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## **SmartTrans MyCaipiao Lottery App hits 25,000 installations in June**

A new version of the SmartTrans MyCaipiao mobile lottery application was released on 8<sup>th</sup> June 2012 to align with the start of the three-week European Cup ([www.uefa.com/uefaeuro/index.html](http://www.uefa.com/uefaeuro/index.html)). This version includes improved functionality focused on sports wagering and allows users to wager on the European Cup soccer games.

SmartTrans is conducting a range of marketing campaigns focused on the European Cup and the MyCaipiao VODOne lottery and sports wagering application has now been installed on over 25,000 phones and is increasing at a rate of approximately 1,000 phones per day.

SmartTrans has seen a substantial increase in visits to its dedicated soccer wagering sites (including [www.mycaipiao.cn/soccer](http://www.mycaipiao.cn/soccer)) hitting a daily high of 30,000 visitors on 16<sup>th</sup> June. Further increases in these levels of interest are expected in the run-up to the final of the European Cup on 28<sup>th</sup> June 2012.

Customer registrations have grown by 510% between May and June (to date) and wagering has increased by 190%. SmartTrans expects that downloads, registrations and wagering will continue to build up with increased interest in the European Cup.

Under its agreement with VODOne, SmartTrans receives a life-time royalty on all amounts wagered by customers who download the MyCaipiao VODOne mobile lottery application from SmartTrans' platform and use it for sports wagering or purchasing lottery tickets.

The new version of the application also provides the facility for customers to view sports and lottery events and to interact with other registered users to discuss lotteries and sports wagering.

The SmartTrans MyCaipiao VODOne lottery application is also available for download from China Mobile's Mobile Market.

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