



NEWS RELEASE

March 18, 2015
For Immediate Release

NEOPOLLARD INTERACTIVE CONGRATULATES THE MICHIGAN LOTTERY ON SUCCESSFUL LAUNCH OF ONLINE GAMES

LANSING, Michigan, March 18, 2015 /CNW/ – NeoPollard Interactive LLC (“NeoPollard Interactive”) congratulates the Michigan Lottery on the successful launch of its online game services portfolio. The online game services—developed, implemented, and supported by NeoPollard Interactive—allow Michigan residents to play interactive instant games and a version of Keno over the internet on personal computers, tablets, and smart phones. The Michigan Lottery estimates the online games will increase the revenues it provides to the state’s schools by approximately \$480 million over the next eight years.

A soft launch last November came after a “beta test” period that began in August. The testing wasn’t supported by traditional media, promotions, or incentives. Rather, visitors to the Lottery’s website were introduced to the online games option by a “buy online” tab added to the Michigan Lottery’s homepage. The soft launch included a variety of promotional programs. Since the soft launch, online game services sales have grown steadily with February sales contributing \$0.30 per capita per week on average to overall Lottery sales. Online game sales in February represented approximately 10% of comparative retail category sales of instant tickets and club games. That level is more than triple the percentage representation expected in the Lottery’s first year projections.

Currently, Michigan Lottery players may choose from 15 online games with eight games optimized for mobile device play. NeoPollard Interactive champions the importance of having an omni-channel presence and the growing positive response to the Michigan Lottery’s online games portfolio supports this strategy. Preliminary results show the average online game player in Michigan is younger than the average player who buys instant games at retail. Also, about 40% of the online game players use mobile devices, underscoring the importance of offering multiple sales channels. While online games broaden the Michigan Lottery’s player base, retail channels are experiencing concurrent growth.

“NeoPollard Interactive is proud to be a part of the online game services initiative in Michigan,” said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. “In addition to increased revenues for the state’s School Aid Fund, the new services also have created 40 new jobs for Michigan residents, and this number is expected to grow.”

“We are delighted to be a part of the most successful online gaming venture in the United States to date. The Michigan Lottery’s beta test strategy followed by a soft launch and their combined success demonstrate how a strategic approach and a strong vendor relationship can propel sales forward,” noted Ilan Rosen, Co-Chief Executive Officer, NeoPollard Interactive. “We look forward to continuing to work with the Lottery to further optimize sales across all available channels by offering Michigan residents more entertainment opportunities to support public education in the state.”



The Michigan Lottery has contributed nearly \$19 billion to support public education since 1972. In the 2014 fiscal year, the Lottery contributed \$742.8 million to the state School Aid Fund, the eighth year in a row that it contributed more than \$700 million.

About NeoPollard Interactive

NeoPollard Interactive is a joint venture between Pollard Banknote Limited ("Pollard Banknote") and NeoGames S.A.R.L. ("NeoGames"). NeoPollard Interactive combines the marketing expertise and extensive worldwide lottery experience of Pollard Banknote with the proven leadership and technology of NeoGames in launching new online and mobile gaming products and services in response to an ever-evolving marketplace. This joint venture leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services for regulated lottery clients in order to generate revenues for good causes.

Forward-looking Statements

Certain statements in this press release may constitute "forward-looking" statements and information, which involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. When used in this document, such statements include such words as "may," "will," "expect," "believe," "plan," and other similar terminology. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this document. There should not be an expectation that such information will in all circumstances be updated, supplemented, or revised whether as a result of new information, changing circumstances, future events, or otherwise.

-30-

FOR MORE INFORMATION ABOUT NEOPOLLARD INTERACTIVE, CONTACT:

Doug Pollard
Co-Chief Executive Officer
Telephone: (204) 474-2323
E-mail: doug.pollard@neopollard.com

Ilan Rosen
Co-Chief Executive Officer
Telephone: +356-2-2494832
E-mail: ilan.rosen@neopollard.com