

Company New Media Lottery
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Headline Launch Of New Online Lottery
Gaming Site
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**NEW MEDIA LOTTERY SERVICES PLC
("NMLS" or "the Company")
(AIM:NMLS)**

LAUNCH OF NEW ONLINE LOTTERY GAMING SITE

The Board of New Media Lottery Services PLC, the AIM traded gaming content and systems provider is pleased to announce the launch of <http://www.rehabgames.com/> in Ireland.

Highlights -

- The site offers a full variety of entertaining lottery products;
- All of the games are produced in accordance with internationally accepted lottery standards;
- An aggressive roll out of an additional 36 digital lottery format games by the end of 2008 has been included in the site development plans;
- The flexibility of adding new digital games formats and designs with different price points will offer a new approach for traditional lottery products; and
- The site has fully integrated ecommerce facilities for both UK & Ireland payment options

RehabGames.com provides a suite of digital instant win lottery games developed by NMLS that offer a variety of lottery game formats & designs. The site has been launched to provide traditional lottery gaming and offers a number of instant win video lottery games.

An aggressive roll out of an additional 36 digital lottery format games by the end of 2008 has been included in the site development plans with the focus on providing a comprehensive

consumer driven web site. The flexibility of adding new digital games formats and designs with different price points will offer a new approach for traditional lottery products.

The site has fully integrated ecommerce facilities for both UK & Ireland payment options and is backed with an ambitious marketing campaign both above the line (e.g. traditional media) and below the line (e.g. promotions).

The reduced time required to bring digital lottery games to market allows for more focused customer centric products that can be upgraded and enhanced promptly offering new avenues of revenue for lottery companies.

The RehabGames.com site, will also integrate community and social based applications which will allow for multi player game interaction that will enhance player experience. Through the community element players will be able to incorporate a social networking aspect widening their social circle in a relaxed and fun online environment.

Complementing NMLS's other online lottery sites RehabGames.com provides exclusive new game content & styles that will offer an extension of play to existing and potential new customers.

<http://www.rehabgames.com/> currently offers a wide range of instant win digital lottery games. Unlike other gaming sites that utilize random number generated games RehabGames offers games produced to the exact specifications required of lottery scratch games.

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Notes to Editors:

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.

About Rehab Lotteries Ltd:

Rehab Lotteries Ltd, based in Dublin, is a wholly owned subsidiary of the Rehab Group, Ireland's largest not for profit organisation providing services to people with disabilities and those who are socially marginalised. The Rehab Group operates at 200 service centres throughout Ireland and the UK and provides its services to 60,000 people annually. For more information, visit <http://www.rehab.ie/> or visit Rehab Lotteries at <http://www.gelotto.com/>

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