



Press Release

Camelot to rollout Comtech 'Jackpot Communicator'

*~2,500 wireless displays to be deployed in retailers - managed from a central location.
~Pilot shows increased sales and jackpot level awareness through reliable communication.*

May 30th, 2006

Camelot, the operator of the UK National Lottery, and Comtech Holdings Ltd (www.comtechm2m.com), a leading Machine-to-Machine (M2M) solution provider, today announced that following a successful trial they will be rolling out 2500 'jackpot communicators' across the network of lottery retailers.

The in-store 'jackpot communicator' (JPC) is a wireless digital unit which displays jackpot levels for Lotto and EuroMillions in real time. As these games offer rolling jackpots, the challenge in the retail environment is for traditional paper-based PoS showing updated jackpot amounts to be printed and distributed in time.

The JPCs are designed to be "plug and play" for easy installation. The system is managed centrally, obtaining the information on jackpot levels from Camelot, which is then automatically delivered to the displays over the Orange wireless network. In addition to improved speed and accuracy of communication, the JPC allows retailers to spend less time on PoS administration (thereby further improving operational efficiency).

Comtech was successful in having its wireless digital signage solution chosen by Camelot after a strict tender process with many suppliers. The key goals of the pilot were to provide a solution that was aligned with National Lottery branding and which was operationally and technically robust, whilst delivering a return on investment over the trial period.

The 90-store trial was run over a year, and across a range of National Lottery retailer formats, from convenience stores through to supermarkets. During the period of the pilot, the technology proved to be extremely robust, whilst increased levels of player awareness helped to boost ticket sales in participating stores. The sales uplift alone meant that the return on investment was delivered in a relatively short timeframe.

Steve Whitehead, Technical Director, Comtech Holdings Limited said: "The pilot process has highlighted a compelling business case for this system and has proven the robustness of our technology. We are working closely with Camelot to deliver the rollout of the system."

Paul Hopton, Camelot's Merchandising Manager said: "We work closely with our retailers constantly looking for innovative ways to help them boost their sales by better meeting their specific needs – and the demands of their

customers for quality of service and convenience. The JPC pilot has exceeded our expectations, with good feedback across the board, from retailers and players, and our sales force alike. This roll out underlines Camelot's commitment to investing in the retail network and helping our retailers to maximise National Lottery ticket sales – and returns to Good Causes.”

About Comtech Holdings Ltd

Comtech Holdings Ltd., www.comtechm2m.com, Bolton, UK, enable companies to remotely monitor, control and manage their equipment via the Internet. The company provides GSM, GPRS, PSTN modems and routers, Web-based central management applications and specialised M2M services enabling companies to create an end-to-end automated system. Solutions are suited to many diverse markets with complete solutions available for the wireless display messaging market.

For further information, please contact:

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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

For further information, please contact

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Photograph

High resolution photograph available from Comtech Holdings Ltd on request.



Left: Steve Whitehead Technical Director, Comtech Holdings Ltd
Right: Paul Hopton Merchandising Manager, Camelot