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CLS secured dual contract with Chongqing Welfare Lottery to launch information terminal and telephone betting

On 16 November 2009, CLS and Chongqing Welfare Lottery Issuance Centre entered into two important agreements: the Chongqing Welfare Lottery Telephone Betting Promotion And Co-operation Agreement, and the Welfare Lottery Information Terminal System Co-operation Agreement. Both parties will co-operate to promote the purchase of lottery via telephone and the sales of lottery on an information terminal across the city. The signing of these two agreements come only less than two months after its previous co-operation agreement with Tianjin Welfare Lottery Issuance Centre on mobile phone betting, indicating that CLS is pushing ahead aggressively with its mobile lottery sales initiative.

Since the promulgation of “Lottery Regulation” on 1 July 2009, CLS has quickened its pace in the development and perfection of its mobile lottery purchase solution. Through CLS’ mobile lottery purchase solution, players will be able to select and purchase lottery anytime and anywhere, as they like. Further, given the overall security features of the system, purchase of lottery is made more secure, more reliable and more cost effective.

In early September this year, CLS and Chongqing Welfare Lottery Centre commenced their pilot co-operation to launch the mobile information terminal -- the Welfare Lottery “掌中宝” (Zhang Zhong Bao, a palm-sized terminal). Since its launch, the number of players using it has increased steadily. Many players say they cannot purchase lottery without this “lovely device” anymore. The citywide application of telephone betting service and information terminal in Chongqing shows market’s recognition of CLS’ mobile lottery purchase solution, which will play a more crucial role in the subsequent co-operation and operation.

CLS has a world-class management team and a group of professionals with combined lottery and IT knowledge and experience. With its own technical strength and profound understanding of the industry, CLS has won increasing recognition from its many partners. Along with the ongoing perfection and development of its three major businesses covering CTG, video lottery and mobile lottery, CLS will further improve

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its corporate strategic planning to establish full cooperation with lottery issuance authorities including China Welfare Lottery Centre, Chongqing Welfare Lottery Centre and Tianjin Welfare Lottery Centre, as well as other organizations, with an aim to making greater contribution to the development of public welfare lotteries in China.