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Camelot Unveils New Terminal and Training Initiative To Prepare For The Third Lottery Licence

Retailer satisfaction for communications pilot hits 98%, newly-unveiled terminal offers faster printing and greater convenience for players and retailers

Camelot Group plc today announces that, subject to final testing, it will begin the UK-wide rollout of the next-generation lottery terminal in August.

The terminal will be introduced together with a new training package to familiarise National Lottery retailers with a host of new features designed to make serving customers even faster and easier. The initiative is the latest phase of the introduction of state-of-the-art technology and networks designed to further enhance the National Lottery experience in-store, and allow games to be launched more quickly – helping to raise more money for the Good Causes.

Camelot also announces this week that it has already passed a significant landmark by installing new lottery communications equipment in over 6,500 retailers across the UK. The new communications network will ultimately connect the terminals to the upgraded gaming systems and deliver streamed content to digital media screens. The rollout followed a successful communications pilot programme – with retailer satisfaction for the install process running at over 98%.

Sporting eye-catching modern design, the new lottery terminal has been developed with input from retailers and offers a number of significant benefits:

- The ability to print National Lottery Fast Pay Cards, enabling all retailers – and their players – to benefit from this groundbreaking service.

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.../2

- Faster printing time than the existing ISYS terminal – enabling customers to be served even more efficiently
- Touch screen technology to make the terminals easier to use and navigate – further reducing waiting times in-store on draw nights and at other busy times
- A smaller in-store footprint than the current design – making it more practical for retailers to site
- A significantly more powerful processor and larger memory than previous models – allowing faster performance.

Camelot will begin the training programme in July ahead of the wider rollout of the communications equipment, terminals and media screens. The new initiative is designed to ensure that all Camelot's retailers are prepared for the start of the new licence in February 2009 and includes:

- Tailored training to cater for the individual needs of different types of lottery outlets, with the majority of training given in-store by Camelot's retail sales team. Where this is not viable or practical for a retailer, group training events will be held in stores
- Refresher training at the time of installation
- Ongoing refresher training available through Camelot's new e-learning tool, available on the terminal and via a dedicated website, allowing retailers quick and easy access to training at their own convenience.

Retailers will also continue to receive free installation and maintenance of lottery equipment, training and dedicated hotline services, as well as new and improved POS through the digital media screen network.

Camelot Sales and Customer Director, Steve Lucas, said: "This year has already been an exciting one for National Lottery retailers, with a host of new themed Scratchcards and a special £96 million EuroMillions jackpot draw in February helping to further boost sales and returns to Good Causes.

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.../3

“We are committed to working with our retail partners so that we continue to grow sales and returns to Good Causes in the next licence – and we have jointly developed a new technologically-advanced retail package to suit their needs and those of The National Lottery as a whole. Retailer satisfaction for the pilot communication rollout was over 98% and we have now progressed to a full rollout, with the communications equipment already installed in over 6,500 retail outlets.

“The new, next-generation Altura UK terminal has been specially developed for the UK market with feedback from our retail partners – and is based on proven, best-of-breed technology. As well as being smaller than the current terminal, the new terminal features touch-screen technology, a more user-friendly interface and a faster printer – all designed to enable retailers to serve customers more quickly and easily. We’ll begin rolling out the terminal as the next phase of our retailer transition plans over the summer, along with onsite training to ensure retailers are up and running ahead of the start of the new licence in February 2009.”

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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 £21 billion has been raised for the Good Causes by The National Lottery, and more than 294,000 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 £32 billion in prizes and created more than 2,100 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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