:** National Lottery funding will contribute up to £2.2 billion¹ towards the cost of the London Games, of which £750 million will come from a series of designated lottery games, including the recently-launched Dream Number game. The total raised for London 2012 from all designated lottery games up to the end of March 2007 was £113.2 million, more than 10% ahead of target. The Olympic Lottery Distributor recently announced that cumulative income received from the sales of National Lottery games designated to support the London 2012 Olympic Games and Paralympic Games has to date exceeded £150m of the £750m target, again ahead of schedule
- **Winners:** This year saw the National Lottery reach a landmark 2,000 millionaires created since its launch in 1994

Returns to the Good Causes: this year The National Lottery passed a landmark £20 billion raised for the Good Causes. Direct returns to the Good Causes from ticket sales in 2006/7 were £1,247.9m, compared to £1,297.3m the previous year.

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¹ Subject to Parliamentary approval

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Long-term Lottery Sales: Camelot is committed to driving sales and over the next year it will continue to invest in its retail presence and marketing activities. As part of its portfolio strategy it will be introducing a host of exciting new Scratchcard and themed Instant Win Games for players, helping to drive sales and returns to the Good Causes. Including the modest fall in headline National Lottery ticket sales in 2006/7, over the last four years there has been a 7.4% (£336.9 million) increase in sales; on average that equates to an increase of over £80 million for each of the last four years.

International: this year the UK National Lottery consolidated its position in the global ranking of lotteries by sales; rising from fifth to fourth place in the internationally-recognised La Fleur's 2007 World Lottery Almanac.

A Camelot spokesperson said: "The five year trend confirms the success of our strategy for growth. However, these results reflect comparisons with an exceptional fourth quarter in the previous year. Although Draw-Based ticket sales were understandably lower than during the record £125 million EuroMillions roll series in February 2006, we're very encouraged by the strong performance of Scratchcards and Instant Win Games – as well as the growing contribution from new retail channels and interactive. This year The National Lottery also passed a landmark £20 billion raised for the Good Causes – and we remain ahead of schedule in funding for the London 2012 Games."

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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 the 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

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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.

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