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Add-on gameplay offered on KENO available in eight selected provinces

In August, 2009, the add-on gameplay offered on Keno of welfare lottery were approved by the Ministry of Finance and other related authorities, which will have a positive impact on enriching our lottery product offerings, expanding lottery player groups, and developing the lottery market.

KENO is the popular “KENO”--type lottery and a classic hi-frequency lottery game worldwide. KENO features multiple payout levels. With a larger base of drawing numbers and multiple combination of winning numbers, etc, the game is not prone to creating uncontrolled betting behaviour, which reduces the risk of hi-frequency drawing on lottery issuance authorities and players alike. In addition, as evidenced in other operations local and abroad, KENO game does not affect traditional CTGs such as Lotto and Digit games, but is an incremental game to the lottery market.

KENO is the only nationwide CTG hi-frequency lottery game offered by China Welfare Lottery Center drawing on international successful experiences. The game features hi-frequency drawing, diverse gameplay, small single bet, leisure and entertainment, accessible to a variety of players. At the same time, KENO sticks to Welfare Lottery’s public welfare mission, integrating the different elements of Welfare Lottery such as public welfare, ethical, mass participation and interesting. While it brings more joy and luck to lottery players, raises more public funds for the country's social welfare and security system by means of extended lottery issuance so that more people can benefit from it.

To date, KENO has been massively rolled out and issued in 8 selected provinces including Liaoning, Hebei, Sichuan, Hunan, Shanxi, Gansu, Shandong and Jilin. The launch of the add-on gameplay on KENO has introduced a popular international gameplay taking into account local market circumstances to greatly reduce the difficulty of winning, and become more interesting, which meets the needs of different groups of lottery players. At present, the China Welfare Lottery Center has organized training for sales in the provinces, and it plans to add new add-on gameplay on the basis of the existing KENO games in the eight provinces in the fourth quarter

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of this year.

The sole supplier of terminal equipment and system for the hi-frequency Keno game of Welfare Lottery is CLS-GTECH Company, a JV between China LotSynergy Holdings Limited and GTECH Corporation in USA. As a leading player engaged in the China lottery industry, CLS has committed to actively promoting the healthy and rapid development of public welfare lotteries in China, with its existing businesses covering video lottery, traditional CTG (hi-frequency lottery), and mobile phone lottery (Internet services). GTECH is the world's largest lottery company and one of the largest providers of gaming solutions. It is also the world's largest KENO lottery system provider. GTECH's instant lottery systems are operating in 45 countries worldwide.