

PRESS RELEASE – July 2006

FOR IMMEDIATE RELEASE:

Remote Media win the Lottery

Remote Media has been appointed by Camelot Group Plc to supply, install and manage its Digital Screen network in 1,450 National Lottery retailers across the UK.

400 existing trial screens will be replaced and a further 1,050 new Digital Screens will be added to the network - making it the largest of its kind in Europe.

The screens, which will be installed above National Lottery Scratchcard dispensers, will enable players and retailers to tune into the latest news about National Lottery games (including up to date jackpot amounts), promotions and events. The award-winning content is designed to complement the paper-based Point of Sale and posters which Camelot already provides to all retailers to make promoting games and message compliance in store as easy as possible.

Camelot completed an extended pilot of 400 Digital Screens (with a different supplier) to measure their impact on sales of various National Lottery games. The results of the trial showed that the screens helped to boost ticket sales in participating retailers – helping to maximise returns to the Good Causes – and offering a viable return on investment. Camelot approached 8 potential suppliers for the additional roll-out of the network and after an extensive competitive tender process awarded the contract to Remote Media.

The 1,450 Screens will be installed and go live by the end of the year, giving lottery retailers the opportunity to make the most of the Christmas shopping season.

Commenting on the award of the contract, Chief Executive of Remote Media Jason Cremins said: “We are delighted to have been awarded this prestigious contract by Camelot and look forward to working with them on this project. The Digital Screen Network will provide Camelot with the very latest digital signage technology, enabling them to communicate Brand and Marketing messages at the Point of Purchase and obtain increased sales of the Lottery products.”

Chris Connor, Camelot’s Customer Marketing Controller, said: “We are constantly looking for innovative ways to help our retailers boost their sales – and returns to Good Causes in a socially responsible manner. This roll out underlines our commitment to ongoing investment in our retailers by better supporting their needs and the demands of their customers for quality of service and an inspiring and informative in-store environment.”

About the Screens The 1,450 new 10” SolidMedia Display Pro units offer remote scheduling and transmission of Video, Still Images and Flash content from a central server over the Global Crossing ISDN network (which is already installed in lottery retailers). The 3 zone layout allows Video/Flash, Still Images and a text ticker to be displayed at the same time.

Remote Media will provide the hardware, software, installation and management services for the project.

About Remote Media

Remote Media are the pioneers of Digital Signage technology that allows static advertising to be replaced with remotely scheduled and updated Digital Signage capable of displaying Still Images, Video, Animation and Live Internet content.

In addition to the Camelot Lottery Network, Remote Media has installed a 120 Digital Poster network for Harrods, London; 100 Digital Posters for Thomson the High Street Travel Agent and is currently operating trial networks for several other major retailers.

Remote Media provides Audio, Visual and Interactive solutions to Companies wishing to communicate in a dynamic and innovative way with their audience. Operating within the UK and Mainland Europe, we provide solutions for Customers in a diverse range of business sectors, including: Retail, Hospitality, Leisure, Transport, Government, Corporate and Media.

For Further Information and Images:-

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About Camelot

Camelot Group plc is the 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 £18.5 billion has been raised for Good Causes by The National Lottery, and more than 237,000 individual awards have been made across the UK. The National Lottery has given away over £26 billion in prizes and created more than 1,900 millionaires or multi-millionaires since launch in 1994. 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. Players of all National Lottery games must be

aged 16 or over. 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

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