



24 January 2008

Players Get Set For Bumper Jackpot Weekend *Beat the January blues with a Lotto Triple Rollover and an estimated £54 million EuroMillions jackpot*

After a week of doom, gloom and constant rain, The National Lottery is giving the UK not one, but two, whopping reasons to be cheerful and beat the January blues – lottery fever is set to grip the nation this weekend with over £72 million in jackpot cash up for grabs in Friday and Saturday night's draws.

There will be three times the excitement on Saturday night (26 January), with only the fourth Lotto Triple Rollover in lottery history – with a life-changing £18 million estimated jackpot, which must be won that night. As the saying goes, good luck comes in threes and if no-one matches all six main numbers on Saturday, then the Lotto Triple Rollover jackpot will be shared between any winners in the next prize level that night. This weekend's ticket-buying frenzy is set to kick off with a massive estimated EuroMillions mega-jackpot of £54 million tomorrow night (Friday 25 January).

The UK's 26,000 National Lottery retailers are bracing themselves for a very busy few days as players clamour to get their lucky numbers in the draws – surprisingly, none more so than stores in some of the most affluent areas of London. Sales analysis for previous huge jackpots revealed that four of the top 10 bestselling stores* were in Canary Wharf, home to banking and big business – while another four were found among the brokers and financiers within the bounds of the historic City of London. The well-heeled, 'old money' Royal Borough of Kensington and Chelsea had one entry in the top 10, which was completed by a store in the capital's glitzy West End.

A National Lottery spokesperson said: "This weekend is jam-packed full of big jackpots and we're expecting players to go lottery crazy. With a Lotto Triple Rollover which has to be won on Saturday and over £50 million on EuroMillions, it could be a truly life-changing weekend for someone out there.

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Camelot Press Office

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“They say that money attracts money and maybe it’s this belief that prompts bankers and brokers to play more when there are big jackpots. Whatever happens, this weekend is sure to be a boost to communities up and down the UK, as higher sales means more is raised for the Good Causes.”

Saturday is only the fourth Lotto Triple Rollover in the 13 years of lottery history. The first Lotto Triple Rollover took nearly 10 years to arrive when, on Saturday 29 May 2004, six winning ticket-holders each picked up a £3,693,086 share of the jackpot. The second Lotto Triple Rollover was on 14 October 2006 – when Irene and Ronald Jones from Bilston and a syndicate of 14 postal workers from the Royal Mail’s Manchester sorting office shared a massive £18,711,206. The third took place on 3 November 2007 when two tickets each won £8,829,737, including a syndicate of 16 administrative staff from the University of Plymouth.

Mark Gardiner and Paul Maddison remain the biggest jackpot winners on the nation’s favourite millionaire-making game, Lotto, after banking £22,590,829 on 10 June 1996 – while Iris Jeffery from Belfast is the nation’s biggest single Lotto winner after hitting the £20,100,472 jackpot on 14 July 2004.

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**For further information, please contact
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

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- 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.

** The Top 10 bestselling stores are taken from EuroMillions sales data for the £100 million Rollover draw on 10 November 2006.*



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