

20 MARCH 2008

NEW MEDIA LOTTERY SERVICES PLC
(“NMLS” or “the Company”)
(Ticker: NMLS)

BOARD APPOINTMENT

The Board of New Media Lottery Services PLC, the gaming content and systems provider, is pleased to announce the appointment of Nigel Blythe-Tinker LL.B., FCIS to the Board as non-executive director. The appointment is to take place with immediate effect.

Nigel has extensive experience both in the UK and internationally across the recruitment and gaming sectors, having held senior executive and non executive positions in FTSE 100 and AIM listed companies.

He is a lawyer and chartered company secretary by training, his City experience spans over 30 years - having specialised in Main Market and AIM flotations, mergers and acquisitions, corporate finance/restructuring and corporate governance.

Nigel is currently a Non Executive Director of Gaming VC SA (having previously been Chairman), a Non Executive Director of Sports Media Group Plc and Executive Chairman of Pentasia Ltd.

John Carson, Chief Executive Officer at NMLS, said: **“We are delighted to welcome Nigel to the Board. His wealth of experience in the gaming sector, coupled with his track record with FTSE 100 and AIM listed companies, will significantly strengthen the Company’s Board.”**

Note:

The following details are disclosed under Schedule 2 paragraph (g) of the AIM Rules.

Nigel Blythe-Tinker, aged 57, holds or has held over the past five years the following directorships and partnerships:

Current directorships/partnerships held	Former directorships/partnerships held within last five years
Gaming VC S.A. Sports Media Group PLC (formerly Interactive World PLC) Pentasia Limited BBT Enterprises Limited	Digital Interactive Broadcasting Limited William Hill (Goods) Limited William Hill (Products) Limited EMTEC (Specialised Services) Limited EMTEC Colleges Limited EMTEC (Leicestershire) Limited Motor Systems Limited Retail Motor Industry Training Limited

Nigel was a director of York Vale House Limited which was dissolved on 21 June 1994, Suter Developments Limited dissolved on 05 October 1993, S.Dixon & Son Limited dissolved on 28 September 1993 and Suter Distribution Limited dissolved on 19 October 1993, further details are unavailable.

Nigel has no interest in the Ordinary Shares of the Company. There is no further information to be disclosed in line with Schedule 2 paragraph (g) of the AIM Rules.

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About New Media Lottery Services Plc:

New Media Lottery Services Plc, based in Dublin, Ireland, supplies lotteries with a white label lottery system, games and management support to develop new income streams from digital lottery product distribution, including the internet, mobile telephony, interactive television and digital vending. NMLS secures long-term contracts with lottery clients and shares in the Net Win from these programmes.

END

