

NEW U.K. CHARITY LOTTERY WILL LAUNCH LOTTO 6/49 SALES IN APRIL

The new Chariot (UK) plc. lottery, a new venture which intends to retail lottery tickets on behalf of charities, will launch operations in April 2006.

Players will be able to purchase their Lotto 6/49 ticket via the Internet and select one of five different charities each week to receive the profits. Different charities will be featured each week.

"There will be a major marketing campaign based on a spend in the launch phase of £10 million across all media including TV advertising, print, radio and, importantly, online," said Andrew Williams, marketing director, Chariot (UK) plc.

Chariot was founded in April 2003 with the aim of increasing the percentage contribution, per ticket sold, to registered charities relative to the company's main potential competitor, The National Lottery.

On its website, Chariot (UK) plc. runs this message: "We're supporting over 60 charities. Some big, some small, but all equally important to us." Players can click on a link to see the list of charities.

Chariot will allow the lottery players to choose the registered charity benefiting from their lottery ticket purchases. Chariot is developing its lottery concept into a business model that will be run under "society lottery" rules.

"Ticket sales in the first year are capped due to the society lottery legislation the lottery operates under at a total of £520 million," said Williams. "This is based on five charity lotteries each week each with £2 million of tickets for sale. Our plan is to sell out."

Charities will receive 30% of total Chariot (UK) plc. sales. Since ticket sales could reach £520 million in the first year, this would mean £156 million in funding for charities.

In terms of the breakdown of sales, Williams explained that "the charities will receive 30 pence in every pound of ticket sales, 55 pence will be awarded in prizes and 15 pence will be used to cover operating and marketing costs as well as deliver a return to investors."

Players are expected to play the

game primarily through the Internet. Other methods of playing will be via phone and post.

To date, 60 charities have signed contractually binding agreements to participate.

"The charities are fully committed to making this work not least because it could raise an additional £150 million each year for U.K. charities," said Williams. "As such they can use their regular touch points with their supporters to promote the new lottery, reaching an estimated 5 million people with their powerful endorsement to play."

The Board has extensive experience of operating lotteries as well as expertise in the gaming and charity sectors.

CHARIOT SELECTS BETWARE FOR INTERNET PLATFORM

Betware and Chariot (UK) plc are now finalizing a three-year contract where Betware will be the gaming services provider for a new charity lottery in the UK.

Betware will be Chariot's game and platform provider, running the lottery's system on the extremely powerful and flexible Betware Gaming Platform (BGP). The BGP is a collection of core gaming services that are implemented as Enterprise Java Beans (EJB) on a secure Application Server. With the BGP, Betware provides Chariot with complete, scalable solutions to their gaming needs.

Chariot's needs are well catered for with the BGP as it allows the flexible addition of new services with its modular design. Additionally, each core service can be customized based on individual needs while still keeping the same "core" for all suppliers.

The BGP is platform independent, meaning that it can run on a variety of operating systems and application server platforms. Chariot will run the BGP on a bespoke kernel derived from the Linux RedHat operating system. Games can be implemented for many different devices because care has been taken to keep the core services independent from the different device User Interfaces. This allows Chariot to employ

Craig Freeman, managing director of Chariot, has startup experience in the Australian media sector. Tim Holley, chairman of Chariot, was the chief executive of Camelot from 1993 to 2001.

On February 6, Chariot commenced in its shares following its admission to AIM, a junior investment market operated by the London Stock Exchange. Prior to, and conditional upon admission, the company raised £9.6 million (gross), through a placing of 8,350,000 new ordinary shares of 1 pence each at 115 pence per share. Following the placing Chariot has 15,964,250 shares in issue and an approximate market capitalization of £18 million at the placing price. ●

a multi-channel strategy and target the market more comprehensively. Betware's vast gaming portfolio includes sports betting games, instant games, racing games, casino games, Lotto, Joker, Keno and Bingo.

At present, Betware will provide Chariot with one Lotto-type game, which represents a refreshing change to the regular 6/49 Lotto Game. In this game the player can choose any six numbers between one and 49. However, should there be no player who has picked the exact matching numbers in the weekly draw, the player with the closest matching numbers will be a winner. This means that there will be a definite winner (or winners should there be the same matching numbers) every week. Chariot uses Trusted Draw™, developed by Szrek2Solutions, an electronic draw and audit system to generate the draw outcomes for the game offered.

Betware is a software and services company that specializes in providing technical solutions to gaming companies operating in fully regulated jurisdictions. Betware's flexible application program interface (API) allows independent third party gaming developers and operators to create their own games on top of Betware's core services. ●