



26 October 2006

Jade Goody Flies The Flag For A UK Winner! *Lottery fever continues as EuroMillions jackpot reaches £75 million*

Reality TV star-turned-entrepreneur, Jade Goody, has her fingers crossed that a lucky lottery player from the UK will bank the big one on EuroMillions this Friday (27 October).

With a whopping £75 million estimated jackpot available to win, a single EuroMillions winner could soon be cashing in on a staggering £9,258 worth of interest every day – that is £64,000 per week, £281,000 a month and a colossal £3.3 million per year¹. The massive mega-jackpot has not been won since Friday 25 August and has now rolled eight times to reach its highest level since the record-breaking series of EuroMillions Rollovers hit the headlines earlier this year.

Jade said: “As a good South London girl, I really hope that it’s a Brit that scoops the jackpot. I had a lucky break four years ago which changed my life and now know what it feels like to take a chance. Fingers crossed that Brits will come up trumps this Friday.

“My lucky numbers include two for Freddy’s age, three for Bobby’s age and 16 for mum’s birthday.”

If a single ticket-holder hits the jackpot this Friday, they would be worth more than chef Jamie Oliver (£25 million), Coldplay’s Chris Martin (£25 million) and footballer Rio Ferdinand (£22 million) combined². Although no-one across all nine participating EuroMillions countries banked the massive jackpot last week (20 October), lucky James Goodwin from the Isle of Man matched five main numbers plus one Lucky Star number to net an incredible £1,228,704.80 – becoming the first ever Manx millionaire created by The National Lottery®.

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A National Lottery spokesperson said: “With the EuroMillions jackpot at a staggering estimated £75 million this Friday, if a single ticket-holder from the UK wins, they will top The National Lottery rich list and knock spots off many top celebrity earners. We’ve got the champagne on ice already and are looking forward to the possibility of writing out our biggest ever cheque!”

EuroMillions is the world’s biggest multi-national lottery game by total population eligible to play. To win the EuroMillions jackpot, players need to match five main numbers from one to 50 – and two Lucky Star numbers from one to nine.

EuroMillions offers a greater range of prizes than any other National Lottery draw-based game – in addition to the jackpot, there are 11 other prize levels available to win, ranging from a few pounds to hundreds of thousands of pounds. EuroMillions costs £1.50 to play and the draw is shown every Friday on Challenge TV at 9.55pm.

All players should check their tickets and call the National Lottery Hotline on 0845 910 0000 if they think they have become an overnight EuroMillionaire.

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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 £19 billion has been raised for Good Causes by The National Lottery, and more than 240,000 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 £28 billion in prizes and created more than 1,900 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 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent 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 per cent of total revenue in commission, and 50 per cent 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 has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
 - 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.
1. Source: *Coutts & Co. Interest calculated at a rate of 4.5%, gross before tax.*
 2. Source: *The Sunday Times Rich List – 100 Richest Young People 2006.*



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