

CLS and Anhui Provincial Sports Lottery Centre tie up to launch mobile lottery business

On 1 July 2010, a subsidiary of China LotSynergy Holdings Limited (“CLS”) received the authorization from and entered into a cooperation agreement with Anhui Provincial Sports Lottery Administration Centre to promote the sales of Sports Lottery computer-generated ticket games across the province via telephone. Anhui is the latest addition to the list of provincial authorizations and cooperation agreements that CLS has received and entered into since the latter half of 2009, giving CLS the competitive edge in the development of mobile lottery.

With mobile Internet applications becoming increasingly popular, technologies are being constantly improved, providing an opportune time for the development of mobile lottery. With through research into and profound understanding of the lottery industry, CLS has developed mobile lottery to become a major business segment of the company, with strong technical and business operation capabilities built. On such basis CLS has grown to become a leader in mobile lottery, winning the recognition of its business partners. The major breakthrough CLS has achieved in mobile lottery is manifested in all parts of the value chain - in its cooperation and partnership with provincial lottery administration organizations, telecom operator such as China Unicom, mobile phone banking such as Bank of Communications, mobile phone vendors such as Lenovo Mobile and Coolpad, and so on.

With more mature and quality customers engaging in its mobile lottery business, CLS is set to take mobile lottery to the next stage of growth along with the development of mobile Internet!