

News



2 SEPTEMBER 2009

New UK-Only 'Millionaire Raffle' Game To Create A Guaranteed UK Millionaire On EuroMillions Every Week

National Lottery operator Camelot is launching an enhancement to its blockbuster EuroMillions mega-jackpot game – with the addition of **a new, must-be-won 'Millionaire Raffle' which will create a guaranteed UK million-pound winner every week.**

The exclusive new UK-only raffle has been specifically designed to meet player demand to create even more UK millionaires – on top of the chance to win multimillion-pound mega-jackpots and other prizes in the main European draw.

From November this year¹, all UK EuroMillions entries will also feature an entry for the Millionaire Raffle draw for every line played. As well as being entered into the main EuroMillions game, players will automatically be entered into a separate UK-only draw with a guaranteed prize of £1 million. The raffle to create a UK millionaire every week will feature alongside coverage of the main EuroMillions draw on the BBC Friday night EuroMillions show.

UK EuroMillions tickets featuring entry into both the EuroMillions draw and the Millionaire Raffle will go on sale on 7 November in The National Lottery's network of over 28,000 retailers and will be priced at £2, with the first 'double draw' being held on Friday 13 November. Tickets will also be available online at www.national-lottery.co.uk and by using the Play by Text service on mobile phones.

Camelot Chief Executive, Dianne Thompson, said: "Since we launched EuroMillions in 2004 it has really captured the public's imagination, creating big multi-million pound

-m/f-

Camelot Press Office

.../2

winners and offering more prize tiers than any other National Lottery draw-based game – as well as boosting returns to the Good Causes in the UK. Raffles are already popular with people across the UK, and in other lotteries around the world. With the new ‘Millionaire Raffle’ we want to offer the best of both worlds – making EuroMillions even more exciting for our players by giving them another opportunity to win big by creating a guaranteed UK millionaire every single week!”

For each line of EuroMillions they enter, players will automatically receive a unique raffle number printed on their ticket. The entry will be made up of three letters and six numbers (for example: BCD123456) – with one winning raffle number drawn every Friday, in the presence of an independent adjudicator.

The overall odds of winning any EuroMillions prize remain at 1 in 24². Illustrative EuroMillions prize tiers and typical prize amounts are set out below:

No. of matches	UK Results (Average £s per winner)
Match 5 and 2 lucky stars	JACKPOT
Match 5 and 1 lucky star	£282,218.80
Match 5	£53,392.70
Match 4 and 2 lucky stars	£3,559.50
Match 4 and 1 lucky star	£169.50
Match 4	£79.10
Match 3 and 2 lucky stars	£53.90
Match 3 and 1 lucky star	£19.60
Match 2 and 2 lucky stars	£16.50
Match 3	£12.00
Match 1 and 2 lucky stars	£7.20
Match 2 and 1 lucky star	£6.40
<u>NEW</u> Millionaire Raffle	£1,000,000 – Guaranteed!

-m/f-

Camelot Press Office

...3/

The launch of the 'Millionaire Raffle' forms part of Camelot's ongoing focus on innovation as set out in its long-term strategy for growth, which is based on offering players a regularly-refreshed portfolio of games and convenient new ways to play. In the most recent full year to 31 March 2009, Camelot increased total National Lottery sales to £5,149.1m, representing the best sales performance in a decade and further boosting returns to the Good Causes, which rose by £25.8m to £1,377.6m³. National Lottery players have now helped to raise over £23bn for the Good Causes – money that has helped to fund more than 320,000 individual awards the length and breadth of the UK.

Camelot is backing the EuroMillions enhancement with a £3 million advertising campaign, which takes in press, in-store, outdoor, radio and TV activity.

With nine countries now playing – the UK, France, Spain, Austria, Belgium, Ireland, Luxembourg, Portugal and Switzerland – EuroMillions is already the world's biggest multinational lottery game⁴. Mega EuroMillions jackpot winners in the UK so far include Glasgow postal worker, Angela Kelly, who broke all UK National Lottery records when she received an extra special delivery in August 2007 by winning the entire £35.4m jackpot; Cumbrian student, Ianthe Fullagar, who scooped £7m in September 2008 – and keen gardener Brian Caswell from Bolton, who unearthed a massive £24.9m in June this year.

There have been many more big UK winners – including Marion Richardson from Gateshead, who won over £16m in April 2004, becoming the UK's first EuroMillions jackpot winner. In November 2006, the massive £123m jackpot was shared between 20 winning tickets across Europe – with seven lucky UK ticket-holders each scooping £6.75m. More recently, the £96m jackpot in February 2008 was shared between 16 winning tickets – with the six UK winners receiving £6m each.

-Ends-

Camelot Press Office

...4/

1. Subject to final launch approval by the National Lottery Commission.
2. As with any raffle, the odds of winning the raffle will depend on the total number of entries – something which will fluctuate depending on the jackpot available in the main EuroMillions draw, but expected to average out at around 1 in 6 million.
3. Figures do not include investment returns on National Lottery balances which are reported separately.
4. By total population eligible to play.

For further information, please contact

**Ben Rosier, Controller of Corporate and Media Relations: 020 7632 5743/
07968 939 091/ 07968 166 423**

Rob Dwight, Senior Media Relations Manager: 020 7632 5748

Lisa Hancox, Corporate PR Manager: 020 7632 5716

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 £23 billion has been raised for the Good Causes by The National Lottery, and more than 320,000 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 £35 billion in prizes and created more than 2,300 millionaires or multi-millionaires since launch in 1994.
- Camelot runs the most cost-efficient lottery in Europe, with around 4% of total revenue spent on operating costs. In the period up to March 2010, around 28% of total National Lottery revenue is expected to go to the Good Causes. Over the course of the third Licence, over 50% of total National Lottery revenue is expected to be paid to winners in prizes, while 12% of total revenue is expected to be paid to the Government in Lottery Duty. Depending on performance, total profits across the course of the Licence will range from 0.3% to a maximum of 0.5% of total revenue.
- 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 has been listed for the second year running in the Platinum category by Business In The Community for its overall Corporate Responsibility achievements, the highest category possible within the 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. Game Rules and Procedures apply.

Camelot Press Office