

CLS and China Union Pay tie up on lottery business

Sale of lottery via new channel greatly enhanced

CLS, a leading lottery company in China, has recently announced that it has entered into a contract with the Sichuan Branch of China Union Pay to establish cooperation in the lottery business based on the latter's payment channel. Sichuan Province is among the first batch of trial areas for China Union Pay's mobile payment business and a major technology R&D base. The province will become a model of such business to be rolled out further and across the nation. It will provide stronger support to CLS's business of sale of lottery via new channels.

Mobile payment is the latest application of China Union Pay's "3G-based Mobile Internet Public Technical Service Platform" launched in 2009, a major innovation in financial payment. China Union Pay's mobile payment business has now greatly enhanced its compatibility with terminals to cover over 80% of mobile phone terminals and can be accessed on most mainstream mobile phones. The Sichuan Branch has now commenced a series of business promotion. It is expected that 300,000 to 500,000 Union Pay mobile payment users will be developed in Sichuan Province by the end of this year.

Following the formal approval by government authorities of sale of lottery via the Internet and telephone, sale of lottery via new channels has been given crucial protection and safeguard, presenting great opportunities for companies like CLS with solid experience in the Internet and telephone lottery area. In addition to having its own proprietary Internet and telephone lottery management system platform to provide a complete suite of products and solutions, CLS's technical strength has been widely recognized by its cooperation partners, which is manifested in the contracts

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entered into with several provincial lottery organizations, and the business cooperation established with China Unicom, Bank of Communications, Lenovo Mobile, etc, on Internet and telephone lottery.

Through this cooperation with China Union Pay taking advantage of the development in financial payment in China, CLS is believed to be able to further increase its presence in the Internet and telephone lottery in terms of the number of users, technical capabilities and operation strength, set to take its business of sale of lottery via such new channels to the next level.