



News release from **The Worshipful Company of Marketors**

20 May 2005

Lottery chief reports on successful return to growth

Dianne Thompson, Chief Executive of National Lottery operator Camelot, reported that keeping the lottery fresh and improving access for players are key to its continuing success and future growth. She was speaking at the Annual Spring Lunch of the Worshipful Company of Marketors, the Livery Company for leaders in marketing, at the Cutlers Hall in the City of London.

At the sell-out event, the Master of the Marketors, Sir Paul Judge, welcomed all of the Company's guests to the 'vibrant and expanding Company', including 18 new Freemen and Liverymen, before introducing the guest speaker and Liveryman of the Marketors, Dianne Thompson.

Marketing, Dianne explained, has always been at the core of her career. Although speaking as Chief Executive of Camelot, which requires a multi-disciplinary approach, Dianne admitted that at heart she remains a marketer always conscious of the vital role marketing has to play in modern business.

'10 years on, 70% of the adult population still play The National Lottery regularly – which makes it by far the most successful consumer product in Britain. Our players have raised over £17 billion for the Good Causes, which has funded more than 190,000 projects the length and breadth of the country' said Dianne.

-m/f-

'In the process of achieving what it was created for to transform the cultural, community and sporting life of the country the lottery has also created more than 1700 millionaires to date, with more and more being made with each that passes.'

Following a triumphant launch and a period of sales decline which very much followed the international trend for lotteries as they mature, Dianne described how she was pleased to announce a return to growth in 2003.

'Camelot's key strategy for long term growth embraced two strands: diversifying the game portfolio and improving accessibility through new channels and platforms. Embracing change has been the secret of the lottery's contemporary success. We knew we had a powerful brand that had matured earlier than most, and we rang the changes that allowed it to develop rather than stagnate.'

The effect of these changes led to the announcement in spring 2004 that the National Lottery had returned to growth after a period of following the international lottery trend of sales decline as maturity begins to set in. And due to the continuing success of the strategy for growth, weekly sales, which were around £48 million at launch in 1994, now range between £85 and £90 million a week, Dianne explained.

'Camelot's duty – my duty – over the coming years is to continue to innovate, to keep the lottery fresh and to maximise returns to those Good Causes. In doing so we will be ensuring that a great national institution – of which Camelot is a custodian – continues to flourish and grow.'

E N D S

Photo of Dianne Thompson attached or call Shirley Barnett 020 8202 7821

...3/3

Background to the Worshipful Company of Marketors

The Marketors' Livery Company is one of the modern Livery Companies of the City of London, having been granted full Livery status in 1978: it is 90th in the Roll of Livery Companies.

The Worshipful Company of Marketors - the City Livery Company for leaders in Marketing - works in the proud traditions of the City of London to influence the future of marketing.

The Company's Objectives are to:

- Promote marketing as a force for economic and public benefit.
- Encourage excellence in marketing education and practice
- Support the City of London and the Mayoralty
- Raise funds for and be involved in charitable work
- Foster fellowship and discussion among members.

Contacts details

For PR enquiries, General: Trevor Brignall
Chairman, Communications and PR Committee
Tel. 0207408 5410. Mobile: 07966 054166
Email: brignall.trevor@adlittle.com

For general enquiries Mrs Gaye Duffy, Clerk to the Marketors
13 Hall Gardens, Colney Heath,
St. Albans, Herts AL4 0QF
Tel. 01727 824446 Fax. 01727 822652
Email: clerk@marketors.org

Marketors website: <http://www.marketors.org>

Notes to Editors on 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 £17 billion has been raised for Good Causes by The National Lottery, benefiting more than 190,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away £24.7 billion in prizes and created more than 1,700 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 and Sky Active 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
- High resolution photographs are available to the media free of charge at www.newscast.co.uk (Tel: 020 7608 1000)
- Players of all National Lottery games must be aged 16 or over.