NEWS RELEASE

September 9, 2015
For Immediate Release

VIRGINIA LOTTERY CHOOSES NEOPOLLARD INTERACTIVE FOR ENHANCED SUBSCRIPTIONS DIGITAL SOLUTION

WINNIPEG, Manitoba, September 9, 2015 /CNW/ – NeoPollard Interactive LLC ("NeoPollard Interactive") is pleased to announce that it has been awarded a contract by the Virginia Lottery to provide an enhanced subscriptions (eSubs) digital platform and related services. With this award, the Virginia Lottery will expand on its 23-year history of offering lottery subscriptions services with a new state-of-the-art digital solution from NeoPollard Interactive. Upon implementation, this new contract comprises an initial term of five years, and may be renewed for five successive one year periods.

The integrated eSubs digital solution provided by NeoPollard Interactive will comprise all necessary software, hardware, and services—including an innovative, new, and completely independent draw-based games system—to allow lottery players in Virginia to securely purchase subscriptions, account for associated wagers and winnings, and manage their player accounts via the Virginia Lottery's website.

"This has been a long-planned modernization to our existing subscriptions program," said Paula Otto, Executive Director, Virginia Lottery. "The Virginia Lottery has been a leader in lottery subscriptions, offering subscriptions sales through the mail since the early '90s, and subsequently adding an Internet purchase option about a decade ago. Through this initiative with NeoPollard Interactive, we will be able to build on this history by better leveraging technology in order to meet consumer demand and grow our player base in a responsible manner to the benefit of all Virginians."

"NeoPollard Interactive is proud to be a part of the eSubs initiative in the Commonwealth of Virginia," said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. "In 2014, Pollard Banknote, one of NeoPollard Interactive's parent companies, was awarded a primary instant ticket printing contract with the Virginia Lottery, and we're very excited to build upon and grow this relationship on the interactive front. More importantly, as a recognized leader in the digital space for lotteries in North America, NeoPollard Interactive looks forward to helping the Virginia Lottery launch a cutting-edge solution that enhances the player experience and, ultimately, generates incremental revenue to support public education in Virginia."

Ilan Rosen, Co-Chief Executive Officer, NeoPollard Interactive, added, "We are excited that our new and innovative draw-based games solution has been selected to be the engine for the Virginia Lottery's eSubs offering. This is the second North American lottery that will soon launch this player-centric solution, which was developed with a 'mobile first' approach, and we are confident that it will drive growth and become an important part of the Lottery's overall future strategy."

For nearly three decades, the Virginia Lottery has been producing fun and exciting games for Virginians to enjoy. Since 1999, all Virginia Lottery profits have been used to support public education in the Commonwealth. Operating entirely on revenue from the sale of lottery products, the Virginia Lottery generated nearly $534 million for Virginia's public schools in fiscal year 2015.

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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.

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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