

1 September 2008

## **Expect Sales Galore As Camelot Launches Exciting New Range Of National Lottery Scratchcards**

***Host of new games to boost sales,  
returns to Good Causes – and retailer commission***

National Lottery operator Camelot is introducing a raft of exciting new Scratchcards in the coming weeks to further drive sales and returns to Good Causes – and boost retailer commission in the process.

The new Scratchcards include *Lots of Luck!* – where players get the chance to find a pot of gold under the rainbow, *7 Times Lucky* – which offers a top prize of £77,777, and the Halloween-themed *Cash Cauldron*. The new games build on a summer of Scratchcards from The National Lottery, a bumper period for retailers that saw the launch of an array of popular games, including *Olympic Champions*, *Indiana Jones™ and the Kingdom of the Crystal Skull*, *Scrabble®* and, most recently, *Kitty Cash* – the first National Lottery Scratchcard to feature a newspaper-style cartoon, created by world-famous cartoonist Randy Glasbergen.

The launch of the new Scratchcards underlines Camelot's ongoing commitment to retailers and its focus on innovation, offering players a regularly-refreshed portfolio of games. This strategy for growth continues to pay dividends; driven by the introduction of a host of popular new games, annual sales of Scratchcards broke through the £1 billion mark in 2007/8.

Camelot has also made a very encouraging start to 2008/9 across its whole portfolio of games, with heavyweight advertising and in-store campaigns resulting in particularly strong sales for Scratchcards and EuroMillions. And the good news for

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retailers is that more sales mean more commission – the total amount of commission paid to retailers for National Lottery sales to date now tops a staggering £3.4 billion.

The National Lottery continues to be a proven driver of footfall in stores – research shows that one in five customers visit stores because they want to buy a lottery ticket. On top of this, lottery shoppers visit their store more frequently and spend on average 45%\* more than non-lottery shoppers – a figure that rises even more sharply between 5pm and 7.30pm on draw nights.

This is a great starting point for retailers to build on – and the good news is that it's about to get even better as Camelot implements a package of measures that will transform The National Lottery in retail outlets ready for the start of the third lottery licence period, which runs from 1 February 2009 to 2019.

At a time when retailer margins in some categories are declining, Camelot has underlined its long-term commitment to retailers by announcing that, for the third licence, it will increase retail commission on Scratchcards by 20% – from 5% to 6%.

Retailers will also continue to be given the equipment, training and support packages they need to make sure that The National Lottery is constantly fresh in their stores, available to players when and how they want it – and continues to add value to their businesses, both in lottery pounds and in that all-important incremental footfall.

Martin Pugh, Commercial Director of Camelot, said: “2008 has already been an exciting year for National Lottery retailers, with an £18 million Lotto Triple Rollover, a special £96 million EuroMillions jackpot draw and a wide range of great new Scratchcards helping to drive sales.

“The National Lottery is in great shape for the start of the new lottery licence – but we are not resting on our laurels. Developing innovative, new products, like the licensed

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*Indiana Jones*™ Scratchcard or the light-hearted and quirky *Kitty Cash*, is key to the ongoing success of The National Lottery. Our strategy for growth is based on offering players and retailers a regularly-refreshed range of games to help drive sales and returns to Good Causes, not to mention retailers' bottom lines.

“Looking further ahead to the new licence, we will be working on offering players an even wider range of exciting games with bigger jackpots as well as smaller, more frequent prizes. Our proposals include a pioneering World Lottery draw and a National Lottery Player Card designed to make lost tickets a thing of the past.

“We will continue to work very closely with retailers to provide the tools, support and training they need to make these exciting plans a reality. We have a proven track record of innovation and delivering for Good Causes – but all of this is only possible with the enthusiasm and hard work of our retail partners. My sincere thanks go to all of them for their fantastic efforts so far – I’m confident that they will continue to make the absolute most of selling The National Lottery in their outlets over the coming months and years, and raise even more money for Good Causes.”

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(\* Source: HIM! CTP 2008)

**For further information, please contact  
Rob Dwight, Media Relations Manager: 020 7632 5748  
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 £21 billion has been raised for the Good Causes by The National Lottery, and more than 300,000 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 2,175 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

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- 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 2007 Social Responsibility Index.
  - For further information on Camelot, The National Lottery and its games, please visit the following websites: [www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://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.
  - *Lots of Luck!* launches on 25 September, costs £1 and offers a top prize of £4,000 – the overall odds of winning a prize are approximately 1 in 4.92. *7 Times Lucky* launches on 4 September, costs £2 and offers a top prize of £77,777 – the overall odds of winning a prize are approximately 1 in 4.56. *Cash Cauldron* launches on 4 September, costs £1 and offers a top prize of £6,666 – the overall odds of winning a prize are approximately 1 in 4.84.

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