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CLS Assists Chongqing Welfare Lottery to build a loyalty point redemption platform for lotteries

China LotSynergy Holdings Limited, a leader in China's lottery industry, entered into an agreement with Chongqing Welfare Lottery Issuance Center on September 1st, 2009 in relation to the building of a loyalty point redemption platform for welfare lotteries.

CLS has been authorized by Chongqing Welfare Lottery Issuance Center to build a Loyalty Point Redemption Platform for welfare lotteries in Chongqing, and provide the related technical service and technical support to Chongqing welfare lottery, and to operate the business of redeeming loyalty points for welfare lotteries under the guidance of Chongqing Welfare Lottery Issuance Centre so as to allow the owners of loyalty points to redeem for Chongqing welfare lotteries via the Loyalty Point Redemption Platform.

In order to capture the new development trend of lottery business in China, welfare lottery centers at all levels have been paying much attention to the demand of players and actively exploring new channels in an innovative manner according to the new policies under the "Lottery Regulation". Chongqing Welfare Lottery Issuance Center has chosen to work with CLS mainly due to CLS' strong technical strength and its profound understanding of the public welfare lottery industry.

Currently, the businesses of CLS cover VLT, CTG (high-frequency lottery) and mobile phone lottery (Internet service), providing a full range of industry solutions. As the three businesses have constantly improved and matured, the strategic planning for the Company will be complete, providing huge momentum for development.