

News



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Camelot Appoints Andrew Keeling As Propriety Director *National Lottery operator signs up experienced risk and security expert to new senior role*

National Lottery operator Camelot has appointed experienced risk, security and internal control expert Andrew Keeling to the newly-created position of Propriety Director.

Andrew will join the company at the end of July 2008, taking overall responsibility for overseeing Camelot's Security, Regulation, Winner Services, Business Assurance and Health and Safety functions. He will report to the Chair of the Audit, Risk and Security Committee and Camelot's Deputy Chairman, Gerry Acher, and to Chief Executive, Dianne Thompson.

In his new role Andrew will be responsible for reviewing and developing Camelot's extensive security, business assurance and regulatory processes in the run up to the Third Lottery Licence and beyond. The National Lottery Commission awarded Camelot the third National Lottery Licence following a two-year competition in August 2007. The new licence runs for 10 years from February 2009.

Andrew is currently Head of Group Risk Management at international drinks company SABMiller plc, overseeing an international team. Prior to that, Andrew spent six years as Risk Manager at mobile telecommunications operator Vodafone Group Plc, where he developed the company's group risk management capability.

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Since 1993 Andrew has also been a Non Executive Director – and more recently, Deputy Chairman – of risk management professional education body, The Institute of Risk Management. Andrew holds an MSc in Risk Management from Leicester University and is a member of The Association of Insurance and Risk Managers in Commerce (AIRMIC).

Andrew Keeling said: "As the operator of a national institution, Camelot recognises that trust, integrity and propriety are crucial to the long-term success of The National Lottery. I am looking forward to joining Camelot and further enhancing its reputation for excellence in the areas of propriety, audit, risk management and internal control."

Dianne Thompson CBE, Camelot Chief Executive said: "Propriety has always been integral to Camelot's operation of the National Lottery. Andrew has an impressive track record and the experience and expertise he brings to the role of Propriety Director underline our continued focus in this area as we move forward to the next licence."

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**For further information, please contact
Ben Rosier, Head of Media Relations: 020 7632 5711
Camelot Press Office: 020 7632 5711**

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 280,000 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.

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